Liverpool’s Cycling Revolution

A Cycling Strategy For Liverpool 2014-26
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Liverpool is in the middle of a cycling revolution. Citybike, the UK’s biggest cycle hire scheme outside London has proved extremely popular, while the recent Tour of Britain and the associated SkyRide gave people from across the region a unique opportunity to experience our city from two wheels. The enthusiasm of everyone involved was a joy to see.

This cycling strategy demonstrates our City’s commitment to encouraging more people to cycle more often in Liverpool. It sets out how we, working together with partners, can change Liverpool with a common vision and commitments to uphold.

Tim Beaumont as Mayor Lead for Wellbeing – and the city’s cycling champion – will be at the forefront of Liverpool’s ambitions to become the fastest growing cycling city in the country.

At its heart is a bold and ambitious target – that 10% of all trips will be made by bike by 2025. In order to achieve this target, cycling needs to be a popular and mainstream option for travelling around our city. Adults and children alike need to be comfortable cycling on safe and convenient routes across Liverpool. We are committed to making infrastructure changes on our roads and new initiatives that will give cyclists, new and old, vital information about choosing to cycle.

Making Liverpool a preferred choice for investment relies on a high-quality environment to live and work in. That’s why one of my Mayoral priorities is to make Liverpool a cleaner, greener city. Cycling has a significant contribution to make towards that vision as a sustainable transport option, and in addition one that can also transform the health and wellbeing of our residents.

That is why we are investing in cycling – for commuting, recreation, sport and health - so we can achieve all of these benefits for Liverpool.

Joe Anderson
Mayor of Liverpool
executive summary

Our Vision
Liverpool will be the fastest growing city\(^1\) for cycling, where cycling is popular mainstream method of travel and physical activity and its cycle routes will be safe, convenient, accessible, comfortable and attractive for all users

Our Aims and Objectives

**We want more people to cycle more often**

We will:
- Increase levels of cycling to 10% of all trips within the city by 2025
- Increase the number of people cycling from 15,000 people cycling once a week to 45,000 people by 2017 (15% cycling at least once a month and 10% once a week)
- Support delivery with explicit policies on transport, health and leisure
- Embed cycling in the Strategic Economic Plan

**We want people to feel and be safe cycling**

We will
- Include provision for cycling in all highway and maintenance works, and through new developments
- Identify additional funding to ensure continuous investment in improving cycle routes
- Improve training and enforcement of all road users

**We want cycling to improve the health of residents**

We will:
- Encourage our residents to make cycling part of their daily lives and raise levels of physical activity
- Promote cycling as a way of improving the quality of life of our residents
- Support community clubs and groups to grow a wider membership and promote sport and recreational opportunity
- Ensure routes into competition and sports performance
- Encourage equality of opportunity by raising the profile of and increasing the accessibility of cycling activities
- Improve air quality and reduce congestion
- Connect green spaces to the cycle network
- Implement the recommendations of the Physical Activity and Sport Strategy
We want to support schools to encourage pupils to cycle for sport, recreation and transport

We will:
- Work with schools across the City to deliver training for young people to ride a bike safely - a life skill for now and the future
- Underpin bike training with opportunities to take part in cycling activities through extra-curricular activities and community based clubs
- Provide safer routes to school

How will we do this?

We will:
- Coordinate actions through a cross departmental cycling development group
- Work closely with members of the Liverpool Cycle Forum who will contribute to and review progress
- Commit to effective partnerships with key stakeholders across all sectors
- Submit an annual report to the City Council’s Transport and Climate Change Select Committee
- Monitor progress with the Liverpool bicycle account, showing indicators of how cycling is developing towards our targets
- Lead delivery through the Regeneration Directorate and the Community Services Directorate

What will 10% of trips by bike mean for Liverpool?
- Less congestion and improved air quality as less trips will be made other transport modes (particularly private vehicles)
- Increased levels of physical activity will help to reduce the risk of coronary heart disease, stroke and type 2 diabetes by up to 50%, and is also important for good mental health
- Benefit employers through less sick days per year and increased productivity of employees
- Contribute to the 35% reduction required in the city’s carbon emissions by 2024
- Provide value for money through investing in cycling infrastructure with high benefit:cost ratios between 0.34 and 42:1
- Create additional income through bike related retail, industry and tourism

Together these outcomes are estimated to generate savings for Liverpool of over £31 million every year.
1. more people cycling more often

The City Council wants more people to cycle more often in Liverpool and Merseyside. We recognise cycling as a mainstream, everyday form of transport that plays an important role in improving accessibility for people to enjoy living, working and visiting the city. Cycling must be seen as a normal, safe and viable choice of transport. To achieve this we must make the focus of our streets to be on people, accessibility and quality of life. If we plan for cars and traffic, we will continue to have cars and traffic.

This is Liverpool’s second cycling strategy and it has a different approach to the previous one – reflecting changing policies, strategies and funding available. It includes cycling for commuting and short trips, as well as for recreation and sport, to drive up participation in cycling leading to a more active, healthy and vibrant community.

In order that this Strategy is delivered, we must build on partnerships already created between the public, private and third sectors. We cannot rely on local authority resources only if we are to see significant increases in cycling levels and to achieve our vision that:

**Our Vision**

Liverpool will be the fastest growing city² for cycling, where cycling is popular mainstream method of travel and physical activity and its cycle routes will be safe, convenient, accessible, comfortable and attractive for all us.
Aim: More people cycling more often

How:
- Develop a safer cycling environment through the provision of a cycle network with clearly defined routes and good quality facilities.
- Improve cyclist safety through training and enforcement of all road users.
- Promote positive messages and provide information to raise awareness of, encourage and sustain cycling.
- Delivery and monitoring.

Outcomes:
- Improved health and wellbeing
- Better environment
- Less congestion
- Better air quality
- Increased accessibility
- Economic benefits
- Increased numbers of people cycling
2. policy context

Liverpool’s Mayor, Joe Anderson, was an early signatory to the manifesto of The Times campaign ‘Cities fit for cycling’. Some of the initiatives in the manifesto need to be addressed by central Government through national legislation. The areas where the Council can drive improvements are reflected in our implementation plan (appendix 1).

The Mayor has pledged to make Liverpool a cleaner, greener, healthier city. He has set up Commissions on Health and Environmental Sustainability to advise on key areas of policy, funding and strategy.

There are a number of strategies and frameworks which drive the work of the City Council and its partners. Those which directly influence the delivery of cycling or are supported by cycle trip increases are summarised in appendix 2. These demonstrate the positive contribution cycling can make to our economy, health and environment as well as being a mode of transport, leisure and sport.

Key drivers for infrastructure delivery will be through the Liverpool City Region Transport Plan, Liverpool Enterprise Partnership Strategic Economic Plan and the Active Travel Strategy of Merseyside’s Local Transport Plan. The developing Healthy Weight and Physical Activity & Sport strategies support increases in cycling. The Joint Strategic Needs Assessment 2013-14 states physical activity as a key priority factor.

The delivery of this Strategy must be part of wider sustainable transport policy for Liverpool and the Liverpool City Region. The Liverpool Cycle Forum will develop and review the implementation plan which will be reported annually to the Transport and Climate Change Select Committee. The City Council will set up a cross-departmental group, chaired by the Cycling Champion. This is a recommended approach from the Get Britain Cycling All Party Parliamentary Group and the Health Impact Assessment conducted on this Strategy.
3. our challenges

The first Liverpool cycling strategy set out a cycle network for the city and sections of this have been achieved, as well as additional links. During the second Local Transport Plan (2006-11), the City Council invested almost £2.3m directly in cycling infrastructure and promotion.

In addition cycling infrastructure has been delivered through developer contributions and City Council highway schemes (for example Road Safety schemes such as traffic calming). The Merseyside Transport Partnership’s TravelWise campaign has delivered the largest school cycle training programme in the country, as well as promoting cycling through the provision of information such as the Liverpool cycle map, area leaflets and website. Sustrans invest heavily in the maintenance and management of the Liverpool Loop Line, part of the National Cycle Network and the Trans Pennine Trail. A huge range of projects have also been delivered by organisations who run bike rides, offer cycle training and promote cycling through their travel plans. This work has been reported at and discussed at the Liverpool Cycle Forum.

Clearly there remains much more to do if we are to increase cycling rates. Our implementation plan (appendix 1) sets out challenges and actions for delivery.

Partner activities contributed to an increase of 25% in recorded cycle trips in Merseyside between 2006 and 2011, exceeding the LTP2 target of 10%. A further increase of 16.9% was recorded for 2012 - the first year of LTP3.

Liverpool has seen an annual increase of 10-20% since 2009. However cycling remains at 1.1% of all journeys to work.
4. cycling is good for Liverpool

Cycling, as a means of transport and recreation, is healthy, non-polluting, space-efficient, quick, quiet, relatively benign in terms of the risk it poses to users as well as others, and comparatively inexpensive to provide for. Many of the most attractive, vibrant, successful and liveable cities of the world have high levels of cycling and recognise its major contribution to creating a sustainable society. Cycle use is not restricted to areas and population groups.

This Strategy recognises the contribution cycling will make in providing a sustainable future for Liverpool’s residents and that we must actively promote cycling to maximise the key benefits for:

- our economy
- providing access for all
- improving health and wellbeing
- our low carbon future

4.1 Our economy

Cycling offers a low cost transport solution to the individual in accessing employment, education, leisure, retail and health sites. In comparison to the private car, a bicycle has low capital outlay, low maintenance and insurance, no fuel costs or vehicle excise duty, and usually no parking charges.

The European Cycling Federation estimates an economic benefit of £332 per person cycling per year. If 20% of Liverpool’s 469,400 residents were cycling regularly then this would benefit Liverpool’s economy by £31,188,080 annually.

In terms of public investment, cycling infrastructure has been found to provide a benefit to cost ratio of between 0.34:1 and 42:1. Each additional cyclist cycling regularly for a year on urban roads found that the total annual benefits are over £600. To achieve a benefit to cost ratio of 1:1, this report states that an investment of £100,000 requires an overall increase of just 11 more people cycling regularly every year for the life of the project.

The number of cycle shops in Liverpool continues to increase, supported by an increase in cycle levels, both through the purchase of new bikes and accessories, and in maintenance provision. It is estimated that half of sales in some bike shops are attributable to the ‘Cycle to Work’ scheme. Cycling has a £2.9 billion gross value to the UK economy, equalling a gross cycling product of £230 per cyclist per year.

Spending by people per trip who travel by bike has been found to be high. Sustrans research has found that people who shop locally by bike spend more per head than those that have travelled by car. Cyclists are estimated to spend £9.30 per trip on the Trans Pennine Trail.
4.2 Providing access for all

Car ownership has historically been significantly lower in Merseyside than much of the rest of the UK. The 2011 census found that 46% of Liverpool households do not have access to a car or van. The growing costs of transport are restricting opportunity for all, including accessing employment, education and healthcare. This is creating ‘transport poverty’, a situation similar to fuel poverty where a disproportionate percentage of income is used. This situation is likely to continue to worsen through rising oil costs, making other transport modes unaffordable to many. Cycling can offer a choice as part of a more equitable transport network.

However households not having access to a bike is also very high, at around 68% of Merseyside’s population and 78% of disadvantaged communities\(^3\). Not having a bicycle available to use remains a barrier to achieving the potential of access by bike.

While cycling is a low cost transport mode, the cost of purchasing a bike can be prohibitive. More is needed to be done on refurbishing used bikes to make them available at low cost and remove them from the waste stream. A cycle hire scheme will also help to provide low cost bikes. In addition not having anywhere to securely store a bike at home will also limit bike ownership - an issue raised through Merseytravel’s Community Project work. This work, as well as other projects such as Choose Freedom, is providing pool bikes to community groups.

National research on travel habits\(^4\) has found that 53% of urban trips made are less than 5 miles – a reasonable distance to cycle. This is similar to the figure for Liverpool found in the 2011 National Census. Given that most areas of Liverpool are less than 5 miles from the city centre, the main trip generator in Merseyside, the potential for increasing cycle trips is huge. Thirty nine percent\(^5\) agree that they could just as easily cycle for the 2 mile journeys they currently make by car (if they had a bike). But 65% of the same survey respondents agree that it is too dangerous to cycle on the roads.

With a compact city centre and reasonably easy terrain, Liverpool has very favourable conditions for cycling. Cycling plays an important role in improving access for those suffering social exclusion and worklessness. Cycling can greatly increase accessibility cheaply to employment, training opportunities, healthcare and education. Access to employment as well as other facilities and services by bike must be provided in regeneration and major transport schemes. This is crucial if local people are to benefit from the opportunities created.
The NHS would save £250m a year if 10% all trips were made by bicycle against the current figure of around 2%\(^{10}\). This would equate to over £2m for Liverpool, as a proportion of the population.

Achieving the Liverpool target to increase cycle trips to 10% of all journeys by 2025 would mean an additional 16,465 cycle trips being made, and could result in 2.08 prevented deaths per year and an accumulated benefit of £11,833,600 over 12 years.*

* Derived from The World Health Organization’s Health Economic Assessment Tool calculates the reduced mortality as a result of changes in cycling behaviour. This considers populations aged between 20-64 years and this does not include costs related to morbidity.

To assess the Liverpool target to increase cycle trips to 10% by 2025 from 1.1%, Liverpool’s working population figure of 185,000 (16-64 age group, from 2011 Census) was used. This assumes the working population remains static over the next 12 years, with 2 trips of 4km being made by each cyclist per day, 5 times per week for 46 weeks of the year.

Average European value of a statistical life used with conversion of £0.86 to €1 Euro).
4.3 Improving health and wellbeing

Liverpool remains the most deprived Local Authority area in England\textsuperscript{16}, with the highest levels of deprivation in the north of the city. Health, Employment, Income, and Living Environment domains have the highest levels of deprivation. Health deprivation (premature death and the impairment of quality of life by poor health (both physical and mental) closely follows the pattern of overall deprivation but is more widespread and also affects more affluent areas that do not display deprivation on other domains. Liverpool's health and disability levels are the worst of those in the Liverpool City Region. The major causes of premature death in Liverpool are cancer, cardiovascular disease and respiratory disease. Admissions to hospital for asthma and respiratory problems are highest in the North West and, within the North West, they are highest in Liverpool.

Physical activity is now widely recognised as an important element of a healthy lifestyle. People who are physically active have a lower risk of non-communicable diseases such as obesity, coronary heart disease, stroke, cancer and mental health problems. By 2050 the cost to the NHS treating those overweight and obese could rise to £9.7 billion, with a wider cost to society of £49.9 billion\textsuperscript{17}.

People from the poorest households are least likely to meet the recommended levels of physical activity – achieving less than 30 minutes of physical activity per week. Low levels of physical activity are a significant cause of health inequalities with inactive groups suffering poorer health and living shorter lives than the general population. Mental health problems are also more common in areas of deprivation\textsuperscript{19}.

Low levels of physical activity (connected to deprivation) are a particular problem within the black and ethnic minority population in England\textsuperscript{20}. Therefore prevalence of obesity and other health problems are also higher. People with physical disabilities are likely to be less active than the general population and again more likely to suffer from poor health. Poorly accessible environments do not help people with disabilities.

Cycling is an easily accessible and cost-effective way of including physical activity into every day life for the majority of the population. The return on investment has been found to be 20:1\textsuperscript{21}. A regular cyclist has the fitness of those 10 years younger, lives 2 years longer and takes 1 less sick day off per year.

In Liverpool, only 18% of adults are active enough to benefit their health, less than the national average. Nearly one in four boys and one in three girls in Year 5 (aged 10-11) in Liverpool are overweight. Cycling is acknowledged as a way of building physical activity into daily routines by the Liverpool Active City Strategy 2012-17\textsuperscript{22}, either as a method of transport or for leisure. Its focus is to increase the proportion of people who undertake regular physical activity and maintain their healthy behaviour and reduce sedentary behaviour, with a vision for 2017 to increase participation in physical activity by 2\% and to ensure that every individual has the opportunity to engage at a level that will enable them to meet their potential.

The City Council is a partner in delivering Liverpool’s Decade of Health and Wellbeing 2020. This has established five key health promotion themes – Connect, Be Active, Take Notice, Keep Learning and Give. These are designed to encourage people to build these ways into their daily routines to improve mental and physical wellbeing.

4.3.2 Air quality

In 2008, the whole city was declared as an Air Quality Management Area based on levels of Nitrogen Dioxide. The Air Quality Action Plan\textsuperscript{23} identifies reducing emissions from transport as having highly significant positive effects on local air quality, achieved in part through reductions in the use of the private car and promoting alternative transport modes. Cycling can contribute to containing local pollution levels, particularly by replacing short car trips, in the longer term.

A 20 per cent increase in current cycling levels by 2015 could save Liverpool’s economy over £2 million in terms of reduced traffic congestion and lower pollution levels\textsuperscript{24}.
4.3.3 Safety
Maintaining and improving the safety of our highways can have a positive effect on human health in terms of social inclusion by making people feel safer and more confident travelling around their local area and beyond. Safety concerns are a major barrier to taking up cycling and remain a concern for people who are cycling. Illegally cycling on the pavement will be reduced by the provision of safe cycling infrastructure.

Reported Killed and Seriously Injured (KSI) collisions involving cycling have increased in both Liverpool and Merseyside (between 2009-12). The KSI and slight cycle collision data will continue to be analysed to identify patterns or ‘hotspots’.

European and Australian evidence of ‘safety in numbers’ shows that increasing cycle trips reduces the risk per unit of exposure for deaths and injuries due to accidents. This suggests this is due to improved driver awareness as drivers become more used to seeing cyclists on the road and adapt their behaviour accordingly, for example reduce their speed. However this could also be because of the infrastructure provided which creates a safer cycling environment.

Until such a critical mass of cyclists on our streets is achieved, improved safety could be achieved through cycle training (including driver awareness schemes) and reducing motor vehicle speed through education, enforcement and engineering. Building on 20mph zones, the ‘20effect’ campaign will be applied to identified residential roads across the city.

4.3.4 Quality of life
The local neighbourhood environment can be improved through minimising the negative effects of congestion, safety and pollution. The third Local Transport Plan states that, away from the strategic freight and public transport networks, people come first and we will create street environments that encourage and provide a safe environment for cycling, walking and play through our road user hierarchy.

Increasing the number of short trips made by cycling (and walking) provides the opportunity to create a more sociable environment, which will increase opportunities of social interaction and use of local facilities.

Liverpool’s Green Infrastructure also recognises the link between quality of life and improving opportunities for cycling as part of every day life in the city. It suggests linking green infrastructure with the wider public realm to encourage cycling to achieve this. Natural choices for healthy activities will increase levels of physical activity, reduce the high levels of poor mental health across the city and reduce air pollution levels. The Physical Activity and Sport Strategy has highlighted that more imagination is required in respect of location; making use of, for example parks and open spaces with the notion that physical activity and sports participation should not just be about competitive opportunities but about getting people active and interested in their health and wellbeing. These aims will be reflected in the Parks and Open Space Strategy.
4.4 Our low carbon future

Liverpool's Mayor has made a pledge for Liverpool to be a ‘cleaner, greener, healthier city’. The Mayoral Commission on environmental sustainability will review evidence and make recommendations to achieve this. The ‘Environmental Audit for Liverpool\textsuperscript{77}’ rates cycling poorly (comparing cycle lane provision per inhabitant in relation to other European cities) but assessed that the city has good potential in the long term.

The Climate Change Act 2008 sets a target to reduce UK greenhouse gas emissions by at least 80 per cent by 2050. The City’s Sustainable Community Strategy states its outcome as ‘to reduce climate change and environmental sustainability’ with two keys aims:

- Liverpool to be placed in the top quartile of UK cities for its’ ‘ecological footprint’ ranking by 2024
- Liverpool will respond to the challenge of climate change in support of national objectives, targeting a minimum 35% reduction in the city's carbon emissions by 2024

Twenty one percent of total domestic greenhouse gas emissions arise from transport and 21% of these household journeys are less than 5 miles\textsuperscript{78}. These journeys are a reasonable distance to travel by bike and cycling should be promoted as a travel option for such trips. There are strong links between transport and lifestyle choices. People value good transport highly but this does not translate to making greener travel choices. A willingness to change to reduce carbon emissions is high for domestic behaviour but is less for transport. Adjusting trip patterns is more favourable than changing mode. The additional benefits of financial, time saving and health can be seen as being levers to encourage carbon reducing behaviour\textsuperscript{79}.

The implementation plan for the Sustainable Community Strategy highlights the need to continue to increase cycling routes to improve the city’s connectivity and recognises that increasing active travel also contributes to our target to reduce obesity among adults and children from 2010 onwards.
5. a cycling strategy for Liverpool

This Cycling Strategy forms the implementation plan for cycling in Liverpool, as set out in the Merseyside Active Travel Strategy (appendix 6 of the third Merseyside Local Transport Plan (LTP3)). This contributes to the framework for Merseyside-wide activity being delivered through the Merseyside Transport Partnership - providing benefits such as improved health; increased accessibility to jobs, education, health and leisure; safer neighbourhoods; environmental improvements; and financial savings.

To get more people cycling, more often we must work to make riding a bike the attractive and logical choice for short trips, daily activity, recreation and sport. We will work with partners to do this by:

- Developing a safer cycling environment through the provision of a cycle network with clearly defined routes and good quality facilities
- Improving cyclist safety through training and enforcement of all road users
- Promoting positive messages and provide information to raise awareness of, encourage and sustain cycling
- Making it happen through efficient delivery with resources available and monitoring the impact of our work
5.1 Developing a safer cycling environment through the provision of a cycle network with clearly defined routes and good quality facilities

5.1.1 Liverpool's cycle network
A cycle network includes signed routes, cycle lanes, crossing points and other facilities designed to make trips by bike easy and safe. A joined up network can be formed by quiet roads, cut throughs and traffic calmed streets which do not need to be signposted specifically as cycle routes. It also needs to cater for more experienced cyclists with faster, direct commuting routes. Green spaces, such as the City's parks, provide the opportunity for recreational routes within them and utility routes through them. Therefore all of the highway network should provide for safe cycling, connecting with greenspaces and privately managed land. Appendix 3 shows our cycle network which was identified through the first Liverpool Cycling Strategy (with additional routes of National Cycle Network Routes 810 and 862, and Connect2). The Transpennine Trail (part of National Cycle Network Route 62) is an internationally known route and the City Council is a partner of the Trail.

While investment has been made into the cycle network, much more is needed to ensure routes are continuous and are connecting to key trip generators, such as areas of regeneration, investment and employment. Many people will not start cycling unless vehicles are slowed and they can be physically separated from traffic on busier roads with speeds higher than 20mph. Safe crossings across busy junctions are required to connect 20mph areas. Links to and through the city centre are a vital part of this network. It must be the objective to make all of our roads safe for cycling, or to provide parallel routes where this is not possible. The condition of the network needs to be kept under review to ensure that it provides the facilities that people want so that they will choose to make their trip by bike.

This network will need to develop cross boundary links with Merseyside and Halton partners. The mayoral development zones offer opportunities to improve transport accessibility. Residential streets and connecting roads to district centres should provide for safe and pleasant routes for short local trips, including links to public transport for longer multi-modal trips. We will continue to develop the network with our partners through the Merseyside Transport Partnership Active Travel Group, where we have devised a scoring matrix to prioritise, seek funding and deliver routes.

5.1.2 Shared use areas
The majority of the cycle network is on our roads. However there are times when shared use areas with pedestrians are part of a route and there may be a requirement to provide additional links in the future. As a rule, creating sufficient space for cyclists should not be made at the expense of pedestrians – we do not want a decrease in walking. We recognise that there are difficulties integrating pedestrians and cycles, and that pedestrians have a higher status in the road user hierarchy set out in LTP3.

However guidance recommends that careful street management and design can allow pedestrians and cyclists to mix\textsuperscript{30}. In some instances, it may be necessary to provide shared facilities to protect cyclists from busy traffic or to provide a cut through to significantly shorten a journey. The City Council will consult with stakeholders through the public consultation process for each highway scheme. Stakeholders including ward councillors, emergency services, local residents and user groups. The Liverpool's Corporate Access Group is included as are individual members.
5.1.3 Enabling facilities

Making our road network safe and pleasant for cycling is not the complete picture. We need to increase the availability of bikes to our residents so that they can benefit from cycling. Low cost recycled bikes will help to increase bike ownership levels and the cycle hire scheme will increase availability. A secure place to park at both the start point and destination of a trip are needed. Bike storage at home can be a problem for those with little or no outside private space. This trip may involve public transport use, where bikes can increase interchange catchments and make journeys more time efficient. Secure cycle parking at stations and capacity to take bikes on the train will support ‘end to end’ intermodal journeys, with the provision of hire bikes allowing for longer commuting trips. Workplace facilities such as cycle storage and showers will encourage longer commuter trips. Repair hubs and cycle points will help to keep bikes on the road, and bike security marking will prevent theft. On-street cycle parking is provided through the City Council’s cycling budget, with new locations being determined by public request or changing demand.

5.1.4 Principles of our cycling facilities

In order for cycling to contribute effectively as a mode of transport to reducing congestion (thereby improving air quality and accessibility) and to create a pleasant environment for recreational cycling, we must be willing to consider reducing traffic volumes and speeds, and to re-allocate road-space. This is particularly important to provide effective segregated cycle lanes. The objective must be to provide continuous cycle routes which are safe, direct, coherent, comfortable and attractive – enabling journeys by bike to be made on the network by all abilities.

This reflects the road user hierarchy as set out in LTP3:
1. pedestrians
2. cyclists
3. public transport
4. freight
5. private cars

Reported road traffic accidents involving cyclists mainly involve junctions, unsurprisingly as these are areas of potential conflict. Therefore ending cycle lanes as they approach junctions because it is ‘too difficult’ cannot be acceptable if we are to achieve our Vision. Enforcement of behaviour, speeding and parking will contribute to making our roads safer. Design for highway schemes and cycle-specific infrastructure should be revised to reflect best practice (current cycle related design guidance is included in appendix 4) and the hierarchy of provision:

1. Traffic volume reduction
2. Traffic speed reduction
3. Junction treatment, hazard site treatment, traffic management
4. Reallocation of carriageway space
5. Cycle tracks away from roads
6. Conversion of footways/footpaths to shared use for pedestrians and cyclists
Highway designers and auditors must keep up to date on knowledge of implementing cycle infrastructure to ensure road safety and cycle audits are completed correctly. General principles for designing for cycling include:

**Safety**
- 20mph being the ‘default’ speed limit for residential streets, with A and B roads being considered for 20mph limits
- busy or high-speed roads should have some form of dedicated cycling space
- shared use cycle tracks using pavements should only be seen as a ‘last resort’ solution – for example they may be acceptable alongside main roads with few pedestrians or side-roads to improve safety or to significantly shorten a route
- all cycle facilities, whether on or off road, should provide at least the minimum widths according to DfT guidance
- all facilities should be provided in accordance with DfT guidance and be subject to both a cycle audit and safety audit to ensure they are not detrimental to cyclists
- good, well maintained surfaces with adequate lighting
- include coloured surfacing at points of potential conflict, such as crossing junctions
- highway maintenance procedures must take cycling into account with regard to highway inspections and repairs, including areas within 2m of the kerb, signage and road markings, drainage, vegetation clearance and cycle parking

**Convenience**
- seek to not hinder cycling, such as maintaining priority at junctions (for example raised tables, advance stop lines, separate or priority signals) and not slowing down for sharp corners or gradients
- clear directional signage should be provided to be consistent with existing signs, with relevant route numbers if applicable and distances
- enforceable restrictions should be included in highway layouts to ensure cycle facilities are usable and not abused
- temporary road layouts should not obstruct a signed cycle route - an alternative route should be clearly signed

**Connectivity**
- routes should be continuous, with safer junctions and crossing points and follow desire lines to key destinations
- ‘except cycles’ should be the default position for motor vehicle restrictions, such as road closures, one way streets and pedestrian areas
- opportunities should be taken to use parks and open spaces as part of cycle routes, and for recreational cycling
- Liverpool's cycle network should be linked to surrounding districts – it should not be obvious when you reach Liverpool's border

**Accessibility**
- accessible and secure cycle parking (see appendix 5) should be provided at key destinations with provision regularly reviewed, providing for short and long stay use. This includes provision at transport interchanges to encourage ‘end to end’ journeys
5.2 Improve cyclist safety through training and enforcement of all road users

Reported cycle related collisions have increased recently (2009-12) both in actual numbers and in proportion to the number of reported road traffic accidents in both Liverpool and Merseyside. The Transport & Climate Change Select Committee scrutiny panel will examine the evidence of these increases and relevant actions will be included in the implementation plan. We will continue to analyse locations of collisions and causes for ‘hotspots’ where engineering solutions could be implemented. To date reasons tend towards ‘failure to look’ by both drivers and cyclists involved, indicating a need for education to improve behaviour and awareness of all road users.

One factor is the increasing number of cyclists using the roads. Further information is included in appendix 6 – Liverpool bicycle account.

5.2.1 Safety

Safety is frequently cited as a barrier to taking up cycling. This can include problems caused by traffic speeds and volumes, and types of vehicles such as buses, taxis and HGV’s. Road conditions can be an additional factor such as poor lighting and road surfaces. Potential cyclists may be nervous of returning to the road if they have not ridden a bike for years. Driver behaviour can be intimidating and dangerous. Poorly maintained bikes can make travelling by bike uncomfortable and can be unsafe.

The City Council has had a traffic calming programme based on reported road traffic accident statistics. This has now progressed to ‘The 20 Effect’; the roll out 20mph areas across the city’s residential roads, which with residents’ support, will cover 70% of Liverpool’s roads. The reduction in motor traffic speed is good news for cyclists (and other vulnerable road users). However in order for cyclists to be able to navigate the city safely, these 20mph areas will need to be linked to form safer routes across the city. We need to minimise locations where main roads are a barrier to these cycle connections.

Safety audits are carried out on all highway designs and on site following completion of each scheme. These audits must be conducted by an auditor who understands the safety requirements of cyclists.

5.2.2 Cycle training

Learning to ride a bike safely is a skill for life. Training can increase confidence through improving skill level and awareness of potential hazards. Merseyside has the biggest cycle training programme in the country:

- Level 2 Bikeability training is offered free to all Merseyside schools for Year 5 and 6
- Level 3 Bikeability training has been offered free to secondary schools
- Adults can access free training at all levels as well as maintenance training

This cycle training programme has not yet translated to increasing cycling to school rates – safer routes, secure parking and a lack of cycling culture need to back it up. However there are signs that it is having a positive effect on cycle levels for recreation\(^3\) including:

- 97% of parents/guardians perceive the training to have improved the child’s safety when cycling
- 92% of those trained are recorded as cycling for leisure purposes at least once a week
- 81% of respondents report a more positive attitude toward cycling generally within the family
Bikeability

is ‘cycling proficiency’ for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today’s roads.

There are three Bikeability levels. A child will typically start Bikeability lessons once they have learnt to ride a bike, with 10-11 year olds progressing through to Level 2, and then Level 3 at secondary school (11-18 year olds). Certificates and badges for each level are awarded to children who successfully complete each course. Children are encouraged and inspired to achieve all three levels, recognising that there is always more to learn and to enjoy on a bike.

Bikeability was developed by more than 20 professional organisations including the Royal Society for Prevention against Accidents and is supported by cross-Government departments including the Department for Transport, Department of Health and Department for Children, Schools and Families.
5.2.3 Driver education
Merseyside’s Road Safety Partnership has identified 4 key areas of concern regarding Road Traffic Accidents. One of these areas is cycle safety. Consequently a cycle thematic group has been set up, led by Sefton Council and including representatives from the emergency services and Liverpool City Council. Driver behaviour and awareness, as well as that of cyclists, must be targeted for any campaigns. Innovative ways are required to provide drivers, particularly professional drivers, with extra information about cyclist safety so they can understand the needs of cyclists and their behaviour, such as road positioning. While cycle facilities must be enforceable to prevent abuse by drivers, a culture change is needed so that drivers understand the value of cycle infrastructure.

Merseytravel’s Corporate Engagement Team is currently working with Arriva to encourage their bus drivers to increase awareness of cyclists on the road. Many of their drivers are cyclists themselves and have been offered free on-road cycle training. Arriva has produced their own advice document for their drivers on how to act considerately to cyclists. Their buses have stickers on the back reminding cyclists not to undertake.

Merseytravel’s Merseylearn programme encourages learning and development for taxi drivers, delivering and signposting to training courses. Health and wellbeing is part of this so could include adult cycle training, not only to improve physical activity levels but also to increase awareness of cycling on our roads. Licensing renewals provide an additional opportunity to inform drivers of the cycle training available.

5.3 Promoting positive messages and provide information to raise awareness of, encourage and sustain cycling
All of our cycle information has been produced using the Merseyside Transport Partnership’s TravelWise campaign branding. Messages are used to promote cycling as a fun, healthy, cheap mode of transport. This is coupled with the use of positive imagery aimed at normalising cycling through the use of local locations with people wearing ordinary clothing.

Cycling information is available in a variety of formats:
- Printed - the Liverpool cycle map, Loop Line map and area leaflets are available free and distributed via local organisations, events and on request. Regular press releases are sent to local media
- Web based – principally using City Council and TravelWise webpages
- Targeted mailing – email or postal to individuals and groups on a centrally held database

We need to look at other ways of reaching people with our messaging and information, in particular social media. Web based journey planners could help to promote more personalised route information and give instant access through smartphones.
5.3.1 Targeting behaviour change through Smarter Choices programmes
In addition to providing a cycle network, we must continue to encourage the take up of cycling through providing information and promoting our Smarter Choices programmes.

Merseytravel’s Corporate Engagement Team has completed research to target campaigns, for example parents to support the delivery of child cycle training. There is also a programme of working through existing community groups to offer cycle related activities. Successful smarter choices projects must be part of our programme to encourage and inform infrequent and non-cyclists to use bikes to get around, as well as for leisure and sport. The cycle hire scheme will help here to enable people to give cycling a try.

The City Council has completed two area based cycling projects with promotion via local workplaces, schools and community groups, which has resulted in weekly bike rides by volunteer groups. We have two ‘Choose Freedom’ projects in the north and south of the city through the Local Sustainable Transport Fund, targeting areas of disadvantage to increase access to employment and training. These projects also include active travel promotion, through the provision of bike rides, cycle training and maintenance sessions. Merseytravel is working with community groups to offer cycle related activities. Sustrans Bike It Plus programme, delivered through the Local Sustainable Transport Fund, also targets access to employment, training and education through working with secondary schools and community groups.

5.3.2 Physical Activity
Liverpool’s Physical Activity and Sport Strategy 2014 – 2019 has a strong focus on health and partnership development. The ultimate aim of the Strategy is to drive up participation in sport and physical activity as a result of concerted, partnership-based action by all the agencies with a contribution to make - leading to a more active, healthy community. There is an added value which sport and physical activity gives to the culture of a city like Liverpool and the region, and indeed the country. Sometimes that value is very difficult to measure but there is no doubt sport and physical activity can make a positive contribution to the lives of Liverpool citizens.

The City Council has a bespoke and committed relationship with British Cycling (the National Governing Body of Cycling). The National Cycling Target shared by British Cycling and its commercial partner Sky (for all types of cycling) is to get one million more people cycling by 2017. The Sport England and British Cycling national target is 150,000 people cycling once a week by 2017 and to get a million women cycling by 2020. The British Cycling programme for local authorities aims to get 87% of Occasional (less than once a month) riders to Regular (once a month) riders and 75% Regular (once per month) riders to Frequent (once a week) riders.

Cycling is one of the proposed focus sports contained within the Physical Activity and Sport Strategy with a rationale of increasing popularity. Cycling is an inexpensive way to engage with all sections of the community. Limited investment and links to the health, transport and events agendas should ensure that cycling becomes even more popular in the near future. There is also potential to link to a high profile events portfolio.

To assist in addressing the health inequalities in our city, the Physical Activity and Sport Strategy recommends that the City Council coordinates access to the Clinical Commissioning Group and other departments such as transport and schools to ensure the approach is joined up across the city. The Strategic Physical Activity and Sports Group meets regularly to achieve this.
5.3.3 Travel planning
A travel plan is a site specific document detailing the promotion of sustainable travel and the provision of facilities to enable people to choose to make their journeys by sustainable modes. Plans should be monitored against set targets. Through the planning process, new developments are conditioned to submit a travel plan. However we need to enforce these plans to assess their impact on modal split to access the organisation or residences, and therefore the impact on traffic levels.

The target for all schools to have a travel plan by 2010 was achieved in Liverpool, but no centralised monitoring is taking place. The City Council’s Public Health Team is currently drafting a Healthy Weight Strategy aiming to target both children and adults. Physical activity will have a major part in this strategy and one delivery mechanism would be through our schools. Both Bikeability and Crossright pedestrian training outcomes could be monitored through active travel to school rates.

The Active Travel Strategy identifies rail station travel plans for delivery. Cycling to the station provides benefits through increasing the catchment area, reducing the need for car parking and reducing total journey times. Merseyrail is focussing on ‘end to end’ journeys to access its network, work which would complement the implementation of station travel plans.

5.4 Making it happen – delivery and monitoring
The provision of resources and monitoring outcomes underpin all activities set out in Section 5 and the implementation plan for this Cycling Strategy in appendix 1.

- Review of the implementation plan will be reported to and contributed to by the Liverpool Cycle Forum. This annual report will be submitted to the Transport and Climate Change Select Committee. It will be made available on the City Council website. The responsibility for delivering the plan rests with the City Council Regeneration Directorate, supported by the Community Services Directorate.

5.4.1 Resources to deliver our cycle network
We need to effectively communicate the economic, social, environmental and health benefits of increasing cycle levels to encourage investment from a wide range of sources.

Encouraging cycling through smarter choice programmes such as travel plans can only be effective if delivered through a range of partners, including workplaces, schools and community groups. We need to develop and maintain proactive partnerships to deliver these benefits, some of which have been made through the Liverpool Cycle Forum and Merseytravel’s Employer Network. We must work within the MTP to deliver communication programmes using a variety of media and resources to publicise the network and positive impacts that riding a bike offers.

Cycling cannot exist in isolation of other modes that compete for road space, funding and priority – transport needs to be considered as a whole. We must develop cycle friendly conditions on our roads if we are to achieve a ‘cycling revolution’.
The delivery of a complete and usable network will have to be delivered through the redesign of the existing highway network. There are few opportunities to develop off-road or new greenway routes, such as the Loop Line. We have a limited dedicated cycling budget within the capital programme to deliver cycle specific schemes which cannot provide the levels of £10 per head of annual investment suggested by the Get Britain Cycling report. Therefore the cycle network will be delivered largely through new development, highway improvement schemes, maintenance schemes and applications for external funding. This consistent long term approach has been used to deliver cycle networks in cities such as Copenhagen.

In order to maximise opportunities for improvements we will develop ‘shovel ready’ schemes available for short term funding opportunities. These will be based on the City Region-wide scheme matrix created by the Active Travel Group to prioritise cycle schemes to inform the development of a wider network, building on existing routes.

5.4.2 New development

Liverpool City Council ensures compliance for all new developments to have access by all modes with the Supplementary Planning Document ‘Ensuring a choice of travel’ as well as using Manual for Streets to design out conflicts. These principles must be applied retrospectively to all streets away from the freight and public transport strategic networks, especially residential areas and district centres whenever other work is being undertaken or funding allows. This will create streets for people that encourage and provide a safe environment for cycling, walking and play. Appropriate alternative routes should be provided where cyclists’ needs cannot be met safely on these strategic routes.

The planning process should be used to guide developments to locations which are easily accessible by cycling, as part of a wider aim of reducing motor vehicle dependence. Alternatively highway works should be provided to enable cycle access as part of the development. Good cycle access should be provided within the development so that parking and other trip end facilities can be reached. Cycle parking facilities should meet the minimum standards of provision set out in the Ensuring a Choice of Travel and for design layout set out in appendix 5.

The City Council is investigating the introduction of the Community Infrastructure Levy alongside the Local Plan. This process of allocating developer funding must ensure cycling infrastructure is considered in accordance with the agreed priorities of LTP3.

5.4.3 Existing buildings

Working in partnership with organisations to support their travel plans will encourage provision of facilities at existing buildings. Merseytravel's Employer’s Network supports organisations, principally workplaces, to deliver actions to encourage sustainable trips for both commuting and work journeys. Resources are provided free to these organisations and grants for facilities have been offered from a number of funding sources over recent years, providing parking, showers and lockers.
Leading by example

Liverpool City Council operates a Cycle2Work scheme so staff can buy a bike and pay by installment through their salary, saving on tax and national insurance. The scheme is currently operated by Halfords, which also allows customers to purchase their bike from range of local bike shops which Halfords have signed up to work with in a Partner Agreement. This not only gives staff more choice but also helps to support more local businesses. The City Council’s Cycle2Work Scheme has been successfully running since June 2011 with 951 bikes purchased to date (January 2014).

LCC staff based in the city centre use the cycle parking, showers and lockers provided at Millennium House. Some other workplaces also have cycle parking and showers, in particular Lifestyles premises. The staff intranet pages include information on cycling to work, the TravelWise cycle discount scheme and the Cycle2Work scheme. The LCC staff travel survey found 2.6% of respondents’ cycle to work (carried out in 2010).

The City Council also meets regularly with the city’s 3 universities, Merseytravel, and the Royal and Women’s Hospitals to share information and good practice on encouraging cycling to work and education.
5.4.4 Cycle audits
Most cycling takes place on our highway network because it provides the most direct access to where people want to travel. Cycle audits must be carried out on all highway schemes to ensure that opportunities to improve cycling as part of these works are taken and that barriers to cycling are not created. This will make delivering a highway which encourages efficient, cost effective and consistent cycling through maximising the benefits to put in measures as part of maintenance, new developments, changes to the Public Right of Way network or other ongoing engineering measures. Schemes must not have a negative impact on the coherence, directness, safety and comfort of the public highway for cyclists – they should actively enhance the appeal and safety for cycling.

The cycle audit must be completed at the outset of all schemes with the requirement included within the design brief. For new developments, the cycle audit will inform the accessibility of the site in compliance with the Supplementary Planning Document ‘Ensuring a Choice of Travel’. The cycle audit procedure for the City Council was revised in 2010 in consultation with Merseyside Cycling Campaign. The cycle audit demonstrates that the needs of cyclists have been considered within the scheme, how the scheme contributes to the cycle network and those measures included meet current best practice guidance.

5.4.5 Targeted marketing
A range of organisations work to promote cycling. Many of these are represented on the Liverpool Cycle Forum. Resources such as the Liverpool cycle map are available to distribute free of charge. However there is limited use of social media and this should be used to disseminate information and messages quickly and cheaply to new audiences.

There are a number of City Council strategies where cycling can contribute to delivery. Incorporating cycling across a range of delivery areas will help to normalise cycling as a healthy and cheap mode of transport and recreation. In turn these will support the delivery of the Vision of this Strategy.

A range of community and voluntary groups provide bike rides and cycle events. Support to take advantage of all funding opportunities is required to ensure these groups can continue their good work. Liverpool will stage major cycling events to promote cycling in the city for recreation and sport. There are many events going on in the city where access by bike can be included in ‘how to get to’ information.

5.4.6 Monitoring process
This Cycling Strategy implementation plan sets out the delivery for the Merseyside Active Travel Strategy. This contributes to the framework for Merseyside wide activity being delivered through the Merseyside Transport Partnership Active Travel Group. This group reports to the Board Advisory Group on progress, which ultimately reports to the Local Transport Board.

Cycle activities are reported to the Liverpool Cycle Forum. This meets on a quarterly basis and membership is made up of businesses, organisations, user groups and individuals. The meetings are coordinated by the City Council and are chaired by a Councillor nominated by the Cabinet Member for Transport and Climate Change. The Forum has Terms of Reference agreed by its members and reviewed regularly.

Methods of monitoring are included in appendix 6 – Liverpool bicycle account.
5.4.7 Achieving targets
The Get Britain Cycling inquiry recommended that a national target of 10% of all journeys by bike in 2025 and 25% of all journeys by 2050. These are based on a sustained spending level of £10-20 per head of population. While this cannot be realised in Liverpool on current City Council budgets, with delivery through all highway works, taking advantage of additional funding opportunities and through our partnerships, we should aim to achieve these levels of cycling.

The target for this Strategy has been proposed at 10% of all journeys in Liverpool to be made by bike by 2025. As we also want to ensure more people are cycling, we have a target to be the fastest growing core city for participation levels. This is considered to be achievable provided we continue the increasing trend of cycle rates reported in recent years. Monitoring of all transport mode rates will help to determine where the modal switch comes from. Transferal from single occupancy cars will have a positive effect on air quality and congestion, but all increases in regular cycle trips will contribute towards improving health and wellbeing through raising levels of physical activity.

Cycling trips make up 2.2% of all trips in Liverpool. The National Travel Survey (NTS) found that 2% travel 5 times per week by bike in Liverpool. More encouragingly, the NTS finds that 7% of residents make a trip by bike once a week and 12% cycle once a month. Increasing these cycling rates will be a key theme contained within the Physical Activity and Sport Strategy. Further information on data collected for Liverpool is included in appendix 6 – Liverpool bicycle account, which provides a picture of increasing cycle levels.

Progress towards this target will be reported annually with the implementation plan. Given that this is resource dependant, this target should be revised up if resources allow us to progress our cycle network more quickly.

The City Council’s Public Health team has conducted a Health Impact Assessment on this Strategy. This has identified 5 recommendations to assess the potential positive impacts it is likely to have on health and wellbeing, improved quality of life and improved social inclusion. Two recommendations related to health research are included in the implementation plan.
footnotes

1 In comparison with other Core Cities
2 In comparison with other Core Cities
3 ‘Cities fit for cycling’ campaign (The Times, 2012)
4 All Change - The Platform to a Healthier Liverpool (The Mayoral Health Commission, January 2014)
5 Terms of Reference (The Mayoral Commission on Environmental Sustainability, January 2014)
6 European Cycling Federation estimates €400 per person cycling per year (£332 using exchange rate of €0.83:£1). Direct internal and external benefits are estimated at €143.2 – 155.3 bn (Health benefits of cycling; Congestion-easing due to cycle use; Fuel savings due to cycle use; Reduced CO2 emissions due to cycle use; Reduced air pollution due to cycle use; Reduced noise pollution due to cycle use); industry turnover estimated at €62 bn, thereof the tourism industry (€44 bn) and the bicycle industry (€18 bn)
7 Planning for Cycling Report to Cycling England (SQW Consulting, 18 December 2008)
8 Assumes that 50% of cycle trips replace a car trip
9 Association of Cycle Traders survey (November 2009)
10 Gross Cycling Report (Sky and British Cycling, 2011)
11 The Network Issue 8 (Sustrans, Summer 2008)
12 Visitor Survey Report 2012 (National Trans Pennine Trail Office, 2013)
13 Merseyside Cycle and Short Trip Evidence Study (Merseyside Transport Partnership, 2010)
14 National Travel Survey (Department for Transport, 2013)
15 British Social Attitudes Survey 2012: public attitudes towards transport (Department for Transport, 2013)
16 Indices of Deprivation, 2010
17 Foresight Tackling Obesities: Future Choices (Government Office for Science, 2007)
18 In England and Wales (Cambridge University, commissioned by British Cycling, 2014)
19 Welsh Health Survey 2005/6 (Welsh Assembly Government, 2007)
20 Tackling Health Inequalities: 2004-6 data and policy update for the 2010 National Target (Department of Health, 2007)
21 The Network Issue 8 (Sustrans, Summer 2008)
22 Keep Active, Stay Healthy Liverpool Active City Strategy 2012-2017 (Liverpool City Council, 2013)
23 Liverpool City Council Air Quality Action Plan, 2011
24 Proportion in relation to Liverpool’s population using UK costs from Gross Cycling Report (Sky and British Cycling, 2011)
25 Safety in numbers: more walkers and bicyclists, safer walking and bicycling, (Jacobsen et al, 2004) and Safety in numbers in Australia: more walkers and bicyclists, safer walking and bicycling (Robinson et all, 2005)
26 Manual for Streets (Department of Transport, 2007)
27 Environmental Audit for Liverpool (Low Carbon Liverpool, 2013)
28 Low Carbon Transport: A Greener Future (Department for Transport, July 2009)
29 Exploring public attitudes to climate change and travel choices: deliberative research (Department for Transport, 2009)
30 Local Transport Note 01/12 Shared Use Routes for Pedestrians and Cyclists (Department for Transport, 2012)
31 Cycle Training Evaluation Research (LTP Support Unit, 2009)
32 Physical Activity and Sport Strategy 2014–19 (Liverpool City Council, 2014)
33 Ensuring a Choice of Travel Supplementary Planning Document (Liverpool City Council, 2008)
34 Manual for Streets 1 and 2 (Department for Transport, 2007 and 2010)
35 Get Britain Cycling (All Party Parliamentary Cycling Group, 2013)
36 2013 Countywide Survey (Mott Macdonald, 2014)
37 National Travel Survey (Department for Transport, August 2012)
38 Health Impact Assessment Liverpool Cycling Strategy (Liverpool City Council, 2013)
appendix 1: Implementation plan

A programme of actions to deliver our Vision and reach our targets is set out here, which will be evolve over the lifetime of the Strategy. Actions are divided up according to the timescale for delivery and on the type of intervention, as follows:

A. Policy context
B. Develop a safer cycling environment through the provision of a cycle network with clearly defined routes and good quality facilities
C. Improve cyclist safety through training and enforcement of all road users
D. Promote positive messages and provide information to raise awareness of, encourage and sustain cycling
E. Delivery and monitoring

Progress on this plan will be reported annually to the Transport and Climate Change Committee.
### A  Policy context

#### Embed cycling in City Council policies and partner activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2013-2015</td>
<td>A1 Designate Council cycling champion</td>
</tr>
<tr>
<td>2015-2019</td>
<td>A2 Include positive support for cycling in relevant policies, including public health, sport and leisure, and regeneration</td>
</tr>
<tr>
<td>2019-2023</td>
<td>A3 Communicate the economic, environmental and health benefits of cycling as a means of justifying investment and attracting funding</td>
</tr>
<tr>
<td>2023-2026</td>
<td>A4 Lead by example through staff travel plan in encouraging staff to cycle to work and to make work related journeys</td>
</tr>
<tr>
<td>2019-2023</td>
<td>A5 Encourage uptake of Bikeability training for council staff and members</td>
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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2023-2026</td>
<td>A5 Cross departmental group to be set up by Cycling Champion. Terms of reference to be agreed</td>
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<tr>
<th>Year</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2013-2015</td>
<td>A3 Include positive support for integrating cycling with other transport modes, including rail, bus, car clubs and park &amp; ride</td>
</tr>
<tr>
<td>2019-2023</td>
<td>A4 Lead by example through staff travel plan in encouraging staff to cycle to work and to make work related journeys</td>
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<td>A5 Encourage uptake of Bikeability training for council staff and members</td>
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### B  Develop a safer cycling environment through the provision of a cycle network with clearly defined routes and good quality facilities

#### Speed reduction

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2013-2015</td>
<td>B1 ‘The 20 effect’ roll out across the city’s identified residential streets providing a safer environment to encourage cycling</td>
</tr>
<tr>
<td>2019-2023</td>
<td>B1 Speed reduction through enforcement, highway infrastructure and public realm design</td>
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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2023-2026</td>
<td>B1 Speed reduction through enforcement, highway infrastructure and public realm design</td>
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#### Car parking management

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<tr>
<th>Year</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2013-2015</td>
<td>B2 Review city centre car parking policy to extend city wide</td>
</tr>
<tr>
<td>2019-2023</td>
<td>B3 Design out parking issues in highway schemes and ensure restrictions are enforceable</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Year</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2023-2026</td>
<td>B4 Continue to flag up problem areas for targeting by Civil Enforcement Officers</td>
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<tr>
<td>Period</td>
<td>City cycle network development</td>
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<td>-------------------------------------------------------------------------------------------------</td>
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<tr>
<td>2013-2015</td>
<td>B5 Continue to develop cycle network of radial and orbital routes (see appendix D) to connect to trip generators, such as key employment sites and residential areas</td>
</tr>
<tr>
<td>2015-2019</td>
<td>B6 Review of network plan and update in response to specific opportunities Update design guidance with respect to ‘Dutch principles’ being assessed by TRL and Transport for London</td>
</tr>
<tr>
<td>2019-2023</td>
<td>B7 Review cycling infrastructure including on and off-road paths to improve our network in accordance with current guidance, and identify priority routes for delivery DfT currently testing new road layouts including use of pre-green lights, roundabouts, junctions – results due 2014 DfT currently revising traffic sign regulations – due December 2014</td>
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<td>2023-2026</td>
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<tr>
<td>2013-2015</td>
<td>B8 Improve the permeability of the city centre for cyclists. City Centre Strategic Investment Framework Movement Review due to report June 2014</td>
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<tr>
<td>2015-2019</td>
<td>B8 Action Movement Review</td>
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<td>2019-2023</td>
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<td>2023-2026</td>
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<tr>
<td>2013-2015</td>
<td>B9 Develop a system for local suggestions in identifying, prioritising and responding to pinch points and maintenance issues, including making best use of volunteers through the Liverpool Cycle Forum</td>
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<tr>
<td>2015-2019</td>
<td>B9 Implement and refine system</td>
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<td>2019-2023</td>
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<tr>
<td>2023-2026</td>
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</table>
| 2013-2015  | B10 Working with officers and council departments when new strategies are developed to ensure cycle connectivity:  
- Healthy Weight Strategy  
- Physical Activity and Sport Strategy  
- Parks Strategy |
| 2015-2019  | B10 Working with officers and council departments when new strategies are developed to ensure cycle connectivity |
| 2019-2023  |                                                                                                 |
| 2023-2026  |                                                                                                 |
| 2013-2015  | B11 Continue development of Active Travel Group scheme prioritisation matrix for Merseyside and Halton cycle network to enable joint funding opportunities to be taken. |
| 2015-2019  | B11 Develop scheme prioritisation matrix to include identified Liverpool priorities for cycle network |
| 2019-2023  |                                                                                                 |
| 2023-2026  |                                                                                                 |
|-----------|-----------|-----------|-----------|
| **B12** Develop a rolling programme of scheme designs, to be ‘shovel ready’ for funding opportunities | | | |
| **B13** Implement missing links in cycle network and seek funding opportunities to meet these priorities Assess impact of bus lane trial on cycle connectivity (July 2014) | | | |
| **B14** Improve lighting to ensure quieter roads offer attractive routes Street lighting upgrade to LED to begin 2014 | | | |
| **B15** Ongoing refinement and maintenance of directional signing | | | |
| **B16** Address priority (safety / accessibility) pinch points across the city using feedback from the Liverpool Cycle Forum and RTA information | | | |
| **B17** Provide good quality facilities off the public highway for cyclists, such as the Liverpool Loop Line and Liverpool’s Waterfront promenade, as well as links through our parks | | | |

### Highway maintenance

| **B18** Include enhancements for cycle users as part of highway maintenance schemes through the cycle audit process, aiming to deliver whole route action plans to ensure a good public realm offer | | | |
| **B19** Undertake structural maintenance repairs, sweeping, vegetation clearance and lighting maintenance on adopted segregated cycle facilities as well as on roads | | | |
| **B20** Include cycle signage, road markings and parking maintenance in highway safety and serviceability inspections | | | |
| **B21** Include cycle route diversion signs when required during road closures | | | |
| **B22** Ensure reinstatements following roadworks replace cycle facilities correctly | | | |

### Integration with public transport

<p>| <strong>B23</strong> Provision and promotion of secure cycle parking at Merseyside rail stations (Merseyrail, Northern Rail and Network Rail) | | | |
| <strong>B24</strong> ‘Bike and Go’ hire scheme available at 2 stations in Liverpool (10 in Merseyside) | | | |
| <strong>B24</strong> Merseyrail assessment of scheme | | | |</p>
<table>
<thead>
<tr>
<th><strong>B25</strong> Provision and promotion of cycle parking at bus stations</th>
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<tbody>
<tr>
<td><strong>B26</strong> Review access to rail stations and implement improvements in accordance with cycle network plan and station travel plans. Merseytravel to adopt Liverpool South Parkway travel plan.</td>
<td><strong>B26</strong> Review access to rail stations and implement improvements in accordance with cycle network plan and station travel plans. Station travel plans to be developed and adopted.</td>
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<tr>
<td><strong>B27</strong> Continue to allow free cycle carriage on rail and ferry services.</td>
<td><strong>B27</strong> Continue to allow free cycle carriage on rail and ferry services. Merseytravel advising on new rolling stock to include capacity for cycle carriage and improved carriage access with bikes.</td>
<td></td>
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</tr>
<tr>
<td><strong>B28</strong> Provide cycle hub at Liverpool Lime Street station.</td>
<td><strong>B28</strong> If successful, consider provision of cycling hubs at other strategic interchanges.</td>
<td><strong>B29</strong> Encourage growth of car club / cycle parking, particularly in areas with residents’ parking restrictions.</td>
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</tr>
<tr>
<td><strong>Cycle parking</strong></td>
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<tr>
<td><strong>B30</strong> Continue implementation of on-street cycling parking to key journey attractors in accordance with appendix 5 cycle parking standards.</td>
<td><strong>B30</strong> Review and provide additional parking according to demand.</td>
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<tr>
<td><strong>B31</strong> Continue monitoring cycle parking usage in city centre to assess increasing demand.</td>
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<tr>
<td><strong>B32</strong> Provide cycle parking at all new developments accordance with SPD ‘Ensuring a choice of travel’ and appendix 5 cycle parking standards.</td>
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<tr>
<td><strong>B33</strong> Request secure commercial cycle parking for inclusion in new car parks (as per example of QPark in Liverpool One) through the planning process.</td>
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<tr>
<td><strong>B34</strong> Consider provision of secure on-street cycle parking in existing residential areas.</td>
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<tr>
<td>Access to bikes</td>
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<tr>
<td><strong>2013-2015</strong></td>
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<tr>
<td>B35 Develop a city-wide cycle hire scheme</td>
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<tr>
<td>B36 LCR E-mobility Strategy to be finalised including provision for e-bikes</td>
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<td>B37 Provision of bikes to access employment through LSTF funding</td>
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<tr>
<td>B38 Identify and support bike recycling projects, diverting bikes from the waste stream</td>
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<tr>
<td><strong>2015-2019</strong></td>
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<tr>
<td>B35 Maintain city-wide cycle hire scheme through sponsorship and membership</td>
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<tr>
<td>B36 Consider development of an electric bike programme</td>
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<tr>
<td><strong>2019-2023</strong></td>
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<tr>
<td>B37 Identify funding to continue these programmes if assessed to be successful</td>
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<td><strong>2023-2026</strong></td>
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</tbody>
</table>

**C Improve cyclist safety through training and enforcement of all road users**

<table>
<thead>
<tr>
<th>Sharing the road</th>
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</thead>
<tbody>
<tr>
<td><strong>2013-2015</strong></td>
</tr>
<tr>
<td>C1 Work with Merseyside Police Service and Parking Services to improve road user behaviour</td>
</tr>
<tr>
<td>Investigate introduction of diversionary course for cyclists</td>
</tr>
<tr>
<td>C2 Include minimum standards for HGVs in city council contracts to reduce risk of conflict between large vehicles and cyclists</td>
</tr>
<tr>
<td>C3 Enforcement of cycle lane parking and blocking of access to cycle facilities</td>
</tr>
<tr>
<td><strong>2015-2019</strong></td>
</tr>
<tr>
<td>C1 Work with Merseyside Police Service and Parking Services to improve road user behaviour</td>
</tr>
<tr>
<td>Investigate introduction of diversionary course for cyclists</td>
</tr>
<tr>
<td>C2 Include minimum standards for HGVs in city council contracts to reduce risk of conflict between large vehicles and cyclists</td>
</tr>
<tr>
<td>C3 Enforcement of cycle lane parking and blocking of access to cycle facilities</td>
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<tr>
<td><strong>2019-2023</strong></td>
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<tr>
<td>C2 Include in contracts</td>
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<td><strong>2023-2026</strong></td>
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<td>C4</td>
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<td>C5</td>
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<td>C6</td>
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<td>C7</td>
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<tr>
<td>C8</td>
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<tr>
<td>Cycle training</td>
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<td>C9</td>
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<td>C10</td>
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<td>C11</td>
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<td>C13</td>
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<td>C14</td>
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<tr>
<td>C15</td>
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</tbody>
</table>


Liverpool’s Cycling Revolution
### D Promote positive messages and provide information to raise awareness of, encourage and sustain cycling

<table>
<thead>
<tr>
<th>Year</th>
<th>Information provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2015</td>
<td>D1 Review Liverpool cycle map</td>
</tr>
<tr>
<td></td>
<td>D2 Review web based journey planning sites for promotion once they are fully operational</td>
</tr>
<tr>
<td></td>
<td>Promote app for cycle routes</td>
</tr>
<tr>
<td>2015-2019</td>
<td>D1 Review maps and update as appropriate</td>
</tr>
<tr>
<td></td>
<td>D2 Review web based journey planning sites for promotion once they are fully operational</td>
</tr>
<tr>
<td></td>
<td>Promote app for cycle routes</td>
</tr>
<tr>
<td>2019-2023</td>
<td>D3 Use internet more effectively to promote activities and ensure links with external providers</td>
</tr>
<tr>
<td>2023-2026</td>
<td>D5 Continue to work with existing groups with the aim of maintaining support</td>
</tr>
<tr>
<td></td>
<td>D6 Build on success of smarter choices projects, using evidence to source funding to target resources</td>
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<td></td>
<td>D7 Disseminate information via organisation travel plan delivery through the TravelWise Employers Network</td>
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<tr>
<td><strong>Bike rides and events</strong></td>
<td></td>
</tr>
<tr>
<td>D8 Support partner delivery of leisure rides through communication networks and media</td>
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<tr>
<td>D9 Identify funding opportunities to support delivery through voluntary and community groups</td>
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<tr>
<td>D9 Continue to work with partners to promote cycling at local and city-wide events, with ‘how to get to’ information and cycle parking</td>
<td></td>
</tr>
<tr>
<td><strong>D11</strong> Adopt Physical Activity and Sport Strategy 2014-17 – DRAFT Due March 2014</td>
<td><strong>D11</strong> Implementation of action plan</td>
</tr>
<tr>
<td><strong>D12</strong> 2014 cycling theme lead by Sport &amp; Outdoor Recreation</td>
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<tr>
<td><strong>D13</strong> Support major cycling promotions to widen participation in cycling Including the Skyride mass participation events (2014-16) and host the Grand Depart and 1st stage of the 2014 Tour of Britain</td>
<td><strong>D13</strong> Support major cycling promotions to widen participation in cycling Including the Skyride mass participation events (2014-16)</td>
</tr>
<tr>
<td><strong>D14</strong> The British Cycling Partnership with LCC 2014-2015 deliver Skyride Local and will provide:</td>
<td><strong>D14</strong> The British Cycling Partnership with LCC 2015 – 2017 deliver Skyride Local and will provide (per year):</td>
</tr>
<tr>
<td>• Up to 40 Ride Leaders trained with a formal qualification</td>
<td>• Up to 20 new ride leaders trained with a formal qualification</td>
</tr>
<tr>
<td>• Up to 10 of these Ride Leaders to receive a Route Planning Qualification</td>
<td>• Up to 60 Ride Leaders contracted and payroll managed by British Cycling</td>
</tr>
<tr>
<td>• Up to 60 Ride Leaders contracted and payroll managed by British Cycling</td>
<td>• Up to 60 Ride Leader British Cycling Ride memberships</td>
</tr>
<tr>
<td>• Up to 60 Ride Leader British Cycling Ride memberships</td>
<td>• Minimum of 50 Sky Ride Local rides delivered plus Breeze and SCG rides, providing 1400-2300 bike riding opportunities for residents</td>
</tr>
<tr>
<td>• Minimum of 50 Sky Ride Local rides delivered plus Breeze and SCG rides, providing 1400-2300 bike riding opportunities for residents</td>
<td></td>
</tr>
<tr>
<td><strong>D15</strong> Liverpool’s Lifestyles programme to include community-based cycling sessions including:</td>
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<tr>
<td>• Tots on the Move (18 months – 5 years)</td>
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<tr>
<td>• Health Referral Rides</td>
<td></td>
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<tr>
<td>• Participation by people with disabilities via Active Me initiative</td>
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<tr>
<td>• Active Women programmes</td>
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</tbody>
</table>
## Delivery and monitoring

### New development opportunities

| E1 | Through Highways Development Control, work with Planning Dept to identify opportunities for new development to ensure good accessibility for cycling at an early stage |
| E1 Introduction of Community Infrastructure Levy and Local Plan - cycling infrastructure funding must be considered in accordance with the agreed priorities of LTP3 |

### Regeneration and highway investment

<p>| E2 | Use Supplementary Planning Document 'Ensuring a choice of travel' to ensure cycle access and provide appropriate levels of cycle parking |
| E3 | Include officers with cycling expertise in design reviews of wider transport schemes and their funding |
| E4 | Review appendix 4 – current guidance relevant to cycle infrastructure design |
| E5 | Develop cycle network through investment of capital cycling budget |
| E6 | Provide cycle network across the city through delivery of highway schemes through cycle audit process, aiming to deliver whole route action plans to ensure a good public realm offer |
| E7 | Implement cycle network through regeneration opportunities created by Strategic Economic Plan |
| E8 | Implement cycle network improvements as identified through workplace, school, FE, HE and station travel plans and as neighbourhood partnership priorities |
| E9 | Maximise short term funding opportunities through development of ‘shovel ready’ schemes as per Active Travel matrix priorities |
|-----------|-----------|-----------|-----------|
| <strong>Targeted marketing</strong> | | | |
| E10 Work with hospitals, universities and other large employers through Merseytravel Employers Network | | | |
| E11 Develop and adopt Healthy Weight Strategy | E11 Implement and monitor Healthy Weight Strategy including cycling targets | | |
| E12 Work with community groups to provide tailored support | E12 Continue to work with community groups | | |
| E13 Develop partnerships with organisations to encourage cycling culture, such as city centre group and Wavertree Technology Park | E13 Review and develop partnerships | | |
| <strong>Engagement</strong> | | | |
| E14 Improve coherence of programmes across the city and developing better links between them | | | |
| E15 Develop partnership with the Clinical Commissioning Group to increase daily physical activity levels through cycling | | | |
| E16 Integrating community and schools provision into club infrastructure | | | |
| E17 Strengthening and increasing the capacity within cycle sport clubs and recreational groups | | | |
| E18 Improving the quality and dissemination of information that already exists regarding cycling participation | | | |
| E19 Coordinating and managing the expertise and knowledge of the main providers | | | |</p>
<table>
<thead>
<tr>
<th>Year Range</th>
<th>Monitoring and Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2015</td>
<td>- E20 Cycle Forum to develop and review implementation plan and report annually to Transport &amp; Climate Change Select Committee</td>
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<tr>
<td></td>
<td>- E21 Monitor cycle trip index and review progress towards LTP3 target A1 cycle index</td>
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<tr>
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<td>- E22 Monitor cycling participation levels and review progress towards 2017 target, with comparison of other Core Cities in England. New target to be set in 2017</td>
</tr>
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<td>- E23 Monitor cycle trip levels and other transport modes and review progress towards 10% target by 2025</td>
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<td>- E24 Monitor and analyse collisions involving cyclists in both real terms and as a percentage of all road traffic accidents</td>
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<td>- E25 Produce annual Bicycle Account of monitoring figures (appendix 6)</td>
</tr>
<tr>
<td>2015-2019</td>
<td>- E26 Health Impact Assessment Recommendation 1: Develop a robust evaluation framework to assess the health impacts of the Strategy Due April 2014</td>
</tr>
<tr>
<td>2019-2023</td>
<td>- E27 Review targets in LTP3. A longer term aspirational index has been drafted for 2024/25</td>
</tr>
<tr>
<td>2023-2026</td>
<td>- E28 Monitor cycle trip levels and review progress towards 10% target by 2025</td>
</tr>
<tr>
<td></td>
<td>- E29 Monitor and analyse collisions involving cyclists in both real terms and as a percentage of all road traffic accidents</td>
</tr>
<tr>
<td></td>
<td>- E30 Produce annual Bicycle Account of monitoring figures (appendix 6)</td>
</tr>
</tbody>
</table>

**Liverpool’s Cycling Revolution**
Local strategy summary

Liverpool City Region Transport Plan
Delivered by the Local Transport Board, the available funding for transport is directed at major transport schemes.

Liverpool Enterprise Partnership Strategic Economic Plan
Due April 2014.

City Centre Strategic Investment Framework (Liverpool Vision, 2012)
This sets out plans to develop the city centre, including changes to the transport network and proposes a number of cycle routes. A delivery report will be published in June 2014.

Area masterplans (Liverpool Vision, various)
A number of frameworks and masterplans have been produced, and these share the principals of improving connectivity through the provision of cycle routes.

All Change - The Platform to a Healthier Liverpool (Mayoral Health Commission, January 2014)
The Commission is looking to find innovative ways to improve health and wellbeing. This report recommends a focus on prevention and health promotion, identifying environmental improvements to encourage active travel - more and better cycle routes, use of green space and planning.

Terms of Reference (Mayoral Commission on Environmental Sustainability, January 2014)
Established by the Mayor of Liverpool to undertake an independent review of what is required to support Liverpool as a sustainable city. A report of recommendations for consideration by the Mayor will be submitted late 2014. Topics include transport and infrastructure.

Merseyside Local Transport Plan 2011-2025 (Merseyside Transport Partnership, 2011)
The third Merseyside Local Transport Plan aims to provide a transport system that supports sustainable economic growth whilst addressing carbon reduction, alongside promoting and improving health and wellbeing, in order to address inequality and social exclusion. Its vision is:
‘A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice’.

- Annexe 6: Active Travel Strategy focuses on cycling and walking for making short trips. This has a cycle index target to increase cycle trips by 12% by 2014-15 and a longer term target for 2024-25 which is dependant upon available funding). The Active Travel Group has a developing prioritisation scheme list for delivery of cycling routes across Merseyside.
- Annexe 7: Disadvantaged Communities Research considers addressing any areas of social exclusion which either result from transport disadvantage and/or which could be alleviated through better transport provision.
- Annexe 8: Merseyside Cycle and Short Trip Evidence Study used existing data sources to identify the location of short journeys (under 5 miles) that would be most suitable to be targeted as new cycling trips. The study also set out to identify the location of population types that would be more likely to be interested in cycling.

**Supplementary Planning Document ‘Ensuring a Choice of Travel’**


Its objectives are to:

- Ensure a reasonable choice of access by all modes of transport to new development
- Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment
- Improve road safety
- Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes
- Reduce the level of traffic growth and congestion on the strategic and local road network
- Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.

Specific to cycling it includes:

- Accessibility standards - all new developments are required to demonstrate that they are accessible to all transport modes
- Parking standards - these help developers identify minimum standards required for cycling parking and lockers dependant on the type and size of development

**Car Parking Policy** (Liverpool City Council, 2006)

The City Centre Car Parking Policy was included within the second and third Local Transport Plans. A city wide parking policy, including cycle parking, is currently in draft form.

**Air Quality Action Plan** (Liverpool City Council, 2011)

The City Council declared the whole of the city and its boundaries as an Air Quality Management Area. As a result the original Air Quality Action Plan (AQAP) has been reviewed and updated. The updated AQAP was approved by Defra in 2011. This acknowledges that sustainable travel is ‘unlikely to have a significant impact on air quality in the short term there is no doubt that an increase of such sustainable travel including walking and cycling will in the longer term not only decrease emissions but enhance the health and quality of life of participants.’
Public Rights Of Way Improvement Plan (Merseyside Transport Partnership, 2008-18)  
Outlines how we will work to develop a more attractive, more accessible and inclusive Rights of Way network. This is important for leisure and recreation, and to provide people with choice and opportunity to travel by more sustainable means to access local services, education and employment.

Merseyside Park and Ride Strategy (Merseytravel, 2011)  
This states it is ‘imperative to ensure that the enhanced parking does not abstract from other modes such as walking, cycling and bus, in terms of accessing the station, as walking and cycling will always be the mode of choice to local rail stations.’ Policy 2 of the strategy’s 5 key policies includes the provision of ‘high quality walking and cycling infrastructure (and complementary marketing and promotional activity) at the station and within its catchment area.’

Trans Pennine Trail Development Strategy (TPT, 2007)  
A recreational and transport route across the north of England for walkers, runners and cyclists (with many sections available to horse riders). Much of the Trail provides easy access for users with disabilities. The coast-to-coast route of the Trans Pennine Trail runs from Southport in the west to Hornsea in the east, a distance of 215 miles (346km). It has been developed through a unique partnership of 26 local authorities and other stakeholders, and is administered and coordinated by a central TPT Office. TPT has excellent support from its Volunteer Rangers and Friends group.

National Cycle Network (Sustrans, ongoing)  
This is managed and promoted by Sustrans (the national sustainable transport charity). The city’s cycle network currently includes National Cycle Network routes 56, 62, 810 and 862.

A Parks Strategy for Liverpool (Liverpool City Council, 2004)  
The current strategy is under review. It supports cycling through improving provision for cyclists and access to parks.

Liverpool City Green Infrastructure Strategy (2012)  
Supporting the development of a low carbon economy, green infrastructure linked with the wider public realm will improve opportunities for cycling as part of everyday life in the city. Providing natural choices for health improvement – linking accessible green spaces and off road routes to the highway - will increase physical activity levels with decreases in high levels of poor mental health and levels of air pollution. The report has not yet been approved by the City Council.

An Environmental Audit for Liverpool (Liverpool Green Partnership 2013)  
Taking a direct lead from the bidding process for European Green Capital, mirroring the same criteria that winning cities have used to enable a comparison between Liverpool and best European practice. The report covers 12 areas, including transport and rates cycling as ‘poor’.

Keep Active, Stay Healthy Liverpool Active City Strategy 2012-2017 (Liverpool City Council, 2013)  
Its focus is to increase the proportion of people who undertake regular physical activity and maintain their healthy behaviour and reduce sedentary behaviour, with a vision for 2017 to increase participation in physical activity by 2% and to ensure that every individual has the opportunity to engage at a level that will enable them to meet their potential.
Liverpool Joint Strategic Needs Assessment Statement of Need 2013-2014 (Liverpool City Council, 2013)
An ongoing process to develop an understanding of key health and wellbeing issues, which informs the development of the Joint Health and Wellbeing Strategy. It identifies themes and topics including:

<table>
<thead>
<tr>
<th>THEME</th>
<th>Children &amp; Young People</th>
<th>Adults &amp; Older People</th>
<th>Risk Factors</th>
<th>Wider Determinants of Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOPICS</td>
<td>Healthy Weight Special Educational Needs &amp; Disabilities</td>
<td>Cancer Cardiovascular Disease Mental Health Respiratory Disease</td>
<td>Healthy Weight &amp; Physical Activity</td>
<td>Economic Wellbeing Transport</td>
</tr>
</tbody>
</table>

Healthy Weight Strategy (Liverpool City Council, 2014)
Liverpool City Council’s Public Health Team is currently drafting this document.

Liverpool 2024 A Thriving International City – Sustainable Community Strategy (Liverpool City Council, 2009)
At a sub-regional level, the Council’s Sustainable Community Strategy working in conjunction with the Local Development Framework has the vision for Liverpool to be a thriving international city by 2024. The Sustainable Community Strategy has 5 key drivers:

1. Competitiveness
2. Connectivity
3. Distinctive sense of place
4. Thriving neighbourhoods
5. Health and wellbeing

These drivers will be delivered through the Local Area Agreement, which aims to ‘create an attractive, safe, well managed place with good housing and local amenities, excellent schools and high levels of educational attainment, where people enjoy good health, life expectancy and happiness, and an exceptional quality of life and opportunity’.

White Paper: Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (Department for Transport, 2011)
Sets out the Government’s vision for a sustainable local transport system that supports the economy and reduces carbon emissions. This includes support for cycling, such as encouraging walking and cycling to rail stations and rail station travel plans.

Discusses the reduction of premature death and ill health through the creation of a new integrated health service. It considers the poorest areas where people on average die earlier and live many more years with poor health, as well as improving the overall health of the nation. The paper includes physical and mental health, and ways of prevention throughout life, including physical activity.

Public Health guidance note PH41: Cycling and walking (National Institute for Health and Care Excellence, 2012)
This guidance sets out how people can be encouraged to increase the amount they cycle for travel or recreation purposes. This will help meet public health and other goals. Its definition of cycling includes the use of adapted cycles (such as trikes, tandems and handcycles). Action to develop cycling programmes should include the health sector, including clinical commissioning groups and public health practitioners, as well as education and transport leads.
Physical Activity and Sport Strategy Liverpool 2014-17 (Liverpool City Council, 2014)
Draft due March 2014, this has the ambition for Liverpool to be the most active city in the North West by 2017, monitored by the Active People Survey. It has a strong focus on health and partnership development to drive up participation in sport and physical activity, building on the legacy of the London Olympics and Paralympics in 2012 through:
- Improving the coherence of physical activity programmes across the city and developing better links between them
- Reducing sedentary lifestyles – getting the inactive to be active
- Integrating community and schools provision into club infrastructure

Start Active, Stay Active: A report on physical activity for health from the four home countries’ Chief Medical Officers (Department of Health, 2011)
Increasing physical activity has the potential to improve the physical and mental health of the nation, reduce all-cause mortality and improve life expectancy. It can also save money by significantly easing the burden of chronic disease on the health and social care services. It includes cycling in all 3 types of physical activity: everyday, recreation and sport. It also highlights that cycling, together with walking, is one of the easiest and most acceptable form of exercise to incorporate into everyday life, as well as being a way of reducing sedentary behaviour. Rather than focusing on a particular age group, the report has a lifecourse approach. It cites infrastructure, workplace promotion, community level activities and the influence of primary care practitioners as examples of effective action to encourage cycling (and other physical activities).

Creating a Sporting Habit for Life: A Youth Sport Strategy 2012-17 (Department for Culture, Media and Sport, 2012)
Following the Olympic Games 2012, the strategy aims to deliver a long-term step change in the number of people who play sport and to create a sporting habit that will last a lifetime. Sport England will work with schools, colleges and universities, as well as local County Sports Partnerships, the National Governing Bodies for sport, local authorities and the voluntary sector to improve access to sport. This is aimed at raising the proportion of 14-25 year olds participating in sport activities.

British Cycling: Our Commitment 2013-2017 (British Cycling, 2013)
Aiming to increase once a week participation to 125000 through Sky and local authority partnerships, and reduce the gender gap by getting one million more women cycling by 2020. Growing their membership base and increase volunteering, as well as targets for the 2016 Olympic and Paralympic Games.
appendix 3: City Cycle Network
appendix 4:

Current guidance relevant to cycle infrastructure design
(To be updated as necessary)

- Local Transport Note 1/12 Shared Use Routes for Pedestrians and Cyclists

- Local Transport Note 2/08 Cycle Infrastructure Design

- London Cycling Design Standards tfl.gov.uk/corporate/publications-and-reports/cycling


- Design Manual for Roads and Bridges
dft.gov.uk/ha/standards/dmrb/

- Traffic Signs Manual (updated 31 July 2013)
gov.uk/government/publications/traffic-signs-manual

- Local Transport Note 2/95 Design of Pedestrian Crossings

- Local Transport Note 3/08 Mixed Priority Routes: Practitioners’ Guide

- Local Transport Note 1/09 Signal Controlled Roundabouts
appendix 5:

Cycle parking standards for layout

The City Council and developers must make appropriate provision for cycle parking. Cycle parking must be well designed, easily accessible and provide security to enable cycling to be a practical transport choice.

Cycle parking facilities should:
- support any type of bicycle without damaging it – both when the cycle is parked and if it is accidentally knocked
- be possible to secure both the frame and the front bicycle wheel to the stand
- not be a danger to pedestrians, particularly those who are blind or partially sighted, or obstruct pedestrian movement or desire lines whether or not in use
- not obstruct access and deliveries to premises, to other street furniture, or prevent car doors opening where parking is permitted
- not detract from the streetscape, and should adhere to guidelines on the public realm
- recognise the differing requirements of long and short term cycle parking

To achieve the above, the City Council standards are:
- use of ‘Sheffield’ type stands or similar - any cycle parking which only holds the bike’s front wheel must be avoided
- on the end stands of any rows, incorporate a tapping rail (for detection by those using a cane) with cycle parking signage (to prevent unlawful use by motorcycles), and visibility banding to create a colour contrast
- located where there is natural surveillance and good lighting, could also include CCTV
- layouts to include:
  - minimum distance between each stand to accommodate 2 cycles: 1000mm
  - minimum distance from the edge of any kerb: 0.6m
  - minimum distance from wall/perimeter line located either to the side of the stand or in front of it: 300mm for single sided use and 900mm double sided use

For avoidance of doubt see London Cycling Design Standards drawing CCE/P2 cycle parking layouts and CCE/P1 and P1.Sheffield parking stand attfl.gov.uk/assets/downloads/businessandpartners/lcds_appendixc.pdf

Purpose built cycle racking may be used in supervised cycle storage areas such as indoor cycle parks, where a high density of parking per m2 is required. Well-designed storage of this type has a useful role where space is at a premium.

Deviation from these guidelines should be agreed with the City Council’s cycling officer.
Liverpool bicycle account
Key figures to assess trends and the impact of our implementation plan

Merseyside’s Local Transport Plan cycle trip index target\(^a\) shows the following annual recorded increases:

<table>
<thead>
<tr>
<th>Year</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006/07</td>
<td>100</td>
</tr>
<tr>
<td>2007/08</td>
<td>98.9</td>
</tr>
<tr>
<td>2008/09</td>
<td>104.6</td>
</tr>
<tr>
<td>2009/10</td>
<td>112.1</td>
</tr>
<tr>
<td>2010/11</td>
<td>121.1</td>
</tr>
<tr>
<td>2011/12</td>
<td>141.6</td>
</tr>
<tr>
<td>2012/13</td>
<td>144.8</td>
</tr>
</tbody>
</table>

Cycling has increased by around 10-20\% each year in Liverpool since 2008.

Trips made by bike
The modal share of cycling for travel to work in Liverpool is 1.1\% (the same as for Merseyside as a whole)\(^c\). This is below the England and Wales average of 2.8\%. For Liverpool City Centre Mode Share cordon counts 0.8\% of all trips entering the city centre by bike in 2013 in the AM peak and 0.4\% in the Inter peak period. These figures have seen a steady increase year on year from 0.4\% and 0.2\% respectively since surveys began in 2003/04.

The 2013 Countywide Survey shows that 2.2\% of all trips are made as cycling trips\(^d\). This is up substantially from the 1.2\% recorded in 2010. The modal split for Liverpool is reported as:

- Walking: 22\%
- Cycling: 2\%
- Car: 49\%
- Taxi: 2\%
- Train: 3\%
- Bus: 21\%
Continuing with the upper level of annual increase from 2.2% of trips would enable the proposed target of 10% to be reached by 2025.

More people cycling
The Active People Survey demonstrates the potential for more regular trips to be made by bike in Liverpool:

<table>
<thead>
<tr>
<th>Cycle for any purpose or trip length</th>
<th>Liverpool</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>at least once a month</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>once per week</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>at least three times per week</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>5 times per week</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

As measured by Active People Survey 5, Quarter 4, approximately 3.21% of Liverpool residents cycle ‘1x 30 minutes per week’. Comparable results are also indicated below:

<table>
<thead>
<tr>
<th>Time period</th>
<th>2005/06 (APS1)</th>
<th>2007/08 (APS2)</th>
<th>2008/09 (APS3)</th>
<th>2009/10 (APS4)</th>
<th>2010/11 (APS5)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.96%</td>
<td>3.23%</td>
<td>3.23%</td>
<td>4.29%</td>
<td>3.21%</td>
</tr>
</tbody>
</table>

Highest reported levels of commuting by bike are at the University of Liverpool whose staff travel plan reports 8.4% of staff cycling to work.

Highest recorded number of cycle trips at one location is Princes Park roundabout, where manual cycle surveys in October 2013 recorded the equivalent of 14,600 cycle trips per month.
Cycling safety
The graph below shows the annual Killed and Seriously Injured (KSI) and slight road traffic accidents involving cyclists for Merseyside and Liverpool, together with the cycle trip index.

Road traffic accidents involving cyclists

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KSI</strong></td>
<td>Child</td>
<td>Adult</td>
<td>Child</td>
</tr>
<tr>
<td><strong>Slight</strong></td>
<td>13</td>
<td>64</td>
<td>21</td>
</tr>
</tbody>
</table>
Cycle training in Liverpool 2012-13

3118 Year 5, 6 and 7 pupils participated in Level 2 Bikeability training.

851 achieved Level 1 and 2207 Level 2. Surveys with participants show 8% cycle to school following training.

98 primary schools offered the training to their pupils.

388 secondary school pupils participated in Level 3 Bikeability training at 13 secondary schools.

30 pupils took part in Level 3 PLUS.
Cycling in Liverpool 2013:

**On road**
- Advisory cycle lanes = 22.3 km
- Mandatory cycle lanes = 6.2 km
- Bus lanes (cyclists permitted in these mandatory lanes, but note some are time restricted) = 13.4 km

**Off road**
- Designated cycle routes, including shared footways (segregated and unsegregated), routes through parks and other routes which may or may not be adopted highway. This figure is including the Loop Line (10 km within Liverpool boundary) and the city centre pedestrian zone of 2 km (cyclists can use between 4pm – 10am only) = 56.4 km

**Satisfaction with cycling facilities**
National Travel Survey 2013
- Cycle training at schools 49%
- Cycle facilities at place of work 53%
- Cycle route information eg maps 48%
- Provision of cycle routes where needed 44%
- Cycle crossing facilities at junctions 50%
- Direction signing for cycle routes 48%
- Location of cycle routes/lanes 44%
- Conditions of cycle routes 51%
- Cycle parking 41%

711 cycle parking stands on-street (public highway).
241 cycle parking spaces at Liverpool rail stations comprised of 221 rack spaces, 10 locker spaces and 10 secure storage spaces. The Bike and Go hire scheme uses 15 of these spaces and is available at Central and South Parkway stations. An additional 24 cycle parking spaces are available at the Pier Head ferry terminal.
The Cycling Strategy was developed in consultation with the various departments within the Council, the Local Transport Partnership, local cycling groups and other interested parties in order to meet the specific requirements of the City.

In addition to consulting with the public, the following stakeholders were consulted:

- British Cycling
- Central BID
- Chamber of Commerce members
- Corporate Access Forum
- CTC
- Emergency services
- Highways Agency
- Interest groups - Friends of Parks, Friends of the Earth, Transition Town
- Liverpool City Council departments and ward councillors
- Liverpool Mayoral Office
- Liverpool Community Network
- Liverpool Cycle Forum
- Local Enterprise Partnership
- Liverpool Vision
- Merseyside Local Access Forum
- Merseyside Local Transport Partnership – Active Travel Group, rail, bus and taxi operators groups
- Sport England
- Sustrans
- Trans Pennine Trail

appendix 6 footnotes:

b. British Cycling October 2013
d. Merseyside Countywide Household Travel Interview Survey 2013 – Liverpool report (Merseyside LTP Partnership, March 2014 DRAFT)
e. Active People Survey – England 2011/12 (Department for Transport, November 2012)
f. This equates to circa 15,000 people cycling once a week. There is no data available for 2011/12 (APS6) or 2012/13 (APS7) due to a lack of sampling size
   However it is often difficult to use this information as the figures involved are low. As cycling levels increase, this type of monitoring should be able to provide a statistically robust picture.
g. Manual cycle count October 2012, Liverpool City Council. Manual cycle counts are usually carried out on cycle infrastructure projects prior to works starting and one year later.
h. Merseyside Cycle Monitoring 2011/12 Final Report (Merseyside Transport Partnership, November 2012)

Liverpool’s Cycling Revolution