

SWINDON CYCLING FRAMEWORK

Everyday Cycling for Everybody

2016—2026



Foreword—Dale Heenan, Cabinet member for Sustainability and Transport



Swindon is a vibrant, growing town and one where I believe everyone should have the opportunity to live healthy, safe, fulfilling and independent lives supported by thriving and connected communities.

The Swindon Cycling Framework aims to bring together a number of policy sectors such as transport, health and sport. Encouraging cycling will help to achieve joint aims of economic development, improved public health, a reduction in social inequalities, and environmental improvements whilst helping to cut congestion and build liveable neighbourhoods.

We must understand and address the barriers preventing people from getting on their bikes with a recognition that people want to cycle for a variety of purposes other than commuting. Whilst the journey to work is important, providing places for people to cycle safely for leisure and sport is equally important. Providing people with the right environment and confidence to cycle is paramount.

The Swindon Cycling Framework provides the foundations to take a cycling step-change and will help to attract vital funding for future cycling projects. This will, in turn, create the conditions for ***everyday cycling for everybody***.



Swindon Borough Council would like to thank Swindon BUG, Swindon Cycling Clubs, Sustrans, and British Cycling for their contribution, help and support in the production of the Framework.

The Aims of the Swindon Cycle Framework

The 4 main aims of the Framework are to:

- Double the number of bicycle trips (including leisure trips) to coincide with recommendations in the DfT's Cycling Delivery Plan, by 2025.
- Reinforce support from politicians, the SWLEP, private and public sector employers and the public to champion cycling in Swindon Borough.
- Provide people with the skills and confidence to cycle for a variety of purposes.
- Normalise cycling as an *everyday* activity.





Introduction

The Swindon Cycling Framework brings together an array of multi-disciplinary goals not traditionally associated with cycle planning. Although goals of reducing congestion and accessibility remain integral to the Framework, the acceptance that cycling can achieve other policy targets is now recognised.

The link between poor health, inactivity and deprivation is a particular example of how cycling contributes to other policy goals. However, cycling also meets ambitions related to environment, economic development, sport, leisure and land use planning disciplines. This relationship builds a stronger platform to garner significant support for cycling and, critically, help secure funding.

Promoting active and healthy lifestyles will facilitate a step change in the quality of life in Swindon Borough. Cycling has the ability to reduce the environmental impact of transport, the burden on health authorities, and economic inequalities. It aids the creation of a joined-up planning approach and sustainable economic growth whilst at the same time establishing liveable neighbourhoods, connecting people with places and enhancing Swindon as a pleasant and prosperous place to live and visit.

The long term aim is to normalise cycling as an activity for a variety of purposes for everybody - a normal, everyday activity.

A range of supporting documents provides technical detail, background and references to the content within the Framework.

Setting the scene

Swindon may not automatically be regarded as a cycling utopia with its hilly topography and its famous roundabouts. Despite this, the number of people cycling to work should be celebrated – more than **4% of work trips** in Swindon are **made by bike**, almost **double the national average** (Census data 2011). Much can be done to build on this success and create a 'bicycle culture' within Swindon and normalise cycling as an '*everyday*' activity.

Cycling to school is also on the rise – In 2007 5.5% of secondary pupils cycled to school in Swindon but this figure had reached almost **14% in 2011**. This compares favourably to 3.2% nationally (11 to 15 year olds) and bodes well for the future of cycling.

Cycling is much more than transport. The British cycling successes at the Olympics and Tour de France has seen a new vigour and interest, across the country, in cycling for leisure, sport and fitness. This is evident in Swindon with fantastic support and participation in Sky Ride's guided rides and membership of clubs such as Swindon road cycling clubs and Mountain Biking Swindon. The Borough has many different areas to cycle whether you are a serious road racer or just hopping back onto the saddle for the first time since childhood. There is something for everybody.

A range of co-ordinated projects, such as the Western Flyer, and the new Southern Flyer, combine to help Swindon residents to travel by bike, around the Borough, for a variety of purposes. The Swindon Travel Choices project has provided funding from the Local Sustainable Transport Fund (LSTF) over the past four years for cycling activity and initiatives. The Swindon Cycling Framework will provide the vehicle to build on this work.



Cycling in Swindon – A Vision for 2026



The population of Swindon is expected to grow from the current 209,000 (2011 census) to over £220,000 by 2026. Growth in Swindon will undoubtedly lead to additional pressure on the highway network. Cycling, alongside other sustainable modes, is a critical part of achieving sustainable and economic growth.

The planned growth provides an ideal opportunity to set the tone for cycling in the borough and its vision for 2026. The cycle network should provide a seamless door to door journey with a network of primary, secondary and tertiary interlinked routes.

The vision of cycling in 2026 will be of new homes with appropriate places to store cycles. Residents will be able to cycle in safety and confidence along residential streets where 20mph zones are the norm. These connect to a secondary route network of quiet residential streets with appropriate speed controls. The secondary routes will connect to the primary routes with good quality and continuous cycle provision to get people to places of work, education, shops and leisure. Once at the place of work, secure cycling parking and changing/shower facilities will normally be provided by employers.

The design of facilities from home to work will take the lead from the Sustrans suite of design documents, the Council's adopted guidelines for new developments and highways and the DfT's local transport notes and Manual for Streets. These will be used to influence developers and highway engineers at the very earliest stage of development. Cycle proofing and retrofitting existing infrastructure will be investigated at locations where there are gaps in the network. The vision will also include good quality facilities within parks and open spaces as well as sporting facilities,. More people will have the skills and experience to enable them to become "everyday" cyclists.

Policy Connections:

A brief guide to national and local policies

National Planning Policy Framework, Department for Communities and Local Government states the transport system should be balanced in favour of sustainable transport.

Door to Door: A strategy for improving sustainable transport integration, the

Department for Transport encourages sustainable transport through public transport supported by walking and cycling. Particular reference is made to multi-modal journeys using rail as the main mode and walking and cycling as trip ends.

The Infrastructure Act 2015/Cycling and Walking Investment Strategy, the CWIS, expected in spring 2016, will set out the amount of funding to be allocated to increase cycling and walking in line with the aims set out in the Cycling Delivery Plan 2014. This document recognised the benefits of cycling to the economy, the environment and to the health of individuals and communities. The 10 year plan aims to double cycling (measured in bicycle stages) by 2025. The Plan invited local authorities and Local Enterprise Partnerships (LEPs) to agree arrangements with Government and other groups to set out and commit to a vision, strategy and delivery plan for cycling and walking.

Get Swindon Active 2015 – 2022 aims to influence the built environment so that being active becomes an easy choice for Swindon residents. It recognises that cycling can help achieve the aim of everybody active, everyday.

Swindon's Health and Wellbeing Strategy 2013 – 2016 recognises that transport (particularly walking and cycling), green spaces and the built environment play a key role in determining our health and wellbeing.

Swindon Local Transport Plan 3 favours mixed use development to encourage sustainable travel modes, including cycling, with key services located within easy walking and cycling distance, complemented by behavioural change measures.

The Joint Strategic Needs Assessment for Swindon is a statutory obligation on Swindon Borough Council to assess current and future health and wellbeing needs of the people of Swindon. Physical activity, and therefore cycling, takes a prominent position within the strategy in tackling obesity, achieving a reduction in carbon emissions and increasing health and well-being through participation in sport and leisure activities.

Swindon Sports Strategy 2014 – 2017 recognises that all sports, cycling included, have a role to play in the health agenda coupled with the proven ability of sport to stimulate and enhance the local economy. It promotes partnership working with bodies, such as Sport England, as critical to secure external funding and the success of the strategy.

Transport Vision 2026 for Swindon and Wiltshire aims to support housing and jobs growth by providing real mode choice through the creation of legible walking and cycling routes.

Swindon & Wiltshire Strategic Economic Plan is the vehicle by which the Local Enterprise Partnership invites funding from Government to invest in the area. A fully connected, efficient and reliable transport system is crucial to achieving the vision to energise and enable greater economic growth. Cycling plays a key role in ensuring growth is achieved sustainably.



Policy Context

Cycling cuts across policy boundaries. The spokes of influence extend far beyond the realm of transportation; stretching into the domains of economic development, public health, sport, planning, tackling deprivation, environmental challenges, education and promoting liveable neighbourhoods.

The economic benefits of reduced congestion and improved productivity are well known. However, cycling creates jobs too — the European cycling industry now employs more people than mining and quarrying and almost twice as many as the steel industry.¹

Walking and cycling are identified as a key means of building physical activity into everyday living. Inactivity costs the UK billions of pounds every year. There is general agreement amongst public health professionals that increasing walking and cycling are likely to be amongst the best ways of

ensuring low cost, high value wins and offers best value for money for improving individual health. “If sport and physical activity was a drug, it would be regarded as a miracle” (Professor Sally Davies, Chief Medical Officer).



-7 prices). Indirect costs have been estimated as £8.2 billion per annum. (2002 prices).²

In addition, cycling and walking to school, together with healthier diets, can have a positive impact on educational attainment.³

Those on low incomes spend a disproportionate amount of their disposable incomes on certain goods and services, including transport. Low income groups are also negatively affected by transport through accidents, pollution and lack of social interaction.⁴

Cycling can reduce the impact of development by reducing reliance on cars for short journeys.

Frequent and regular cyclists could save the economy £2 billion over a ten year period in reduced absenteeism from work. Illness, as a result of physical inactivity, has been conservatively calculated to be between £0.9-1 billion per annum in direct costs to the NHS alone (at 2006

Cycling can impact on many policy areas and cross-sector collaboration is required to achieve meaningful increases in cycling. Collaboration between areas of transportation, planning, education, sport, culture, and health as well as public and private employers is crucial.

Funding Signpost

Below is an outline of potential funding sources to provide necessary initiatives *everyday cycling, for everybody*. However, competition for funding will be intense so business cases will need to be robust and evidence based. Further background information can be in the 'Swindon Cycling Framework - Funding Opportunities Note'.

Making the case for funding:

- Physical health
- Mental health
- Environment/Liveable Neighbourhoods
- Transport / congestion / road safety
- Sustainable growth
- Economy

Potential funding streams:

- Central government funding e.g Cycling and Walking Investment Strategy (CWIS)
- Local Growth Fund
- Clinical Commissioning Groups
- Local authority capital and revenue / LEP
- S106
- CIL
- New Homes Bonus
- Private Finance
- Partnership (e.g. Network Rail)
- Sport England / British Cycling
- Landfill Communities Fund
- Lottery
- Community
- Funding South West (a directory of local funders)



WHY CYCLE?

The Economic Case

Recent research suggests cycle schemes deliver between 5 and 6:1 benefit cost ratio (BCR)., i.e for every £1 spent, £5-£6 of benefits in terms of reduced congestion and health are achieved. Schemes that return £4 for every £1 invested are considered by the DfT as 'very high' value for money. Researchers calculated that, nationally, the NHS could save roughly £17 billion through an increase in cycling and walking over a 20 year period.⁵ The 'Cycling economy' contributed £2.9 billion to the UK economy in 2010.⁶



The Health Case

There is an unequivocal body of evidence which links insufficient physical activity to a range of diseases and premature death.

Type II Diabetes is strongly linked to obesity and inactivity. Nationally, the cost of diabetes to the NHS is over £1.5m an hour or 10% of the NHS budget for England and Wales.

It is estimated that a 10% increase in physical activity in adults would benefit England would prevent approximately 6000 premature deaths per year.⁷

Sport

Recently Sport England estimated the economic value of sport to Swindon's economy is £175m and creates 1,875 jobs.⁸



Tackling Poverty

Transport problems contribute to poverty through poor transport provision. Car based land use planning can increase the chances of social isolation and poverty. Even low income families with access to a car are forced to use them more than they may wish.

Cycling is a ready made activity to help support a reversal of the trend towards inactive lifestyles. This, in turn, will reduce the burden on the NHS and the transport system and creating jobs.

Physical activity can have an impact on cognitive skills and improved academic performance with a more educated workforce adding to economic prosperity.⁷

Recent cycling projects

Cycle loan scheme

'Try before you buy' scheme to help people get back on their bikes

Cycle mapping and online journey

Specific maps of cycle routes and a 'one-stop' online journey planner to compare modes in price, distance, calories burnt and CO₂ emitted

Active Swindon Challenge

Friendly competition between groups, workplaces, families and friends in a bid to earn points for walking, cycling or using public transport during a set time period. As points build up so does your chance of winning prizes

Sky Ride Guided Rides

Guided rides for people of all ages and abilities to build confidence and fitness in a group environment

Tri-Active Project

A 3 year project, started in 2013, which aims to increase the number of people participating in running, cycling and swimming in Swindon.

Cycle training and maintenance courses

Teaching people how to cycle in busy traffic conditions and the basics of cycling mechanics. Giving people the confidence to cycle on the road and help them stay on the road by maintaining their bike in a safe working condition

Swindon Station Travel Plan

Award-winning travel plan to help people travel to the station more sustainably

Upgrades to Western Flyer

Improvements to cycling infrastructure to create a 'cycling expressway' from West Swindon into the town centre

Behaviour Change

Behaviour Change or 'Smarter Choices' is a package of measures to help people make informed decisions about their travel habits and encourage alternatives to single occupancy car use. These measures often complement infrastructure measures, such as cycle paths. Over recent years, behaviour change initiatives are also becoming a central part of public health strategies in the fight against inactivity and obesity. Standard operations include journey planning, personalised travel planning, workplace and school travel plans, cycle training and employer forums. Websites, social media and specific public events are typically used to enhance the profile of smarter choices work. Information is available at www.swindontravelchoices.co.uk.

Cycling plays a crucial part in smarter choices and recent research on the impacts of the Department for Transport's Sustainable Travel Towns project shows the number of cycle trips per head grew substantially (between 26% and 30%) in all three of the towns taking part. Darlington (which was also a Cycling Demonstration Town) showed the greatest growth. Meanwhile, cycle trips declined in medium-sized towns elsewhere.⁹

Taking all improvements into account, the research concludes that a conservative assumption on the benefit-cost ratio for the three towns is in the region of 4.5:1 (congestion benefits only). This means that for every pound spent on the project, it returned £4.50 in benefits. When factoring in environmental, consumer benefits and health effects, this figure could double.¹⁰

Given the proven benefits, it is prudent to continue to support the excellent work of Swindon's Travel Choices project and investigate how behaviour change initiatives can be funded in future. Partnership working with the public and private sector will be critical to funding and success of initiatives.



Making space for cycling

The vision for infrastructure is three-fold; traditional highway infrastructure (measures that would aid commuting such as cycle paths and parking), establishment of leisure routes and sport infrastructure (such as closed road circuits and BMX tracks). These are dealt with separately over the next three pages.

Cycle routes on the highway will need to be prioritised using a solid evidence base; value for money interventions that will include measures other than just tarmac and paint. Simply slowing traffic speeds can have a positive impact. Interventions with multiple outcomes and benefits are likely to be more successful at attracting funding. Reducing severance and cycle proofing sections of road (such as junctions) should also be part of a delivery strategy and may prove cost-effective measures to get more people cycling.

Leisure and sport infrastructure not only has an economic benefit and the ability to attract the 'tourist pound' but can also attract funding outside of the transport sphere. Cycling has the potential to help reach transport and non-transport goals. External funding for regeneration, public realm and shared space schemes benefit cyclists but also benefit pedestrians, bus users and businesses. The development of a Delivery Plan for cycling will focus on these areas, and improvements designed on movement corridor lines.





Commuter cycling

Journey to work by bike statistics for Swindon show encouraging signs at approximately double the national average (although significantly trailing high cycling areas such as Cambridge, Oxford and York). Increased numbers cycling to work is important to reduce congestion at peak times and is also a perfect way to build exercise into everyday lives.

Measures are required to improve the cycling environment and encourage multi-modal journeys , such as cycling to a rail station. Equally, it is important to provide the right information and encouragement to link infrastructure improvements with behaviour change initiatives. This approach could be aimed particularly at new residents , for example, moving into the Borough's new growth areas, which will build in cycling habits at the earliest opportunity.

Employers can do their bit by providing showers / changing facilities, and secure cycle parking,. Setting up bicycle user groups and offering incentives such as cycle loan schemes and cycle maintenance sessions are all useful ways to encourage sustainable travel habits. Making employers aware of the benefits of increased productivity and reduced absenteeism from a healthier workforce is crucial to buy-in.

Recent work on cycling to school has proved successful. Encouraging parents to cycle to work will also benefit the school run and help promote cycling to school. This will reduce congestion at rush hour and outside the school gates, making the school journey both safer and healthier.

Leisure cycling

National performance indicators for Swindon reveal that just under a quarter of Swindon adults participate in sport and active recreation (including cycling) for at least 30 minutes, three or more times a week. This is similar to the level of participation in the Southwest generally, but is a little higher than the average level of participation for England as a whole. Participation is highest amongst younger men but falls away rapidly once a person reaches their mid-30s and declines further into older age.

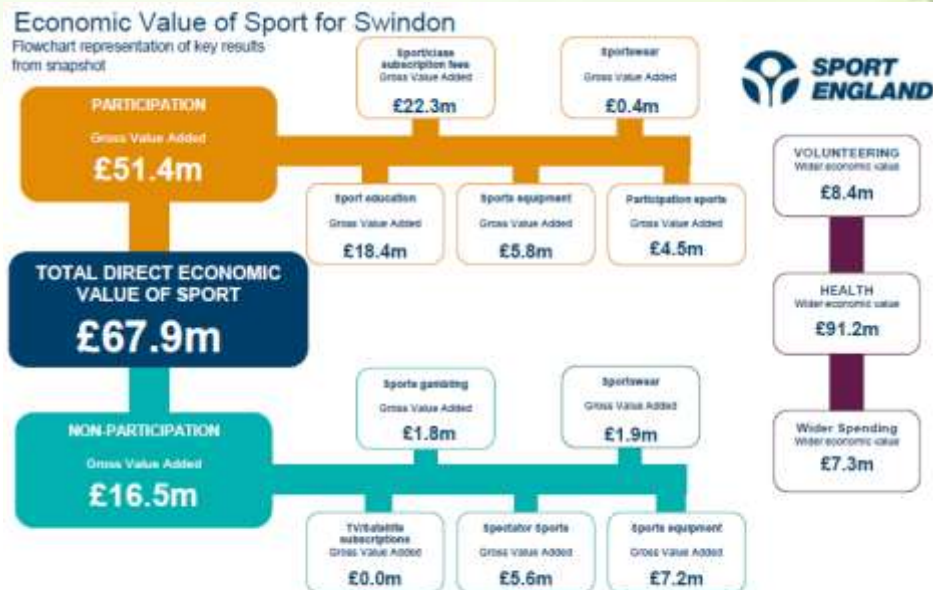
The more highly educated a person is, the higher the probability that they will participate in cycling. Inactivity is highest in areas characterised by higher levels of deprivation, lower incomes, and social housing stock.

Research suggests that 86% of the non-cycling population reject the idea of using a bicycle as a general means of transport, but 66% would consider riding a bicycle for leisure. 71% of commuters were recreational cyclists before they started to cycle to work.¹¹ Part of the strategy should be concentrating efforts on leisure cycling and the provision of Green Links, as shown on the Movement Corridors plan, is proposed to encourage this. Getting people cycling, no matter what the purpose, is the fundamental and overarching aim of the strategy.



Sports Cycling

Swindon has aspirations for a closed road circuit and cycling hub that can incorporate all six cycling disciplines (road, track, mountain biking, cycle speedway, BMX and cyclo-cross). Central to its inspiration is the links to leisure routes within Swindon. Cycling hubs have a dual function in that they provide a vehicle for competitive cycling but also a safe area to gain skills needed to cycle competitively and on the road. BMX tracks and Cyclo-cross can also be built within the grounds to enable the creation of a true cycling hub. Cycling infrastructure such as closed road circuits can make other sports financially sustainable. Cycle tracks elsewhere in the country can make £40,000 per year, helping to subsidise sports such as athletics and swimming.¹²

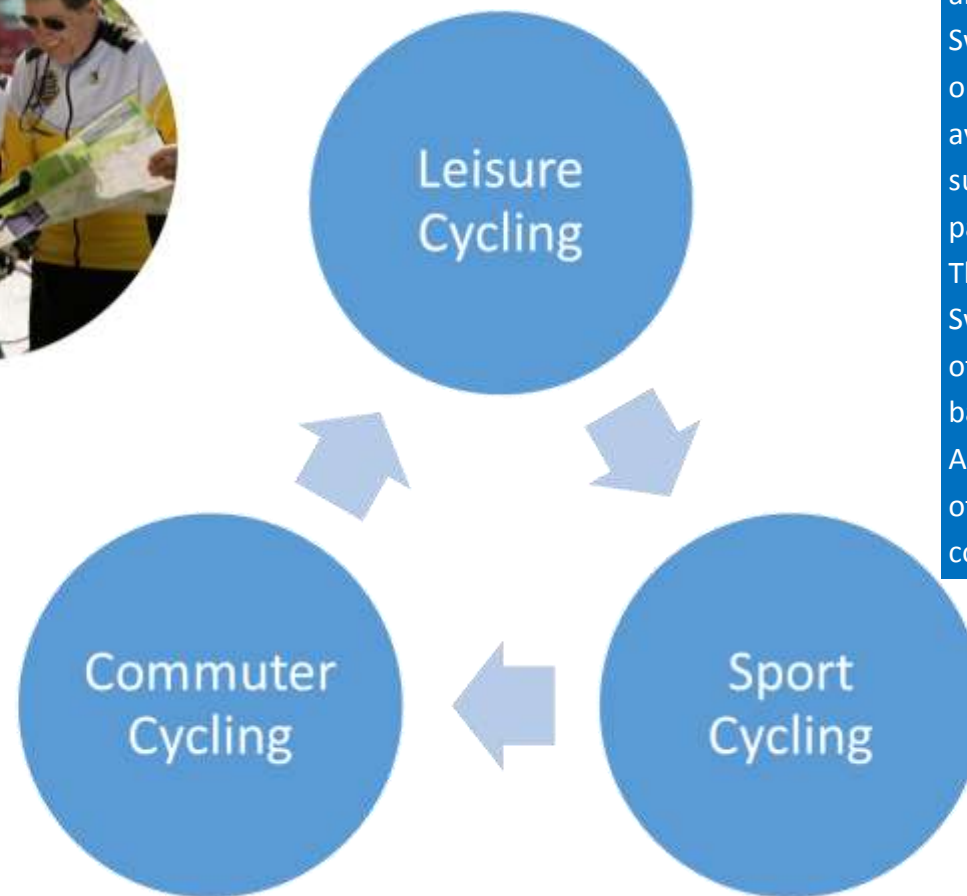


A closed road circuit offers a unique selling point for Swindon which will attract competitors, spectators and visitors to the town, enhancing its reputation and economic development. Having this type of facility will also help to attract national and international sporting events like the Tour of Britain, enhancing economic performance further and inspiring people to get on their bikes. For the vision of a closed road circuit to become reality, the sports partnership will need to drive the project forward and partnership working will be the cornerstone of achieving this aim and the wider aims of the Framework. Working with organisations like Sport England, British Cycling, WASP, SWLEP, private companies and other public bodies will enrich the support and buy-in for cycling.

Recent research conducted by Department for Transport suggests that most people will not entertain the idea of cycling to work but would consider it as a leisure activity. The majority of commuter cyclists were leisure cyclists first. This could be most straightforward path in getting more people cycling. Marketing and promoting leisure routes and led rides is a useful approach and one promoted by British Cycling, whose Recreational Model takes the 'bite-size pieces' approach. Basically this means that strategies are likely to be much more successful if they firstly encourage people who never cycle to get on their bikes occasionally (less than once a month). This can then convert into more regular cycling (once per month). As fitness improves, people are more likely to take part in sport or club cycling and become frequent cyclists (once per week) or even daily commuter cyclists. This in turn leads to more leisure cycling with family and friends.



The Cycling Cycle



Case Study 1: British Cycling Guided Rides

Guided rides are social group cycle rides catering for different fitness levels and abilities. In 2014, in partnership with Swindon Borough Council, 35 rides were organised with a total of 579 participants, averaging 16 cyclists per ride. Satisfaction surveys showed that, on average, participants rated the rides 8 out of 10. There are 41 Ride Leaders trained in Swindon and the initiative is seen as part of the package of measures to get people back on their bikes. British Cycling's Annual Participant Survey indicates 38% of those trying guided rides progress to commuter cycling.



Safer places to cycle

More often than not, the perception of the dangers of cycling can overshadow the positives. Whilst it is important to ensure cyclists keep themselves safe 'on the road' it is equally important to educate motorists to be considerate towards vulnerable road users. Considerate driving and strict enforcement of speed limits and other traffic regulations will help make cyclists feel safer on the roads and encourage it as an activity.

The Wiltshire and Swindon Road Safety Partnership has a target of a 40% reduction in the number of people killed and seriously injured in road collisions by 2020. Evidence suggests that cycling, coupled with other sustainable transport initiatives, could reduce road deaths by up to 30%. Cycling therefore contributes towards road safety targets and reduces the cost of these casualties to the Wiltshire community - estimated to be £116 million.

Whilst trends are downward, approximately 12% of all casualties are cyclists. However, statistics alone do not tell the full story. The benefits of cycling to health (inactivity is quickly becoming one of the leading factors in causing the conditions that give rise to premature death), life expectancy and general well-being, far outweigh the potential risk of accidents.

Despite this, more needs to be done to protect more vulnerable road users. Counter-intuitively, the answer could be increasing cycle numbers and embracing the 'safety in numbers' principle. There is a growing body of evidence that more cyclists on the roads lowers the risk of accidents as more cyclists raise more awareness amongst motorists. Although recognition of dangers is important, acknowledgement of the perception of risk and how to counter this should also be recognised.



Case Study 2: Mountain Biking Swindon

Initially started by the Nationwide Cycling Club and a £10,000 Lottery grant, a spade and a wheel barrow, Mountain Biking Swindon (MBS) now has 350 members and a permanent, open to all, base in Croft Road Country Park. The Croft mountain bike (MTB) trail was short and incomplete until the two founding members discovered it and saw the potential. They started with the initial premise of simply building a place to ride and enjoy for themselves, without knowing what it could become.

Whilst built on land provided by Swindon Borough Council, the trail is managed by MBS. It has been built entirely by volunteers and almost entirely self-funded through membership fees, training courses and small social events. 'Build days' (construction of tracks to Forestry Commission standards) attract good numbers of volunteers and rely on the self-taught building skills of members to make efficient use of materials and manage risk.

The waymarked trails at Croft Country Park offer both a family/beginner off-road trail (Blue), and a more technical trail (Red) with features for the more experienced cyclist or those wishing to improve their skills. The club also offers club rides. The regular Friday Night Ride has been running since later summer 2009 and has not missed a Friday since. Up to 35 people have been known to join single rides. Again, the emphasis is on beginners with 'novice friendly' rides a prominent fixture in the calendar. Many novices who try out the trails or rides end up being regular cyclists – the ultimate aim of the Framework.

Even though races are organised for more experienced/faster riders, with their own sponsored professionals, the current club chairman and founding member Phil Mayger highlights the club's philosophy perfectly "I would much rather have a disappointed experienced cyclist than a disappointed novice". This accessibility, by a wide range of abilities, is reflected in the club being British Cycling approved.

Open all year round, easily accessible and free to use, The Croft MTB trail is a shining example of what can be achieved with minimal funding and the enthusiasm and commitment of just a few people. The club has grown significantly and built a cycling scene and community made possible by the existence of the Croft Park trails as somewhere to ride with likeminded people. Interested? Visit: www.mbswindon.co.uk



Priority cycling 'movement corridors' - see plan overleaf

The following map represents cycling 'movement corridors' identified using information from the 2011 'usual mode of travel to work' statistics and National Travel Survey. The information has been extrapolated from those currently travelling by car under 6km ('potential cyclists') using origin and destination data. However, only a certain level of detail is publically available from the Census. For this reason, 'corridors' have been plotted in the centre of Mid-Level Super Output Areas (MSOAs) or at known major trip generators (such as South Marston Industrial Estate). Main residential, commercial and development areas have been identified as origins and destinations

and 'nodes' have been created for the purpose of the mapping. Also important is access to parks and the countryside, a key part of the Framework to get people active. For this reason, leisure/recreational destinations - places where people can cycle on traffic free routes to gain skills and confidence regardless of ability or age - have also been added .

It should be noted that the 'corridors' represent a broad area and are not related to specific roads/streets or cycle routes. The information could be used to audit 'corridors' to identify possible improvements, however big or small. In turn, the information and audits could be used to provide robust

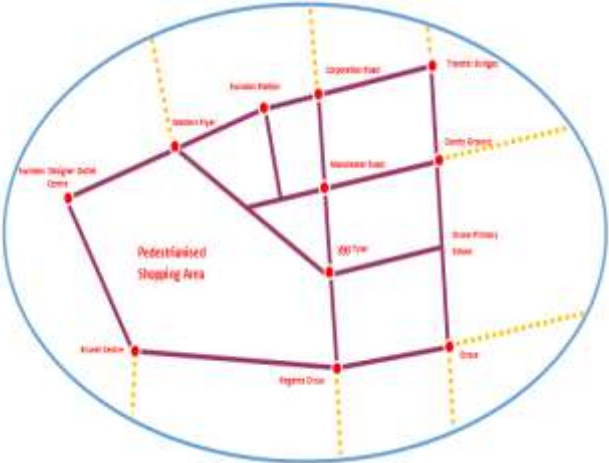
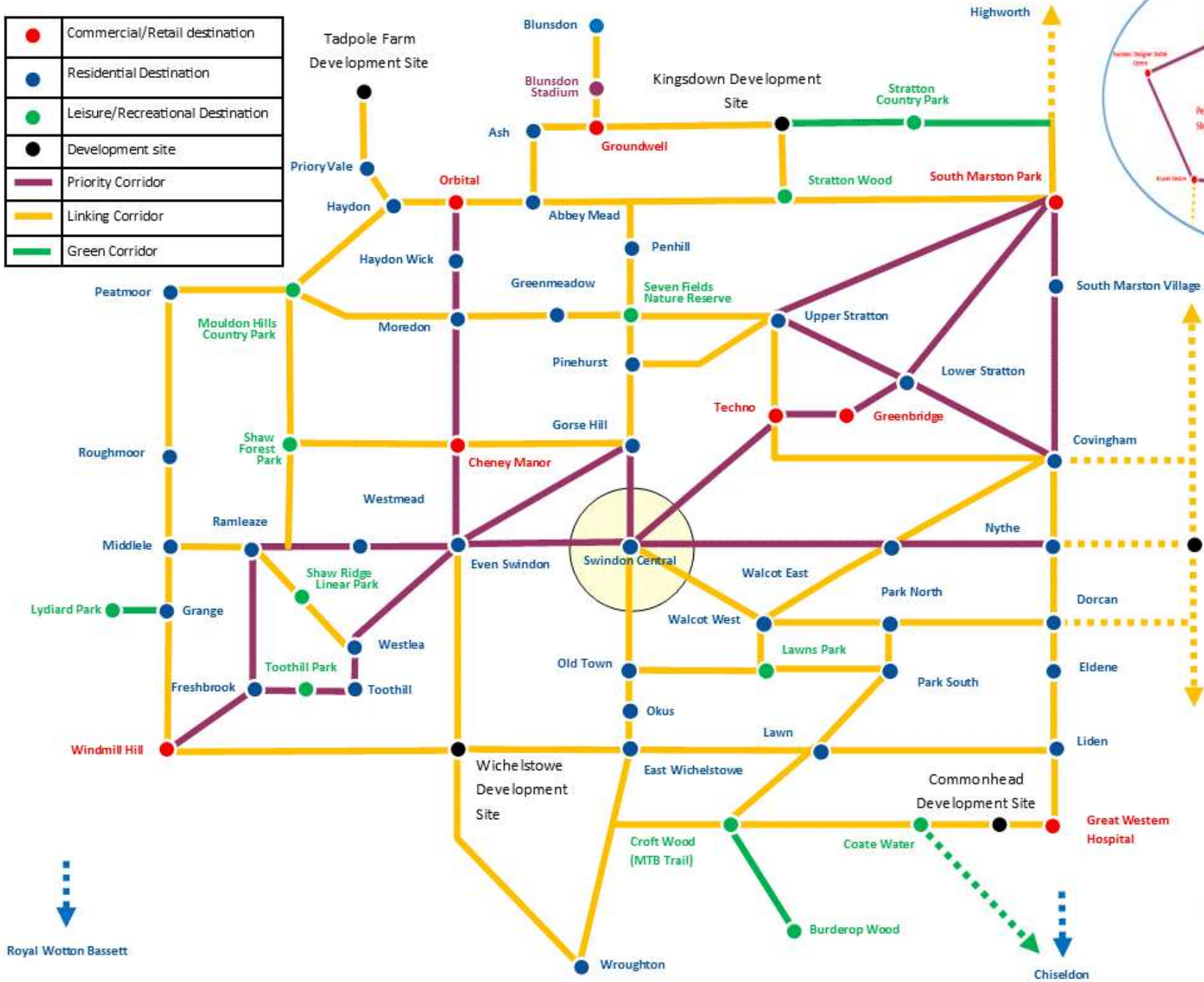
businesses cases to influence funding decisions or provide a basis for external funding bids.

Where 'corridors' have been identified, this does not automatically mean that infrastructure is required. Existing, good quality routes may already be present (such as the Western Flyer from West Swindon to the town centre) or need only relatively small improvements.

The Movement Corridor plan will form the basis for scheme development in the Delivery Plan.

The full methodology behind the priority cycling 'movement corridors' can be found in '*Swindon Cycling Framework - Priority Corridors*

●	Commercial/Retail destination
●	Residential Destination
●	Leisure/Recreational Destination
●	Development site
—	Priority Corridor
—	Linking Corridor
—	Green Corridor



Making it happen

There are a number of objectives that will help achieve the 4 main aims of the Framework. Below the objectives are 'interventions' to achieve each objective. The Framework is intended to lay the foundations and lead to targeted action plans.

OBJECTIVE 1: Create a safe and convenient cycle route network that links people to places in Swindon and beyond

- ⇒ Develop a local cycling delivery plan initially prioritising 'corridors' delivering the most benefits (as outlined in Priority 'Movement Corridor' Map)
- ⇒ Create convenient, continuous, legible and direct routes to major trip generators which includes adequate signage, lighting and maintenance. Designing roads with cycle use in mind from the start in line with Cycling Delivery Plan and 'cycling proofing' values¹²
- ⇒ Initially audit routes as outlined in the Movement Corridor map. Retro-fit/adapt junctions to ensure safety and convenience for cyclists at junctions (with reference to 'cycle proofing' above). Ensure access for all users eg adaptive bikes and tag alongs.
- ⇒ Conduct review of cycle directional signage.
- ⇒ Ensure that cycle journeys to green areas, parks and the countryside can be made safely and conveniently for even the youngest of cyclists
- ⇒ Develop a number of green corridors within Swindon Borough
- ⇒ Review town centre cycling particularly the one-way system and access to rail/bus stations and generally improve permeability. Investigate use of pedestrianised areas.
- ⇒ Work with neighbouring authorities and Sustrans to build on existing and develop new cycling and walking networks that connect to outlying settlements
- ⇒ Provide end of journey facilities (including cycle parking) and parallels with '*Door to Door Strategy*'. Investigate trip origins and destinations, station catchment areas and public transport route frequencies to ensure a targeted approach to route priority
- ⇒ Conduct surveys and monitoring to gather intelligence to inform business cases. Utilise the latest DfT guidance to make the economic case



Case Study 3: Western Flyer

The concept of the Western Flyer is to provide a legible, continuous and defined route that cyclists and non-cyclists alike can identify with. The project involved upgrading an existing cycle and pedestrian route (NCN45) between West Swindon and the town centre (nearly a fifth of workers in the town centre live in West Swindon). Works included new surfacing, lighting, public realm enhancements, signing and branding.

This Swindon pilot with its continuous brand has been successful and well received. It is the intention to investigate further 'Flyer' routes across the Borough, the first of which will be a Southern Flyer linking Wichelstowe with the town centre.

Making it happen

OBJECTIVE 2: Develop and promote the role of cycling with initiatives aimed at improving health and wellbeing

- ⇒ Continue to work with British Cycling and support Guided Rides to offer residents a variety of group rides that cater for different confidence / competency levels
- ⇒ Ensure cross sector collaboration, particularly with Public Health, to use cycling as a way of building physical activity into everyday lives
- ⇒ Work with healthcare professionals to identify areas of poor health and target interventions
- ⇒ Promote cycling for leisure on traffic-free paths
- ⇒ Target the Sustrans Bike It programme in areas with poor cycling levels but with the greatest potential to cycle
- ⇒ Continue with programmes such as a bike loan scheme to enable residents to 'try before you buy'
- ⇒ Investigate schemes to provide the poorest members of the community with the means to cycle.



Case Study 4: Recycles

The Recycles Loan Bike Scheme was funded by Swindon Travel Choices and run through the social enterprise, Recycles (part of the Salvation Army). This scheme allows individuals to borrow a bike for free for a period of 8 weeks. This gives individuals a chance to try cycling to work and for leisure before deciding whether to buy one.

Questionnaires were completed by participants on return of their loan bikes. Nearly 60% of participants stated they had bought a new or second-hand bike since taking part in the scheme. 77% of participants noticed an improvement in their health. 98% had a good or excellent experience of the Recycles programme.

Making it happen

OBJECTIVE 3: Ensure that cycling is a safe and convenient way to travel to school and work, or as part of a work journey

- ⇒ Continue to work with major employers to encourage cycling to and at work. Foster Cycling Champions in schools / large employers, identify best practice and encourage sharing of information
- ⇒ Work with employers to provide adequate facilities at schools/ colleges and workplaces, including safe/secure cycle parking, shower and changing rooms
- ⇒ Conduct regular satisfaction surveys in schools/colleges and workplaces to identify the improvements necessary to get more people cycling more often
- ⇒ Investigate access to schools/colleges and large workplaces that offer the greatest potential to increase cycling
- ⇒ Make available cycle training and cycle maintenance courses to provide people with the skills to cycle on the road and keep cycling
- ⇒ Continue to implement school safety zones where needed and encourage cycling to school
- ⇒ Encourage journeys by bike for other purposes, e.g. shopping

Case Study 5: Highworth Road Connect 2 Project

In 2013, Swindon Borough Council, in partnership with Sustrans and with funding from the Big Lottery Grant, paved the way for a new cycle path to one of the largest employment areas in Swindon. The shared use path alongside the A361 Highworth Road provides a traffic free link from South Marston Business Park to the wider Swindon network including links to the NCN route 45. Some employers at the business park discouraged their employees from cycling before this new link was provided. It is now possible to work with employers on the business park to encourage their employees to leave their cars at home. Sustrans estimate that 160,000 trips will be made on the route every year.



Making it happen

OBJECTIVE 4: Promote cycling as a realistic choice for an array of everyday trips and as a great activity in general

- ⇒ Change the perception of cycling and normalise it as an 'everyday' activity through organised activities such as a local 'Sky Ride' type mass participation events. Educate both cyclists and motorists on cyclists' legitimacy on the road and cyclists' responsibilities on and off-road
- ⇒ Promote a culture change within the Borough through politics, within schools and businesses, and through sporting activities
- ⇒ Publicise the opportunities to cycle for work, leisure, health and sport through the distribution of maps (The Rounds) and promotion of clubs and facilities
- ⇒ Develop a marketing and communications strategy in conjunction with Public Health, sport, leisure and transport to ensure economies of scale and reach the widest possible audience
- ⇒ Set up a local Swindon Cycling Forum – politicians, cycling groups, health, businesses, schools, LEP, public transport operators etc. — driven by a Cycling Champion at local authority level
- ⇒ Build on LSTF and other cycling projects, evaluating what has worked and provides the best value for money
- ⇒ Ensure Swindon receives its fair share of government funding for cycling and walking. Prepare schemes with robust business cases to compete for funding and provide the best possible chance of success.



Making it happen

OBJECTIVE 5: Support and encourage cycling as a sport in Swindon

- ⇒ Support for a regional cycling hub (e.g. closed road circuit) in Swindon by identifying potential locations, conducting feasibility and developing a business case to identify and attract funding sources. A cycling hub will enhance Swindon as a destination and contribute to economic growth
- ⇒ Work with partners and neighbouring authorities to investigate the potential to host a nationally recognised cycling event such as the Tour of Britain to raise the profile of cycling and contribute to economic growth
- ⇒ Increase participation by the production of social and competition pathways, development of a School Programme to include in local school games and continuation of the Sports Cycling Consultation/Steering Group
- ⇒ Develop partnerships so that Swindon can become a critical partner with British Cycling and Sports England to provide essential support and funding
- ⇒ Increase skills training and development (qualified coaches and volunteers) through links with colleges and schools to provide vocational qualifications
- ⇒ Provide support to clubs and organisations on club governance to ensure their success, longevity and membership in the long term
- ⇒ Utilise industry expertise to investigate mechanisms to identify talent through school talent ID programmes and school games Programmes
- ⇒ Development of sports cycling plan as part of Swindon Sport Strategy.



Making it happen

OBJECTIVE 6: Ensure that cycling is a consideration in all development proposals

- ⇒ Ensure developers provide high quality facilities within their developments that connect externally by influencing Masterplans at an early stage and utilising design guidance for all aspects of cycle design (route design, cycle parking etc.). Facilities for cyclists and pedestrians will be shared use only where appropriate.
- ⇒ Ensure that cycle route signage is implemented as new developments are built as part of S.278 requirements in accordance with usual directional signage for motorists
- ⇒ Make best use of new developments and their infrastructure as ways to access the countryside
- ⇒ Work with the LEP to ensure that adequate funding is allocated to cycling from central Government funding agreements to aid local growth
- ⇒ Use Neighbourhood Plans to inform cycling requirements and connections to new developments.
- ⇒ Ensure adequate, well located, cycle parking, in new or extended retail premise e.g. supermarkets



References

- ¹ *Cycling Works: Jobs and Job Creation in the Cycling Economy*, European Cyclists' Federation, 2014
- ² Davis, A, *Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling*, DfT, 2014
- ³ Paton G. (22 Oct 2013). Daily exercise 'can boost pupils' GCSE results by a grade', *The Telegraph* Retrieved from <http://www.telegraph.co.uk/education/educationnews/10394369/Daily-exercise-can-boost-pupils-GCSE-results-by-a-grade.html>
- ⁴ Bourne, R Low pay and the cost of living: A supply-side approach, Institute of Economic Affairs, 2014
- ⁵ Davis, 2014
- ⁶ Ibid
- ⁷ Sport and the economy, Sport England <http://www.sportengland.org/research/benefits-of-sport/economic-value-of-sport/>
- ⁸ Paton, 2013
- ⁸ Sloman et al, The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report, Report to the Department for Transport, February 2010
- ¹⁰ Ibid
- ¹¹ Transport for London, Exploring the relationship between leisure and commuter cycling, Policy Analysis Research Summary, Oct 2011
- ¹² Abraham, R (6 June 2013), New closed road circuit unveiled, *Cycling Weekly*, Retrieved from <http://www.cyclingweekly.co.uk/news/new-closed-road-circuit-unveiled-29666>
- ¹³ Department for Transport, *Investing in cycling and walking: the economic case for action toolkit*, March 2015 <https://www.gov.uk/government/publications/cycling-and-walking-the-economic-case-for-action>

Abbreviations

BC (British Cycling)
LEP (Local Enterprise Partnership)
LSTF (Local Sustainable Transport Fund)
NGB (National Governing Body)
SBC (Swindon Borough Council)
SWLEP (Swindon and Wiltshire Local Enterprise Partnership)
WASP (Wiltshire & Swindon Sports Partnership)