

Walking & Cycling

**North Wales Regional Transport Plan
2010- 2015**

Appendix 2

Taith

Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd and Wrexham Councils working in Partnership

September 2009

Walking and Cycling Strategy

1. Introduction

The aim of this strategy is to encourage more people to walk or cycle for journeys, such as the commute to work and school, trips to local shops, leisure and health facilities and for leisure activities. As people become more physically active their health will improve. Additionally people present on the streets will create greater community cohesion, deter crime and people's fear of crime and bring about a more vibrant economy as people are more likely to visit their local shops.

This aim mirrors that of the Welsh Assembly Government's "Walking and Cycling Action Plan 2009-2013." The key element of the latter is "to help secure a change in behaviour so that more people, young and old, walk and cycle."

This strategy also supports other Welsh Assembly Government Policies. The emerging strategic action plan under the Climbing Higher Agenda focuses on ensuring that physical activity is built into daily routines, particularly walking and cycling. The Play Policy Implementation Plan focuses on children and young people's right to action in relation to access to open space, play and recreation. It also cites that transport officers and recreational officers should co-operate in taking forward Home Zone policies and the Road Safety Strategy for Wales.

In North Wales 21% of the Workplace population live within 2km of their employment site, however, only 10.4% travel to work on foot. A further 16% live within 5km and yet only 1.8% of the total workplace population choose to cycle to work.¹ Whilst the opportunity to walk and cycle is available to those living in close proximity to work, few choose these options as modes of transport.

2. Issues

Walking

To encourage greater levels of walking throughout the region it is important to create a pleasant and safe environment in which people choose to walk rather than to do so purely out of necessity. This is especially important for the mobility impaired and will be achieved by improving the walking infrastructure, such as surface condition, lighting, street furniture and controlling overgrown vegetation. Improvements to the infrastructure will be managed through various measures, such as the Safe Routes in the Communities initiative, Highways Asset Management Plans and Rights of Way Improvement Plans (RoWIPs).

The Public Rights of Way network within the Taith Region consists of approximately 8759km of Public Footpaths, 754km of public bridleways, 101km of Restricted Byways and 103km of Byways Open to all Traffic. RoWIPs are at various stages of development within each of the Taith local authority areas. The Taith Consortium recognises that these Plans are key documents for the improvement and promotion of the Public Rights of Way Network. Not only do they provide a statement of the current provision and problems associated with the network, but also they include actions consistent with those in this strategy. The consideration of horse-riders will also be included in Taith's transport policy initiatives where appropriate.

¹ Office of National Statistics, Census 2001

Cycling

Cycling within the region consists of a network of purpose-built cycleways which provide a dedicated and shared use provision for cyclists. They include National Cycle Network Routes 5, 8 and 84, which run primarily along the North Wales coastline and south through Anglesey and Gwynedd. Wrexham has a developed cycleway network, whilst some of the network within the remainder of the region is still at various stages of development. These include the River Clwyd Estuary Route, the Dee Coastal Path, the Conwy Estuary Route, Anglesey's Lôn Las Cefni and Gwynedd's Lonydd Glas Network. All of these have the potential to make a significant impact on local commuting, whilst providing a useful provision for recreational cycling. A significant contribution to the regional network is provided by on-highway routes.

There are a number of proposed projects to expand and improve the cycling network. However, funding the maintenance of the existing network remains an important issue to resolve. By expanding the network without developing an appropriately funded maintenance programme, the general condition of all routes will deteriorate. In addition, it is equally important to devise and develop appropriate education, marketing and promotional initiatives to increase levels of usage. This will be essential to achieve behavioural change in keeping with Taith's RTP Objectives and the Welsh Assembly's Walking and Cycling Action Plan's core objectives.

The existing cycle network is used not only by cyclists but also by pedestrians and the mobility impaired. As this infrastructure develops, it will recognise the need to integrate transport modes whilst increasing mobility for all. Thus, by enhancing transport choice, the aim is to encourage a shift away from car usage especially for the short and everyday journey.

In terms of other cycle related infrastructure such as cycle parking and storage this has often been ad-hoc and at random locations. The RTP will seek to address the issue, and recommend appropriate standards for the type of infrastructure required.

Walking and cycling are popular tourist activities in North Wales due to the outstanding natural beauty of the landscape which includes a large area of National Park. In 2005, 11.3 million UK residents visited Wales spending £1,730 million of which 73% were for holiday purposes². Also in 2005, 973,000 overseas visitors visited Wales of which only one third were for a holiday.

In more rural areas of the region, mountain biking centres have developed. These provide dedicated routes with related infrastructure and facilities. However, due to the recreational nature of mountain biking, this plan will only include the benefits of this aspect of cycling where they can be linked to sustainable transport.

² Source : STATS WALES - Welsh Assembly Government

Partnership Working and Current Initiatives

Alongside developing Road Safety and Transport Policy schemes, walking and cycling initiatives are strongly reflected in many other national and local policies. These include community health, social care and well-being, sport, recreation and Tourism Strategies. Currently across the region, typical schemes being delivered by all sectors include: UrbanWalks, Let's Walk Cymru, the 5x30 Outdoor Challenge, Kerbcraft and National Standard compliant cycle training.

This Plan seeks to develop and strengthen collaborative approaches, at the local level, between Health Boards, Sports Development Officers, Transport Planners/Engineers and Planning Officers in their policy development and implementation programmes. Effective partnerships across the relevant sectors also enables information sharing and the pooling of resources. This strengthens the various projects being delivered across North Wales. Many voluntary and charitable organisations, such as the Ramblers' Association, Cycle Touring Club and Sustrans can also play an important role in partnership working for the maintenance, improvement and promotion of the walking and cycling network.

Smarter Choices

“Smarter Choices include imaginative ways of encouraging efficient and sustainable ways of travel.”

Travel plans are an important element in the Smarter Choices Wales³ guide which helps to raise the profile among local authorities as well as within the Welsh Assembly Government. Walking and cycling as transport modes are already 'smart' but other issues which need to be addressed include the use of information and communications technology, car sharing, innovative public transport and general travel information and marketing. Taith has a regional car-sharing scheme in common with the other Consortia in Wales. Liftshare, a UK wide car sharing scheme, has also been adopted by some public bodies and private stakeholders.

A Regional Travel Plan Co-ordinator has been appointed to Taith by the Welsh Assembly Government. The Co-ordinator has been responsible for promoting the production of travel plans by individual organisations within North Wales and encouraging their implementation. Previous projects have included the co-ordination of business, school and residential travel plan implementation throughout the region. This has led to a series of documents being developed to assist businesses and organisations through the initial stages of producing a plan. The travel plan co-ordinator has also worked closely with schools and colleges promoting and implementing the 16-18 and 19-22 bus pass schemes and promoting personal travel information for North Wales.

Setting an example to external stakeholders is very important, and a number of Local Authorities within the Taith region are currently developing their own Travel Plans. Other travel plan work is carried out by officers in local authorities although this would benefit from greater regional partnership working. Development control officers within North Wales' Local Authorities will be encouraged to adopt a “Smarter Choices Toolkit” in respect of residential travel plans to ensure that sustainable transport accessibility is planned in the early stages of new residential developments.

³ Welsh Assembly Government, Smarter Choices Wales, 2007

The facilitation of the needs of pedestrians and cyclists should be given priority over those of other road users for local trips and it should never be something that is just considered as an after-thought. This is an issue that is not just relevant to North Wales, but also to many other areas of the United Kingdom.

Welsh Assembly Government's Walking and Cycling Action Plan

In 2009 the Welsh Assembly Government published their Walking and Cycling Action Plan which contains Objectives and Actions for the whole of Wales to achieve the overall goal of increasing the number of people using walking and cycling as a means of transport. The five core objectives are as follows:

- Improve the health and well-being of the population through increased physical activity
- Improve the local environment for walkers and cyclists
- Encourage sustainable travel as a practical step in combating climate change
- Increase levels of walking and cycling through promotion of facilities
- Ensure that walking and cycling are prioritised in crosscutting policies, guidance and funding

3. Guiding Principles

In order to bring forward strategies 9 Guiding Principles have been identified which reflect needs in the region. These parallel and expand on the 5 Core Objectives within the Welsh Assembly Government's Walking and Cycling Action Plan. The Guiding Principles are as follows:

1. Climate Change

Encourage modal shift to healthier forms of transport to contribute towards climate change targets and reduction in CO2 emissions.

2. Improved walking environment

Creating a safe and sustainable environment encouraging walking as a healthy and viable transport mode that facilitates access within & between local communities.

3. Extensive Cycle Networks and Facilities

Developing high quality maintained networks that facilitate existing and future demands for both local and cross-boundary cycling.

4. Integration of Walking and Cycling in Land Use & Transport Strategies

Ensuring walking & cycling are always considered in both the transport and land use planning processes.

5. Integration of Transport Modes

Ensuring that walking and cycling are integrated safely with other modes of transport.

6. Regional Partnership Working & Communication

Developing and strengthening partnership-working to facilitate, promote and encourage the use of sustainable transport modes across the region and to/from neighbouring authorities with internal and external stakeholders including commercial and voluntary organisations.

7. Education, Promotion & Publicity

Developing and supporting local, regional & national campaigns and initiatives aimed at promoting more sustainable forms of transport and raising levels of physical activity.

8. Travel Plans

- a. Encouraging all relevant organisations to develop travel plans to influence the travel behaviour of their employees and customers, on journeys to, from and within North Wales.
- b. Securing personal travel planning services delivered electronically or through appropriate agencies, for example NHS and educational establishments or operators.

9. Monitoring

Evaluating the impacts of sustainable transport initiatives using the results to influence future development of policies, actions and funding bids

4. Application

Emerging Strategies

From the above analysis of the current situation and the guiding principles, five strategies have been identified that carry forward the aims and aspirations of the Region, these are as follows:

- Encouraging Walking as a Transport mode in North Wales
- Encouraging Cycling as a Transport mode in North Wales
- Changing People's Transport Perceptions
- Bringing forward Sustainable Transport Initiatives
- Maintaining the Sustainable Transport Network

Component Actions

Within these strategies are a number of actions which aim to address the current deficiencies of the network.

These actions are set out below and have been cross tabulated against the identified principles.

Encouraging Walking as a transport mode in North Wales

Actions	Guiding Principles								
	1	2	3	4	5	6	7	8	9
1. Encourage higher levels of walking in the region as a means of tackling health and mobility problems associated with physical inactivity and sedentary lifestyles.	✓	✓					✓		
2. Ensure continued adoption and implementation of standards and good practice in the provision of walking infrastructure.		✓							
3. Develop a programme of Safe Routes in the Community schemes in compliance with Welsh Assembly Government guidance.		✓							
4. Identify and provide where appropriate measures and schemes to accommodate walkers of all abilities enabling them to access their local communities safely and without feeling threatened.		✓							
5. Increase levels of walking through the provision and improvement of appropriate signage.		✓							
6. Through the development and marketing of a well maintained network enhance the enjoyment and use of walking by local people and tourists alike.	✓	✓					✓		

Encouraging Cycling as a transport mode in North Wales

Actions	Guiding Principles								
	1	2	3	4	5	6	7	8	9
7. Identify and remove real and perceived barriers to cycling.		✓	✓		✓				
8. Develop a programme of Safe Routes in the Community schemes in compliance with Welsh Assembly Government guidance.			✓	✓					
9. Ensure continued adoption and implementation of standards and good practice in the provision of cycling infrastructure.			✓						
10. As part of the local transport implementation strategies, identify and produce a programme of works to develop the local cycle network. Each authority must consider the needs of local movements as well as satisfying cross-boundary trips.			✓						
11. Increase levels of cycling through the provision and improvement of appropriate signage.			✓						
12. Liaison with transport providers to ensure that appropriate cycle carrying capacity and facilities are provided on passenger transport services.			✓		✓	✓			
13. Ensure the provision of safe and secure cycle parking facilities at key transport interchanges & town centre locations in public ownership as well as encouraging provision at large employment & tourist centres.			✓	✓	✓	✓			

Changing Peoples Transport Perceptions

Actions	Guiding Principles								
	1	2	3	4	5	6	7	8	9
14. Taith will develop and promote a programme of smarter choices initiatives.	✓						✓		
15. Taith will promote a sustainable travel town in North Wales in accordance with Welsh Assembly Government guidance	✓	✓	✓	✓	✓	✓	✓	✓	
16. In partnership with local planning authorities develop and adopt a consistent regional approach to the requirement and promotion of travel plans for new and major developments including new sites with multiple employers such as industrial estates and business parks.	✓			✓		✓	✓	✓	
17. Target, promote and aid the development of travel plans throughout the region for existing public and private sector organisations including high density groups of organisations such as on industrial estates and employment sites whose business operations generate large numbers of trips starting with local authorities in order to set an example.	✓			✓		✓	✓	✓	
18. Utilise personalised travel planning tools, (e.g. Modus) to provide personalised travel plans in line with guidance contained in the Welsh Assembly Government Smarter Choices document.	✓			✓		✓	✓	✓	
19. Taith through Local Authorities will encourage the use of ICT as a tool to minimise the need to travel by staff.	✓					✓	✓	✓	
20. Develop a region-wide car sharing scheme which is adopted by the private and public sectors as well as the private individual. Future development of the scheme will include the potential option of car club vehicle hire.	✓					✓	✓		

Bringing Forward Taith Sustainable Transport Initiatives

Actions	Guiding Principles								
	1	2	3	4	5	6	7	8	9
21. Develop the role of the Taith RTP Sustainable Transport steering group for progressing the RTP and other initiatives.	✓	✓	✓	✓	✓	✓	✓	✓	✓
22. In partnership with local planning authorities develop and adopt a consistent regional approach to the requirement and promotion of travel plans for new and major developments including new sites with multiple employers such as industrial estates and business parks.				✓		✓	✓	✓	
23. Continues to develop effective working relations between transport and planning departments in respect of TAN 18 guidance.				✓		✓			
24. Ensure good interaction with the relevant interested parties (Road Safety Sections, Healthy Schools Initiative, Safe Routes in Communities scheme) to aid the development of school travel plans.	✓			✓		✓	✓	✓	
25. Identify and obtain membership of key organizations for the Taith Consortium, such as “Living Streets” and Travelwise. As a result seek to pilot schemes such as Sustainable Transport Demonstration Towns, Slow Streets, Homezones, and Quiet Lanes. Agreeing to commission Living Streets to undertake street audits as appropriate.	✓			✓		✓			
26. Develop templates of local education & marketing initiatives which can be shared with other interested constituent Taith local authorities along with other interested Welsh and UK authorities.						✓	✓		
27. Cross-reference other transport policy areas including road safety, public rights of way, traffic management, passenger transport and highways maintenance in local strategies to maximise funding opportunities.		✓	✓	✓	✓	✓			
28. Devise & develop with internal and external stakeholders a “Campaign Calendar” for the Education and Promotion of Sustainable Travel and Healthy Lifestyles Initiatives to coincide with National Initiatives to be delivered on a regional basis through appropriate partnership working groups.	✓					✓	✓		

Maintaining the Sustainable Transport Network

Actions	Guiding Principles								
	1	2	3	4	5	6	7	8	9
29. Ensure Taith authorities develop a standard methodology for dealing with maintenance of walking and cycling routes across the region.		✓	✓						✓
30. Taith will develop appropriate monitoring systems to measure the impact of future sustainable transport initiatives.		✓	✓						✓
31. Devise and develop a standardised database and mapping system for walking and cycling infrastructure which can also be used for maps and images contained in promotional material.	✓					✓	✓		✓

5. Links between Taith Guiding Principles and projects with the WAG Walking and Cycling Action Plan

WAG Aims	TAITH RTP Guiding Principles	Relevant Projects within the Taith RTP 5 Year Programme (Preferred Strategy)	Lead Local Authorities
<p>Changing Behaviour: Walking and cycling to make an increasing contribution towards climate change targets and raising levels of physical activity.</p>	<p>GP1 Climate Change</p> <p>GP7 Education, Promotion and Publicity</p>	<ul style="list-style-type: none"> • General improvements to footways / cycleways in towns / villages to address pinch points and improve safety • Community Based Purposeful Routes - North Shore to West Shore, Penmaenbach to Conwy Morfa • Native Trails - Online website • Coastal Access Path • Removing physical barriers to walking and cycling. • Improving community cohesion. 	<p>Anglesey</p> <p>Conwy</p> <p>Flintshire</p> <p>Wrexham</p>
<p>Sustainable travel encouraged via better walking and cycling infrastructure: To create safe, attractive and convenient infra-structure for pedestrian and cycle travel.</p>	<p>GP3 Extensive Cycle Networks and Facilities</p> <p>GP2 Improved Walking Environment</p>	<ul style="list-style-type: none"> • Gaerwen to Lon Las Cefni shared use path. • Holyhead. Porthdafarch. Walking in the Community. • Bodedern Walking in the Community. • Gateway provision between Menai Bridge and Llanfairpwll. • Completing development of Lôn Las Cefni, linking to NCN Route 5 Complete link through Llangefni to link routes 5 and 8 • A548. Kinmel Bay to Abergele cycle path. • Creuddyn Peninsular Cycling Network. • Llandudno. A470 at Links Roundabout to Conwy Road. • Llandudno. Other urban cycling network links. 	<p>Anglesey</p> <p>Conwy</p>

		<ul style="list-style-type: none"> • Llandudno Mostyn Broadway link for NCR. • Llanddulas. Pencoed Road footway provision. • Llandudno. Gloddaeth Avenue to West Shore cycling provision. • Weavers' Lane, Dyserth. • Park to A525 St.Asaph. • Ruthin urban cycle routes. • A541 Cycle Route • Trefnant to HM Stanley/Ysgol Glan Clwyd. • Cycle ramps at Westbourne Avenue Bridge. • Denbigh to Henllan • Station Road to A525 cycle path, Rhuddlan • Dee Coastal Path. • Springfield Hill, Pentre Halkyn. • Bryn Road, Bryn y Baal • Lon Adda. • Felin Hen multi –user bridge on Lon Las Ogwen. • Lon Gwyrfai walking and cycling route. • Lon Llyn Deheuol. • Bontnewydd Lon Gwyrfai Caeathro Link. 	<p>Denbighshire</p> <p>Flintshire</p> <p>Gwynedd</p>
	<p>GP4 Integration of Walking and Cycling in Land Use and Transport Strategies.</p> <p>GP5 Integration of Transport Modes.</p> <p>GP6 Regional Partnership Working and Communication</p>	<ul style="list-style-type: none"> • Protect the Gaerwen – Amlwch former railway trackbed. • Menai Bridge bus terminus to NCN Route 8 • Llandudno Junction cycle facilities (Associated with Master Plan) • Kinmel Bay - improved cycle/walking links to strategic development at Tir • Sustainable Transport Town 	<p>Anglesey</p> <p>Conwy</p> <p>Gwynedd</p>

		<ul style="list-style-type: none"> • Travel Plans - Walking and Cycling to Schools, Cycle Training, LA travel plans, etc 	All
<p>Monitoring and Evaluation: To enable the Welsh Assembly Government and delivery partners to track progress in delivering the actions of this Plan, and intended outcomes.</p>	<p>GP9 Monitoring</p>	<ul style="list-style-type: none"> • Monitoring of schemes 	All