Draft Merseyside Active Travel Strategy

Consultation Document

October 2010
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Appendix A Active Travel Strategy Interventions

Appendix B Merseyside Cycle and Short Trip Evidence Study
1. **Introduction**

1.1 **Introduction & Background**

1.1.1 Walking and cycling, known collectively as active travel, are a very simple way of incorporating physical activity into daily lives. In addition, active travel is also important for increasing access to jobs and services whilst helping to reduce emissions and ease congestion when replacing journeys made by car.

1.1.2 This document sets out how measures can be delivered to encourage active travel and forms a part of the draft Preferred Strategy for the third Merseyside Local Transport Plan (LTP3). The Active Travel Strategy will seek to deliver health, economic, low carbon and social benefits through a series of infrastructure, training and smarter choices interventions, intended to be delivered at the district level and also strategically across the city region. Please note that this strategy is a draft document and the final strategy will be compiled following a period of consultation.

1.2 **Active Travel Strategy Vision**

1.2.1 Merseyside’s second LTP contained a target to increase cycling by 10% building on the 2006 levels. Latest monitoring shows that this has been exceeded a year early and is now reporting a 14% increase. LTP3 will aim to build upon this increase, delivering a low carbon future supported by a mobility culture that contributes to the economy and the health and wellbeing of its citizens. The Active Travel Strategy supports the LTP3 vision which is presented below.

"A city region, committed to a low carbon future which has a transport network and mobility culture which positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice"

1.2.2 Active travel has the potential to bring many benefits to the city region and our strategy will seek to deliver these benefits by providing sustainable options that support economic growth, reduce carbon emissions and promote health.

1.3 **Aims**

1.3.1 The aims of the Active Travel Strategy are:

- The creation of a clear route network that will provide the infrastructure to encourage a greater number of walking and cycling trips;
- To support children and adults so they have the confidence to use active travel modes in their everyday lives; and
- To raise awareness of active travel modes so that it becomes the mode of choice for short distance trips.
1.3.2 The Active Travel Strategy contains a framework of measures intended to be used by the partners to address the above aims. We acknowledge that for most cases the needs of pedestrians and cyclists are similar, however there may be occasions when these can vary. Taking this into account we have identified measures which are applicable to both modes and also measure intended to address the individual needs of either cyclists or pedestrians, these are summarised in section 4 and outlined in Appendix A.

1.4 Why Active Travel Is Important in Merseyside

1.4.1 Increases in obesity, climate change and congestion all present significant challenges for local and national government. With cuts in public spending and greater financial pressures on local authorities and government departments, measures to increase cycling and walking can contribute more than ever to tackling these challenges. Integrated walking and cycling programmes in Local Transport Plans can encourage more active, healthy and sustainable lifestyles, and deliver significant environmental benefits, offering high value for money.

1.4.2 Active travel can contribute to:

- Improved health and wellbeing through more active lifestyles, reducing the risk of developing major chronic diseases, such as coronary heart disease, high blood pressure, stroke and type 2 diabetes;
- A healthier and more active workforce, which can lead to reduced absenteeism and increased productivity;
- Reducing harmful emissions and improving local air quality, particularly in congested ‘stop-start’ conditions associated with peak-hour traffic in towns and cities;
- Reducing transport-related carbon emissions and supporting climate change targets;
- Supporting the UK’s transition to a low-carbon economy;
- Reducing congestion and improving journey time reliability;
- Providing low cost transport;
- Maximising access to employment opportunities and key services without increasing congestion;
- Promoting enhanced mobility and independence for vulnerable groups, such as the young, who may not be able to drive, older people and those with disabilities or limiting long-term illness;
- Improved road safety by providing cycle and pedestrian training;
- Reducing transport-related social exclusion and improving accessibility for everyone to local services and social activities; and
- Creating more sustainable, attractive and safer communities.
1.4.3 Walking and cycling schemes can make a positive contribution to tackling the health care cost of physical inactivity and obesity, and reducing the economic burden on local health services. The Chief Medical Officer described the potential benefits of physical activity to health care as huge, stating ‘If a medication existed which had a similar effect, it would be regarded as a “wonder drug” or “miracle cure”’.

A report by the Chief Medical Officer (CMO) for England has suggested that 30 minutes of moderate intensity physical activity, such as brisk walking or cycling, will only be achieved by helping people to build activity into their daily lives. The CMO’s 2004 report on physical activity states that:

“For most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving.”

1.4.4 Active travel schemes can be much simpler to deliver than other transport schemes and have shorter delivery times, meaning they can be adapted to suit changing circumstances and uncertain levels of funding.
1.5 Value for Money

1.5.1 The LTP3 preferred strategy outlined the need to demonstrate value for money and it will be important that the Active Travel Strategy will look to deliver measures that have the capability to address the wider priorities and policies of the Liverpool City Region. Walking and cycling can deliver health, environment, social and economic benefits, and we will seek to address common aims and goals with other partners and stakeholders to make the most of the resources we have and to maximise the benefits to the people of Merseyside. Emerging evidence has found high benefit cost ratios (BCRs) for active travel interventions and this has been taken into account in the development of this strategy.
1.5.2 Findings from the Cycle Demonstration Towns have found that for every £1 invested in cycle measures the value of decreased mortality was £2.59. When considering infrastructure costs alone, it was found that a piece of cycle infrastructure costing £1 million only requires 109 people to become regular cyclists for payback when considering the benefits to health, congestion and pollution.

1.5.3 The Department for Transport (DfT) categorises high value for money schemes as those with a BCR of over 2. Dr Adrian Davis, a public health and transport specialist, compiled BCRs from existing research into value for money of active travel schemes and found that on average the BCR of walking and cycling schemes is 19. To put this figure in context, usually road and public transport schemes’ BCRs are less than 3 and it is rare that these values approach 10.

1.5.4 Copenhagen, in Denmark, publicly set out its vision of becoming the top cycling city in the world in 2009. In order to measure the economic benefits of cycling, the City of Copenhagen devised a cycling assessment procedure and found:

- When a person chooses to cycle there is a clear benefit to society of 1.22 Danish Kroner per kilometre cycled;
- Society suffers a net loss of 0.69 Danish Kroner per kilometre driven by car; and
- In cost benefit terms the health and life expectancy benefits of cycling are seven times greater than the accident costs.

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2 Department for Transport, Valuing Increased Cycling in the Demonstration Towns, 2009
3 Department for Transport, Guidance on Value for Money, 2006
4 Dr Adrian Davis, A Step Change in Cycling in Liverpool, Appendix A Value for Money Economic Assessment of the Health Benefits of Active Travel, 2009
5 Sustrans Economic Appraisal of local walking and cycling routes, 2005
6 Copenhagen Municipality, 2008 Copenhagen City of Cyclists – Bicycle Account 2008
2. Appreciation of the Issues

2.1.1 This strategy has been developed taking into consideration local and national guidance and policies. The following section provides an overview.

2.2 Department for Transport Active Travel Strategy

2.2.1 A joint Active Travel Strategy\(^7\), produced by the DfT and the Department of Health (DH), was developed during the previous Government’s term in office. It should be noted that the joint strategy may be subject to change, however we understand that the Coalition Government is committed to the sustainability agenda, especially fiscally and economically sustainable measures\(^8\).

2.2.2 The joint Active Travel Strategy aims to:

- Promote better public health and wellbeing by increasing levels of physical activity, particularly among the most inactive people in society;
- Increase accessibility and reduce congestion; and
- Improve air quality and reduce carbon emissions.

2.2.3 Through this joint strategy, a commitment is made to support local health and transport partners in working collaboratively to make walking and cycling the preferred modes of local transport for the 21st century. Furthermore, with local authorities developing the next round of Local Transport Plans, it will be important to maximise the health benefits that active travel can bring through the development of cross sector strategies and policies.

2.2.4 In order to encourage more people to cycle more often and more safely, the joint strategy named the next ten years the ‘Decade of Cycling’ and aims to see:

- Local authorities introduce 20mph zones and limits across most residential streets (and other streets where cycle and pedestrian flows are particularly high), making streets safer and more attractive for cycling and walking;
- Access to Bikeability training for every child who wants it, creating a generation of new, safe and confident cyclists;
- Every major public sector employer signed up to the Cycle to Work Guarantee – a major new joint initiative between DfT and DH aimed at transforming the number of people who cycle to work;
- Cycle parking at or within easy reach of all public sector buildings, increasing social inclusion and accessibility to key public services; and

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\(^7\) Active Travel Strategy, Feb 2009, Department for Transport

\(^8\) Philip Hammond MP, Sept 2010, Sustainable Transport Speech, IBM Start Conference
2.2.5 The joint strategy sets out plans to encourage more people to walk including:

- Wherever possible creating an environment in which walking is safe, convenient and enjoyable; and
- Encouraging people of all ages to ‘find their feet’ and become more active through walking programmes, such as Natural England’s Walking for Health, 2012 Active Challenge Routes and Walk Once a Week (WoW) and web-based walking route finders.

2.2.6 The joint Active Travel Strategy also places a large emphasis on the development planning process to ensure that new developments and key services are accessible by a choice of travel modes, particularly walking and cycling. Furthermore, it stresses the need for active travel and its associated health benefits to be key considerations in LTPs, Local Development Frameworks and land-use planning. Engagement between planners and developers at an early stage will make it easier and more cost effective to integrate walking and cycling into the design of new developments and public spaces.

2.3 **A New Mobility Culture for Merseyside – LTP3 Preferred Strategy**

2.3.1 The draft Preferred Strategy for Merseyside’s LTP3 sets out the proposals for developing Merseyside’s transport system over the next 20 years and sets a number of key priorities for the short term until 2015. The vision of LTP3 for the transport network, as set out in the Preferred Strategy, is:

“A city region, committed to a low carbon future which has a transport network and mobility culture which positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice”.

2.3.2 In line with Government policy, the Preferred Strategy focuses on the need to both support the continuing growth and regeneration of Merseyside alongside the need to address climate change by reducing transport’s carbon output. In order to support the vision for the transport network, a set of goals has been presented in the Preferred Strategy, including:

1. Ensure the transport system supports the priorities of the Liverpool City Region, the proposed Local Enterprise Partnership and the Local Strategic Partnerships.
2. Provide and promote a clean and low carbon transport system.
3. Ensure the transport system promotes and enables improved health and wellbeing.
4. Ensure the transport system supports equality of travel opportunity by enabling people to connect easily with employment, services and social activities.
5. Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.
6. Maintain our assets to a high standard.

2.3.3 An underlying aim of the LTP3 Preferred Strategy is to create a new ‘mobility culture’ – a transport system that:

- Provides real sustainable options and which supports the continuing regeneration and economic development of the city region; and
- Ensures people have more equal access to employment opportunities, education and health facilities, and to leisure, cultural and sporting resources.

2.3.4 Through creating a new mobility culture, the Preferred Strategy aims to help "create a healthy city region where all transport options including walking and cycling facilities link to spatial planning and send strong signals in support of high levels of physical activity”.

2.3.5 The Preferred Strategy also focuses on a number of polices and deliverables that relate to the promotion of active travel in particular, including:

- Promoting health and wellbeing – focussing on the promotion of public transport, and active modes in particular, to increase levels of cycling and walking in order to promote physical and mental health, and reduce carbon emissions; and
- Smarter Choices – promoting sustainability and supporting behaviour change alongside a programme of targeted improvements that improve the attractiveness, safety and marketability of walking, cycling and public transport networks.

2.3.6 Active travel plays a fundamental role in the vision and goals of the Preferred Strategy, with a number of cycling and walking interventions proposed for LTP3, including:

- Ensuring the road user hierarchy is used to create safe pedestrian and cycle friendly environments in residential areas and centres;
- Promoting reduced speed and applying appropriate 20mph zones;
- Ensuring the design for residential areas as safe and friendly environments for people and play rather than cars;
- Providing connections between cycle and pedestrian friendly areas to create routes for active travellers;
- Seeking to provide cycle parking at all public buildings and any other trip destinations;
- Identifying funds to support an innovative free bike or bike recycling scheme for those with most need;
- Seeking funding to ensure Bikeability level 2 cycle training is offered to all primary school children;
- Seeking funding to ensure cycle training is available to secondary school children and adults;
- Seeking funding to ensure cycle maintenance training is available to all;
- Protecting funding for child pedestrian training; and
- Rolling out pedestrian audits across Merseyside.
2.4 Ensuring a Choice of Travel Supplementary Planning Document for Merseyside

2.4.1 Ensuring a Choice of Travel Supplementary Planning Document (SPD) for Merseyside is being produced as a framework at the city region level in order to set out a consistent approach for integrating land use planning and transport. Each Local Authority has taken forward and adopted the Merseyside SPD separately in line with completion of their Local Development Framework (LDF) timetables.

2.4.2 The Merseyside SPD sets out clear and consistent standards for Local Planning Authorities (LPAs) and developers to ensure that a transparent, fair and clearly understood system is in place to improve the integration of land use planning and transport. It also aims to ensure that new developments promote good access by all modes of transport and so encourage choice of travel such that people have the opportunity to make more sustainable choices.
Draft Merseyside Active Travel Strategy

3. Evidence Review

3.1.1 The Active Travel Strategy has been developed following a detailed evidence review and this section summarises the key findings.

3.2 Merseyside LTP3 Evidence Review

3.2.1 The Merseyside LTP3 Evidence Base Review examines a wide range of local and national data sources, providing a summary of the pressures, challenges and opportunities facing Merseyside’s transport system over the LTP3 period. It forms part of the LTP development process and provides an evidence base for the Preferred Strategy. It is available to view at www.TransportMerseyside.org

3.2.2 The main findings of the review include:

- The need to provide low-cost, reliable and accessible transport services, including cycling and walking programmes, to improve access to employment opportunities and further education, particularly for disadvantaged groups and areas;

- Promoting a better appreciation of how active travel modes can play a significant part in addressing public health issues, such as obesity and coronary heart disease, and reducing the financial burden on local health services;

- The need for the transport sector to play a central role in reducing carbon output and to contribute to a low-carbon economy;

- Addressing the increasing number of Air Quality Management Areas designated on the grounds of transport pollutant concentrations;

- Ongoing challenges to increase the uptake of sustainable travel choices, particularly for home-to-school travel;

- The opportunity to target car journeys that are less than 5 miles for mode switching towards more sustainable and active travel modes. A significant proportion of trips, particularly work-related trips, made by car drivers are less than 5 km, which could easily be made on foot or by bicycle;

Wallasey Cycle Network

The Wallasey Network is a local district network of cycle routes that has been developed over the last two years in consultation with the Wirral Cycle Forum.

Aimed at encouraging more people to cycle more often for local journeys it has involved a series of new routes and cycle parking facilities to schools, employment, health centres, shopping areas, and green and open space, including National Cycle Network (NCN) Route 56.

It is hoped that the provision of these routes will have wider benefits to the community, as cycling can improve health and fitness of the community, not only through travelling actively but through promoting a form of transport other than the car, which could lead to reduced congestion and cleaner air in the area.

9 Merseyside LTP3 Evidence Base Review, March 2010, Mott MacDonald
- Improving the coverage and quality of the cycle network and its connectivity to other modes, such as the introduction of cycle hubs at rail stations;

- Walking is the second most common mode of transport in Merseyside, with nearly a quarter (24%) of all journeys made on foot. Furthermore, walking is used for virtually all journeys as a supporting mode;

- Data on walking trips is relatively scarce, and notoriously hard to collect in a reliable and consistent way, due to its disaggregate and fragmented nature;

- Access to information on available walking routes, including the health benefits of walking, is a critical factor in the uptake of walking as a mode of choice;

- Merseyside has very low levels of cycling, with only 1% of all trips being made by bicycle in 2008. LTP2 activity has seen an increase to 1.14% which is positive, however over 10% of trips in Oxford, Cambridge and York are made by bicycle;

- Monitoring of cycle usage in Merseyside has been significantly enhanced during the LTP2 period through a new cycling monitoring strategy with 44 automatic and manual cycle counters across 40 sites in Merseyside;

- Local surveys have indicated that around 10% of residents in Merseyside cycle at least once a week. This figure is lower than average values for the North West and the UK, 14% and 15% respectively;

- Higher levels of children are classified as obese or overweight in Merseyside than in the North West or England; and

- Merseyside has significantly higher levels of coronary heart disease and chronic liver disease than England or the North West.
Southport Cycling Town

Southport received funding from Cycling England to become a Cycling Town in 2008. This has meant funding levels of £16 per head of population per year being invested in cycling in the town over a 3 year period, similar to many European towns and cities. The project is based around three key themes:

**Encouraging Tourism & Leisure Cycling** – development of a high quality cycle network around the seafront area, access to the Sefton Coast and the development of key linkages to the town centre and all the key leisure attractions for visitors and residents alike.

**Regeneration** – providing key links to the two key areas of development within the town, the Marine Park area on the Seafront and the area to the east of the town around Kew, including the business park.

**Schools** – encouraging cycling to schools, particularly high schools and 6th form colleges, with an emphasis on encouraging teenage girls to cycle.

The aim is to ensure that however people travel to Southport, once there the preferred way to travel around the town is by bike. The project is developing a high quality network of leisure routes around the seafront linking hotels and leisure attractions, including a 5km long link around the Marine Lake. A key route between the main development sites cuts straight across the town centre linking 10% of the population to employment, education, retail and healthcare and leisure destinations.

A cycle hire scheme has been developed aimed at tourists and visitors to the town with cycles available from a hire centre and directly from many of the hotels. Following additional funding a further hire and cycle centre has been established at Southport station in partnership with Merseyrail with secure cycle parking being provided at each of the 4 Merseyrail stations in the town. Extensive work is being carried out in schools to promote cycling, including the installation of additional parking with lack of capacity becoming an issue in a number of schools. The whole programme is being backed up by a programme of cycle training, a package of led rides and a number of promotional events which have been well received in the town.
3.3  **A Step Change in Cycling in Liverpool – Dr Adrian Davis**

3.3.1 In 2009 the Merseyside Transport Partnership (MTP) commissioned Dr Adrian Davis, a specialist in public health and road transport, to provide support on cycling issues. The task was to draw together the perspectives of key players who could play an important role in the support for cycling within the Liverpool city region. The task involved identifying potential for joint initiatives which address both health and transport issues.

3.3.2 Dr Davis' stakeholder consultation revealed that while progress has been made, there was still considerable work required to achieve the potential benefits cycling can generate in terms of health and economic gains. He also found that whilst there has been job creation and economic/physical regeneration in the city, the issues of health and environment have sometimes taken secondary importance. However, the report highlights that the long-term success of the city will be driven by the need for healthy people and a quality environment.

3.3.3 Dr Davis recognised that cycling can play a major role in supporting established and emerging policy drivers such as contributing towards a low carbon economy, developing an environmentally sustainable and energy secure society, and encouraging a health conscious and inclusive society. This has been taken into account both within the emerging LTP3 and the draft Active Travel Strategy.

3.3.4 Taking into account the findings from the research, Dr Davis made ten recommendations which can be summarised as:

1. Clear leadership from Chief Executives and senior officers to ensure that managers, officers and contractors recognise the importance of cycling in meeting the accessibility needs of residents and visitors.
2. Incorporate cycling into future economic regeneration models.
3. Promote Liverpool as a cycling city – as in similar “year” events.
4. Provide dedicated cycle lanes through road space allocation
5. Ring-fenced budget for cycling needs to be identified with an average spend of at least £10 per citizen in order to reach cycle levels of other major European cities.
6. Long term commitment to promoting cycling with a 10 year strategy
7. That health concerns should help shape future transport policies
8. A need to articulate the relevance of cycling promotion in the context of the major policy drivers e.g. climate change, health risks
9. That some geographical areas of the city are targeted for new infrastructure ahead of other areas.
10. That the cycling focus should firstly enable residents and visitors alike to choose cycling for journeys to work, education, and shopping with recreational cycling as a secondary objective.
3.3.5 These recommendations have been considered within the development of the draft Active Travel Strategy and we will work with the districts to ensure that consideration is given within their local implementation plans for walking and cycling.

3.4 **Merseyside Cycle and Short Trip Evidence Study**

3.4.1 In 2010, the Merseyside LTP Support Unit (LTPSU) commissioned Mott MacDonald MIS to undertake a study into cycling in Merseyside. The agreed approach was to use 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. Together this would provide valuable information to help prioritise investment in local cycle infrastructure and promotion and Appendix B contains a copy of the report.

3.4.2 An initial document review looked at key local and national documents relating to cycling. The key points that can be identified from the review are:

- Cycling can play a major role in supporting existing and emerging policy drivers for local and national government;
  - The focus should be on increasing cycling for utility trips (commuting, shopping etc), then for recreational purposes;
  - Economic benefits from increased levels of cycling are substantial;
  - Local child cycling training has led to increased levels of cycling but the increase varies by gender and by social background; and
  - Market segmentation research indicates that specific groups within the population could be more likely to be interested in cycling than others.

3.4.3 Based on the issues highlighted in the document review concerning the need to focus on utility trips, and how the market for cycling is segmented, the methodology for the study was developed based on a series of key available data sources. This includes:

- ACORN geo-demographic market profile data which scores characteristics of the population, helping identify those with a propensity to cycle.
- Origin – destination data for the study was taken from the Census travel to work data, Countywide household survey and the Liverpool City Region model - all for trips under 5 miles. This provides a wide range of source data that was cross-referenced against each other to ensure that the data was fit for purpose.

**Cycle Speke**

Supported by the European Regional Development Fund, the Cycle Speke aims to identify and tackle barriers to cycling in order to encourage local people to cycle more. The project works in partnership with local schools, community groups, workplaces and organisations; and provides activities, improved facilities and information to encourage cycling. Free Bikeability training and group bike rides are offered to the whole community with local people becoming ambassadors and ride leaders themselves.

Manual cycle counts revealed an average increase of almost 60% in recorded trips from October 2009 to September 2010.
3.4.5 The analysis identified the key trip destinations under 5 miles (initially targeting existing car driver trips) which, as might be expected, identified the main district centres and key employment sites (hospitals, business parks). Once the destinations were found, the origins of the trips were identified and then overlaid with the ACORN propensity to cycle data. Together, this data identified locations that had existing short distance trips that could be targeted for cycling, where the local population showed a propensity to be interested in undertaking such trips by bike.

3.4.6 The study was able to make initial recommendations on key locations and trips that could be targeted for cycling either through cycling infrastructure, or marketing initiatives, or by a combination of the two methods.

3.5 Merseyside Cycle Monitoring

3.5.1 In 2006 the LTP partners commissioned Mott MacDonald MIS to develop a cycling monitoring strategy to consider in detail how to monitor the mandatory LTP2 cycling indicator. Previous difficulties in achieving sufficiently robust monitoring, and available data showing weak performance, meant extra importance was attached to ensuring accurate monitoring with this indicator.

3.5.2 The result was the instigation of a new monitoring system that allowed the reporting of cycle usage from:
- A Merseyside wide network of dedicated Automatic Cycle Count (ACC - induction loop) counters; and
- Supporting Manual Classified Counts (MCC).

3.5.3 Plus, the use of additional pre-existing data from:
- Modal Share central cordons; and
- DfT MCC counts.

3.5.4 The Merseyside network of automatic counters was upgraded to a total of 40 sites in 2006. This was increased to 44 in 2010 with another 10 sites operating on separate Sustrans programmes within Merseyside. New sites were installed to complement existing sites and a central, regular and co-ordinated data collection programme was instigated. The data from the above data sources is presented in a yearly monitoring report and is then combined into a final indicator figure.

During the LTP2 period of 2005 – 2010, the Merseyside cycling index has increased by 14% exceeding the 2011 target of a 10% increase a year early.
3.6 Merseyside Cycle Training Programme Evaluation

3.6.1 National Bikeability standard training has been delivered since 2006 and has a high take up in Merseyside. In 2009, LTPSU commissioned Mott MacDonald MIS to evaluate the effects on long term behaviour and family cycling.

3.6.2 The evaluation involved surveying the parents of children who had undertaken level 2 cycle training. From those surveyed, the research identified the following:

- The training has led to increased levels of cycling – with an increase of 37% for utility trips and an increase of 63% for leisure trips.
- The cycle training has a strong positive impact on the perceived safety and enjoyment of trainees with 97% of parents noticing an improvement in their child’s safety when cycling.
- Many trainees are regular cyclists – with 92% cycling at least once a week.
- The child cycle training has had a strong impact on their immediate family’s attitudes towards cycling, and levels of cycling – with parents reporting that they are more willing to allow their child to cycle following the training and that other family members have increased their cycling.

3.6.3 The research has also shown that there remains a bias in the gender of those who cycle. The results from male participants were more likely to be cycling following the training and have a more positive response from their family.

3.6.4 There was also a social difference with the survey indicating that the participants that were from Disadvantaged Area Fund areas (equivalent to previously defined “Pathway” areas) cycled less following Bikeability training compared to their counterparts from other areas. Addressing equality of travel opportunity remains a key goal in LTP3 and the success of our WorkWise and FreeWheeling schemes (see page 16) demonstrates the demand and benefits these types of schemes can bring to residents in disadvantaged areas. It will be important to learn from these findings to encourage a greater number of child cyclists from areas of disadvantage.

3.6.5 The survey results recorded an increase in cycling of all types, and that cycling to school was at 20%. 4% indicated that their child cycled 5 days a week to school (current Countywide travel survey indicated less than 2%). Barriers to cycling were given as distance (being too far or near) and the level of traffic.
3.7 Freewheelin and Workwise

3.7.1 Both cycling and walking are door-to-door transport modes and enable people to access local goods and services and when used in conjunction with public transport they can assist with reaching further away destinations, all at reasonable cost.

3.7.2 The Workwise Wheels scheme is aimed at assisting people enter (or re-enter) employment from a period of unemployment by removing transport as a barrier to accessing their job. More than 200 bikes have been made available to Merseyside job seekers since October 2009 in order to increase the travel options available to them. A sample of 150 clients who have received bicycles and scooters through the WorkWise Scheme where recently contacted. From this analysis 84% of clients have remained in employment following assistance from WorkWise.

3.7.3 Using an Area Based Grant, funding was provided to offer the FreeWheeling scheme to address cycling barriers and aimed at residents in Super Output Areas in Liverpool. Eligible residents were offered a package including a free bike, equipment, Bikeability training, basic maintenance and bike rides. 4000 people enquired and 200 were successful. From those surveyed, the number cycling over 3-5 miles and over 5 miles had tripled and 56% indicated that they had broadened their travel horizons through cycling, thereby increasing the number of services and opportunities available to them.

3.8 Merseyside TravelWise Market Research and Evaluation

3.8.1 Through our smarter choices campaign, TravelWise, Merseyside has a strong reputation in developing innovative behaviour change and marketing programmes to encourage sustainable transport choices. Underlying elements of the LTP2 work has been a powerful research and evaluation study of the local audience which provides a relatively sophisticated insight into the profiles of those who might be open to changing their travel patterns.

3.8.2 When looking at attitudes towards transport issues, different groups of people and three main market segments were identified:

1. People who are already using sustainable transport and for whom greater use would not be easy (53%)

Cycle Challenge

Amanda Dufresne bought her first bike just over a year ago. She now cycles five miles to work everyday and took part in the TravelWise Cycle Challenge this year to log her journeys.

She said: “I got my first bike for my birthday last year and learnt to ride it that afternoon.

“I started to cycle quite regularly and wanted to take part in the TravelWise Cycle Challenge to push myself to cycle further and more often. I can be quite competitive and keeping score of my weekly mileage really motivated me.

“I now cycle to and from work five days a week and use my bike to get to most places. At the weekend, I take the train to places like Chester and the Wirral and enjoy exploring new places on two wheels.

“I love the sense of freedom that cycling gives you and I now feel a lot fitter. It is so much quicker to travel by bike over short distances – I’m so glad I discovered the power of two wheels!”
this group would require campaigns and messages that validate their choice to maintain their behaviour;

2. People who mainly use private cars and can see no need to change (14%); and

3. People who are attitudinally susceptible to modal change (30%) (known locally as convertibles).

3.8.3 The research was used to improve the targeting of sustainable transport messages and interventions to the most suitable audiences. This includes the use of segmentation techniques to identify certain groups of people who are open to take up (or increase levels of) cycling and walking.

3.8.4 In this original research\textsuperscript{10} the following was stated with regard to potential early adopters to cycling:

“\textit{Early adopters of cycling are most influenced by reliability and control as well as availability for some. Those that are aware of environmental issues see cycling as a possibility. As well as incorporating the bright and cheerful characteristics into campaigns promoting cycling potential early adopters of cycling are also characterised as being interested in nature and the environment and as risk takers}”

3.8.5 and for walking:

“\textit{Walking is viewed favourably but is not seen as a practical way of travelling. For early adopters of walking, the target audience tends to peak at 25-34 years. Walking is generally viewed positively and is also seen as a possibility for those aware of environmental issues. This group see themselves as bright and cheerful but are not interested in art and culture topics.}”

\textsuperscript{10}Phase 1 Report, March 2007, TTR
3.8.6 TravelWise evaluations of the results of cycle and walking initiatives show that the more an audience is segmented and targeted, the more likely the initiative is to be successful in achieving behaviour change. The evaluation process has indicated that short trips presents an opportunity to encourage cycling and walking which could be a focus for personal travel planning initiatives and workplace travel planning. It is felt that the encouragement of short trips for journeys such as shopping can help support behaviour change of making cycling a daily part of life and move individuals from occasional to committed cyclists.

3.9 Summary

3.9.1 The evidence review has revealed that over the period of LTP2 there has been a steady advance in our facilities and services in support of active travel across all the districts. Cycling has increased by 14% over the past four years and we believe that success is down to initiatives such as the largest schools cycle training scheme in the country, a greater network of routes linking key trip generators, enhanced facilities on trains and stations, high quality information provision and targeted marketing, major initiatives in Speke and Southport’s role as a Cycle Town.

3.9.2 Whilst we have achieved success, we acknowledge that there is still more work to be done in order to deliver our new mobility culture. Opportunities exist to increase walking and cycling and the LTP3 evidence review revealed that a high proportion of trips made within Merseyside are less than 5 miles. Our findings from the short trip and cycling study, accompanied by the TravelWise segmentation research, will enable us to target new audiences for active travel which we believe will lead to more growth in the future helping to achieve our overall LTP3 vision.
4. **Active Travel Strategy**

4.1 **Introduction**

4.1.1 The Draft Merseyside Active Travel strategy comprises of three elements:

1. The creation of clear route networks for cyclists and better localised pedestrian facilities for those walking;
2. Training; and
3. Smarter Choices activity including PR and communications, behaviour change marketing, and interventions

4.1.2 These elements are supported by a series of interventions that are intended to deliver the goals of the LTP, providing benefits such as improved health; increased accessibility to jobs, education, health and leisure; safer neighbourhoods; environmental improvements; and financial savings. These interventions provide the partners with a framework for producing their own active travel delivery plans which will be implemented at the district level.

4.2 **Networks & Facilities**

4.2.1 Appropriate infrastructure, tailored to meet the needs of pedestrians and cyclists, will underpin our strategy as without a comprehensive network of suitable facilities we cannot begin to implement measures that will encourage behavioral change. The road user hierarchy, which prioritises walking and cycling over other forms of travel, will help to deliver safe and welcoming environments that support the aspirations of the strategy and we are conscious that effective spatial planning will assist in facilitating this.

**Safety**

4.2.2 Excessive motor vehicle speed is a major hazard for both pedestrians and cyclists. The draft Preferred Strategy states that consideration should be given to the non-traffic functions of highways and recognise that they can also be places where people live and work, and where children play. This will be achieved through the road user hierarchy, which will prioritise the most vulnerable road users, such as pedestrians and cyclists, on all but arterial and freight routes, providing appropriate alternatives where possible. We will look to utilise guidance provided within DfT’s Manual for Streets to ensure that the hierarchy

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**St Helens Pedestrian Auditing Measures**

St Helens Council has developed an auditing process to assess pedestrian footways across the borough.

As a direct result of the audits being undertaken, a series of pedestrian improvements have been implemented across the borough. The local centre of Billinge received approximately 40 dropped crossings, associated tactile paving and improvements to redundant access points as a direct result of undertaking these audits. Pedestrian audits are also used to inform the development of future planning proposals. The Earlestown Pedestrian Audit was undertaken in order to inform the Area Action Plan (AAP) for the town centre, to ensure that pedestrian measures are considered within the planning process and hopeful regeneration of the area.
is backed up by clear actions to create streets for people first in ways that encourage cycle, walking and play.

4.2.3 We have examined areas of Merseyside with the ‘right’ conditions that are most likely to encourage walking and cycling and these areas will be targeted at an early stage. Such routes will be based mainly on speed reduction through appropriate traffic management measures. In some cases this may include 20 mph zones. This will also often require remedial work at junctions and providing crossings, such as Toucans. We believe we can maximise benefits when such measures are also put in place as part of maintenance or other ongoing engineering measures.

4.2.4 The Bikeability research shows the impact of training on improvements to safety perceptions, however it is recognised that cycling is more attractive and safer if the other vehicles on the road are travelling at a lower speed. There are many areas in Merseyside where the local roads have benefited from traffic calming and are therefore more conducive to cycle use and pedestrian activity. We need to greatly expand this approach. We will look to link together these routes to provide a protected network that would be particularly attractive to newer cyclists. Where the speed reduction is successful, this would be accompanied by the introduction of more, self-enforcing 20mph zones (to supplement the many that already are in place). Pedestrians will also benefit in these areas, indeed the most successful traffic calming schemes have been found to reduce pedestrian casualty rates by over 60%\(^{11}\).

4.2.5 We also aim to make the main roads more cycle-friendly accepting that this will mainly be of interest to the more experienced users. We know that

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**Plantation Primary School Travel Plan Scheme**

As part of their school travel plan, Plantation Primary School have developed a package of school travel measures, including new cycle facilities, which has:

- led to a 10% increase in cycling;
- reduced car use by 5%; and
- introduced the children to the concept of travel planning and sustainable travel choices.

In addition, funding (part funded by Sustrans) was used to connect the school and the local estate to the Trans Pennine Trail, which forms part of the National Cycle Network 62, also known as the Liverpool Loop Line, providing a traffic free route for pedestrians and cyclists. The scheme has also benefited local people as well as school pupils through:

- connecting an isolated estate to a MerseyRail station, Primary Care Trust facilities and strategic bus route;
- providing a safer, well-lit route; and
- further developing an extension of the existing cycle network, supporting a joined up cycle network for Knowsley.

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\(^{11}\) Review of Traffic Calming Schemes in 20mph zones, Transport Research Laboratory (TRL) report no 215, 1996
cycling injuries tend to cluster at junctions and appropriate measures might be introduced at known hotspots, reinforcing the need to concentrate on junction improvements. These issues highlight the need for an increase in promotion and training designed to bring about attitude and behaviour change for motorists and cyclists to those seen in Europe which reduces the threat of injury.

4.2.6 Undertaking pedestrian audits will help to identify small scale measures that can be undertaken relatively easily and can also be used to identify the need for more extensive measures, such as traffic calming, bus stop enhancements and street furniture rationalisation. We wish to undertake audits across Merseyside to identify the need for pedestrian improvements that seek to increase the number of journeys made on foot and create safer neighbourhoods.

Networks

4.2.7 The Health is Wealth Commission recognised\(^{12}\) that green space can contribute towards people’s wellbeing and highlighted the need to improve access to these key facilities. Taking this into account, we will provide connections that link cycle and pedestrian friendly areas, linking into green infrastructure where possible, to offer a network of attractive routes for active travellers. Integrating transport and green infrastructure planning could see walking and cycling routes placed through existing green spaces and tree-lined streets, increasing the attractiveness of walking and cycling and resulting in green spaces which are more used and safer. Furthermore, incorporating the Rights of Way Implementation Plan into green infrastructure plans, will connect facilities such as parks and open space with a network of footpaths providing improved links between people and wildlife.

4.2.8 It will be important that cycle and walking networks are based around trip generators to optimise use and we will use the findings from the cycle and short journey research to identify key routes. It will be useful to review and revise cycle networks, both at the local and strategic level, setting out our aspirations for future networks. This will ensure that all departments can include cycle and pedestrian interventions and improvements whenever other work is undertaken or when funding opportunities arise. Highway maintenance works will provide economies of scale when combined with walking and cycling enhancements, and we will look for opportunities to provide additional facilities for pedestrians and cyclists through ongoing improvements to the highway network.

4.2.9 In addition to providing further routes, it will be important to maintain our existing network to provide a high quality environment that is conducive to walking and cycling. The Preferred Strategy outlines the importance of maintenance, highlighting it as an essential pre-requisite for all of the LTP goals. Taking this into account we will look to sufficiently maintain both footpaths and cycle routes, to address safety issues such as potholes and ensure resilience to extreme weather conditions.

Facilities

4.2.10 The lack of cycle parking at many destinations such as schools, colleges, within the workplace, retail, community, health or leisure centres, can be a major barrier and we will continue to ensure

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\(^{12}\) The Liverpool City Region Health is Wealth Commission, 2008
that adequate, yet attractive facilities are provided at key trip generators. The planning process will be our most effective tool in ensuring that all new developments adequately provide for cyclists and effective partnership working with colleagues from the health, education, social, commercial, tourism and leisure sectors will highlight areas where parking is required at existing facilities.

**Financial**

4.2.11 Cycling provides a low cost alternative to driving or using public transport, however we are mindful that the cost of purchasing a bicycle can be prohibitive particularly for the unemployed or people on low incomes. The Government's Cycle to Work Scheme provides organisations the opportunity to provide their staff with a tax free incentive for travelling to work by bicycle, however we acknowledge that these schemes only benefit people within permanent employment, earning above the minimum wage. Low paid workers or staff employed on a temporary basis are unable to take part in the scheme, yet these groups would perhaps benefit the most from cycling to work. Cycle recycling schemes provide a low cost option to purchasing a bicycle and we will look to work with organisations to provide this service across Merseyside. In addition to this, we found from our WorkWise programme that providing free bikes to those with the greatest need, such as the unemployed, will help to increase access to employment, education and leisure opportunities.

4.2.12 **Interventions - Networks & Facilities**

4.2.13 The table below summarises a package of interventions available for the partners which can be used to support pedestrian and cyclists networks in order to address the LTP3 goals. Further information is provided within Appendix A.

<table>
<thead>
<tr>
<th>Interventions to Support Networks &amp; Facilities</th>
<th>Addresses LTP Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review and revise cycle networks and aspirations for future networks so that all departments can include cycling interventions and improvements whenever other work is being undertaken.</td>
<td>2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Identify funds to support an innovative free bike/bike recycling scheme</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Ensure the road user hierarchy is used to create safe and pedestrian and cycle friendly environments created in residential areas and centres</td>
<td>2, 3, 4, 6</td>
</tr>
<tr>
<td>Promote reduced speed and apply appropriate 20mph zones</td>
<td>2, 3, 4, 6</td>
</tr>
<tr>
<td>Apply the principles from Manual for Streets to all new streets and ensure the design for residential streets as safe and friendly environments for people and play rather than cars</td>
<td>2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Provide connections between cycle and pedestrian friendly areas to create routes for active travellers. Links with Green Infrastructure</td>
<td>2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Continue to deliver our Rights of Way Implementation Plan and integrate it into green infrastructure plans</td>
<td>2, 3, 4</td>
</tr>
<tr>
<td>Seek to provide cycle parking at all public buildings &amp; any other trip destinations</td>
<td>2, 3, 4</td>
</tr>
<tr>
<td>Roll out of pedestrian audits across the county</td>
<td>2, 3, 4</td>
</tr>
</tbody>
</table>

Source: Merseyside Preferred Strategy
4.3 Training

4.3.1 In addition to the physical interventions which improve road safety, we acknowledge that training will play an important part in increasing confidence by giving people the skills to undertake journeys on foot or by bicycle. The perception of road safety is often a major barrier, particularly for cycling, and we will look to continue to provide training schemes as part of a package of interventions intended to address road safety.

4.3.2 Cycling is a skill for life which can easily be achieved through appropriate training. Child cycle training aims to promote the benefits of cycling to future generations whilst adult training can help to improve confidence or can assist those that have never cycled before to develop new skills. In addition to learning how to ride a bike, cycle maintenance training increases confidence and teaches new skills which can help save money on repairs and increase the lifespan of a bike.

4.3.3 We currently provide the largest primary school cycle training scheme in the country, jointly funded with Cycle England, and we will seek funding so that we continue to provide training for school pupils across Merseyside. We have also provided adult cycle and maintenance training and we will look to secure funding to continue to offer courses designed to increase confidence.

4.3.4 We have in place highly successful strategies to reduce child pedestrian casualties, which in common with other major urban areas have historically been high in Merseyside. The strategy covers every year of a child’s life, at the heart of which is child pedestrian training for younger children. This has been subject to continued scrutiny and improvement in recent years with ‘well tested’ schemes now in action across Merseyside. We are determined to continue with this strategy within LTP3.

4.3.5 Interventions – Training

4.3.6 The table below summarises the training interventions that are available for the partners. Each intervention helps to support the LTP3 goals and will assist in reducing road traffic accidents.

### Adult Cycle Training

In January 2010 a TravelWise campaign ran offering free cycle training and maintenance sessions to Merseyside residents. Key messages used in advertising highlighted the benefits of more confident cycling and tapped in to the ‘new bike for Christmas’ audience. This offer saw 240 number sign up and receive on-road training and 225 attended bike maintenance sessions.

One recipient of training was Catherine from Liverpool who said “It was quite daunting getting back on a bike at first - they were a little different the last time I cycled! But I was really keen to try - cycling is a great way to keep fit and I'm trying to lose a little bit of weight. I only live about three miles from my work and I'd like to be able to cycle there regularly soon. When I heard about a scheme where a more experienced cyclist would come out on the road with me, it sounded ideal. My friends have offered to take me out before, but I didn't want to be an imposition. Since first getting back on my bike last year, my confidence has really improved. I've picked up some great tips and I am now happy to cycle on roads by myself.”
whilst encouraging greater use of walking and cycling. Further information is provided within Appendix A.

Interventions to Support Training

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Addresses LTP Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seek funding to ensure Bikeability level 2 cycle training offered to all primary school children</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>Seek funding to ensure cycle training available to secondary school children and adults</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>Seek funding to ensure cycle maintenance training available to all</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>Protect funding for child pedestrian training</td>
<td>3, 4.</td>
</tr>
</tbody>
</table>

Source: Merseyside Preferred Strategy

4.4 **TravelWise – Smarter Choices**

4.4.1 Smarter choices such as travel plans, marketing and personalised journey planning have been found to be a cost effective method of reducing the need to travel by car and can encourage greater use of cycling and walking.

**Awareness Raising**

4.4.2 Communications and behaviour change marketing will sit equally alongside the strategy’s physical and engineering measures. All activity will focus on targeted marketing and smarter choices measures to key audiences as identified by our behaviour change and short trips research.

4.4.3 Merseyside’s TravelWise campaign is one of the largest and most innovative outside London. It has pioneered a number of initiatives and has carefully monitored the effectiveness of each. As a core part of its programme it has used market segmentation to allow us to understand how best to reach different parts of the community. The cycle and short trip evidence study will provide a greater insight and will ensure creative content of materials resonate with the target audience/s so that an appropriate marketing and intervention mix will be chosen that will achieve change in travel behaviours and support the new mobility culture.

4.4.4 In addition to the segmentation research, there are major gains to be made by ensuring that cycling and walking interventions are targeted at areas of disadvantage to provide health improvements, environmental enhancements, better mobility and greater access to goods and services. Awareness raising campaigns, including personalised journey planning, will seek to
encourage active travel within these areas, in order to encourage greater inclusion and address health inequalities.

4.4.5 A key aspect of our marketing campaigns will be to promote the use of active travel modes to access our railway network. Cycle parking is provided at 62 stations, which represents 79% of all stations within Merseyside. Rail passengers are also able to bring their bikes on all trains on the Merseyrail network (including Northern Rail) for free and on Mersey Ferries. Recently Merseyrail Electrics received funding through Cycling England’s “Cycle Demonstration TOC” (Train Operating Companies) project with the objectives of:

- increasing cycle trips to participating stations;
- introducing new passengers to cycling; and
- providing guidance and best practice for supporting cycling to stations.

4.4.6 This resulted in the installation of secure cycle storage on the network at 18 stations.

Partnership Working

4.4.7 A key outcome of increased active travel is the improvements in health and well being, which reflects our third LTP3 goal. Extending the 2010 Year of Health and Wellbeing to the whole decade highlights the commitment made to addressing the health of Merseyside citizens and the Active Travel Strategy will look to support this through greater partnership working with health providers. This will allow us to pool expertise and address common aims, reducing duplication and adding value to common messaging. This is advocated by DIT and DH in their Active Travel Strategy and it is an approach we endorse. Taking this into account, we will aim to build on our

**Merseyside Fire and Rescue Service (MFRS) Travel Plan**

MFRS have been implementing a travel plan since 2002 at all of their sites across the county. MFRS recognises the value of healthy, active lifestyles and this has been incorporated into the travel plan as a key objective.

The 2007 travel survey revealed that 15% of staff use active travel modes (including 10% cycling) for their journey to work and this can be attributed to the wide variety of measures which have been implemented to increase the attractiveness of walking and cycling.

Over 10% of the workforce has purchased a bicycle as part of a salary sacrifice scheme. Pool bikes, cycle training, cyclist breakfasts, social bike rides and regular Doctor Bike Clinics have also been implemented. Pedometer challenges are regularly held, encouraging staff to compete against each other to record the most steps over the course of a week.

A key to the success of MFRS’s travel plan is the support from senior managers, including the Chief Fire Officer, and cross departmental working between facilities, communications, human resources and finance.
existing strong working relationships with the health sector to increase the impact of our Active Travel Strategy, ensuring that benefits are felt across the different sectors.

4.4.8 We will work with organisations to develop workplace and destination based travel plans which support the visitor economy. Both the partners and central TravelWise team are able to offer guidance on effective behavioural change measures and we will continue to provide this support by assisting organisations to develop travel plans that seek to encourage greater walking and cycling.

4.4.9 We recognise the importance of working with the next generation of commuters to encourage the use of active travel modes from an early age. Currently 93% of schools within Merseyside have adopted a school travel plan\(^{13}\) and we will continue to provide behaviour change marketing which will support both our cyclist and pedestrian training campaigns.

4.4.10 In addition to workplace, school and destination travel plans, we will look to encourage the use of active travel modes to access stations through the development of station travel plans. Working in partnership with the rail operating companies, we will seek to improve the customer experience by providing greater opportunities to access the station using non car modes, whilst also strengthening the onward journey as measures are provided to address egress from the end point station. The Active Travel Strategy will look to support the development of station travel plans as physical enhancements, such as secure cycle parking, and awareness raising initiatives will increase the attractiveness of walking or cycling to stations.

4.4.11 **Interventions – Smarter Choices**

4.4.12 The table below summarises the interventions available for delivering smarter choices aimed at supporting the Active Travel Strategy. Each intervention will help to support the LTP3 goals and further information is provided within Appendix A.

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Addresses LTP Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Economy Travel plans and behaviour change marketing targeted at key visitor attractions</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Business/workplace travel plans and behaviour change marketing to affect business, commuting and visitor trips</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Smarter Choices marketing and interventions targeted at disadvantaged communities in conjunction with health, education and environment sectors</td>
<td>3, 4, 5</td>
</tr>
<tr>
<td>Smarter Choices marketing targeted at those who are more susceptible to change to sustainable modes. Apply marketing techniques that further separate the audience for more effective targeting.</td>
<td>1, 2, 3, 5</td>
</tr>
<tr>
<td>Health locations, behaviour change marketing and travel plans</td>
<td>3, 4, 5</td>
</tr>
<tr>
<td>Personal travel planning – develop innovative programmes to provide personalised travel planning to a greater amount of people, in particular disadvantaged communities</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>Support rail station travel plans and interventions.</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>School behaviour change marketing and Travel Plans. Link with health and education sectors to address common objectives.</td>
<td>2, 3, 4, 5</td>
</tr>
</tbody>
</table>

\(^{13}\) Travel to School Initiative Board, 2010
## Interventions

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Addresses LTP Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling and waking modes promoted and marketed to all. Work with health</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>sector on common objectives</td>
<td></td>
</tr>
<tr>
<td>In conjunction with the health and other sectors, continue to provide cycle</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>and walking maps, guides and enabling information and have greater</td>
<td></td>
</tr>
<tr>
<td>emphasis on use of online and digital resources.</td>
<td></td>
</tr>
</tbody>
</table>

Source: Merseyside Preferred Strategy
5. Delivery & Monitoring

5.1 Introduction

5.1.1 Evidence suggests that many measures that assist cycling and walking offer extremely good value for money. However, in common with most other aspects of the transport programme, we know that funding will be reduced and it will be important for us to work with other sectors in order to pool expertise and resources to deliver the interventions contained within the strategy.

5.2 Resources

5.2.1 As previously discussed, it will be important for us to continue to work with health care professionals to address our common aims and goals. An example of this is the NHS Change for Life campaign which encourages adults and children to ‘Move More’ by promoting walking and cycling. Clearly there are common aims which could be jointly addressed to increase the overall effectiveness and we will look for opportunities for greater partnership working to pool resources, providing a more cost-effective approach to delivering interventions.

5.2.2 Encouraging employers, visitor attractions and schools to develop travel plans will be an effective way of delivering interventions to support walking and cycling to key trip generators. We will work with our planning colleagues to ensure that travel plans are continued to be delivered through the planning process in order to maximise opportunities for delivering interventions that look to encourage active travel.

5.2.3 We will also look for new opportunities to work with the private sector, voluntary and charitable organisations to increase the impact of walking and cycling schemes across the city region and explore new methods of delivering schemes which support our vision.

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The Liverpool City Region Cycle Alliance

The Alliance was launched in October 2009 when Liverpool PCT and Liverpool City Council signed a formal agreement setting out their commitments to increasing cycling levels in the city. The Alliance aims to improve quality of life and create a healthy, low carbon city region for the future.

The Alliance encourages the Merseyside local authorities and PCTs to work in partnership with the private sector, universities and cultural and sporting agencies to bring renewed commitment to cycling. Affiliated organisations include the University of Liverpool, Shop Direct Group, Liverpool One, Sustrans, Natural England, Merseyside Police, Mersey Forest, Faith4Change, Groundwork Merseyside and many more.

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5.2.4 Funding for the active travel strategy will be sought through the:
- Local Transport Plan;
- European Funding Opportunities;
- Regeneration opportunities;
- The health & third sector;
- Sponsorship from local business and commerce; and
- Planning Obligations from developers to serve particular development proposals.
5.3 Implementation

5.3.1 The Active Travel Strategy provides a framework of interventions for each of the districts to develop their own individual implementation plans. These plans will be tailored to meet the needs of each of the districts, incorporating measures outlined within the previous section and Appendix A, in order to address networks and facilities, training, and smarter choices. In addition to this, we will use TravelWise to support the smarter choices interventions and the Active Travel Group will continue to work together to address strategic issues.

5.3.2 The Active Travel group will oversee the delivery of the strategy and provide best practice guidance to assist the districts develop their own implementation plans. The group will continue to work together on promotional campaigns to raise awareness of active travel across the city region.

5.3.3 The Active Travel Strategy will need to incorporate health, environment, social and economic agendas, highlighting the need for greater partnership working in order to effectively implement the measures outlined within the previous section. We will look for opportunities to deliver interventions across the different sectors and work with stakeholders to consider new, innovative methods to implement active travel measures.

5.3.4 It is important to note that the pace of delivery will be dependent upon the available funding, and financial pressures may mean that the Active Travel Strategy will need to be reviewed, prior to adoption of the LTP3 in April 2011.

5.4 Constraints

5.4.1 At the time of writing, there remains uncertainty about the government’s policies for transport, funding levels and the institutional arrangements for delivery. A major imperative of the coalition government is to address the country’s economic debt and we are mindful that the austerity drive may affect a number of active travel programmes delivered by public bodies such as Cycling England.

5.4.2 Cycling England is responsible for delivering Bikeability Training and the Cycle Demonstration Towns, however we are mindful that the organisation is currently under review by the coalition government. We are unsure how the review will affect these programmes and we may need to
revise the Active Travel Strategy, to take into account any recent changes prior to the adoption of LTP3 in April.

### 5.5 Monitoring Process

5.5.1 It will be important to monitor progress of the Active Travel Strategy in order to justify spending, review progress against the LTP3 goals and inform future projects. We will continue to monitor walking and cycling across Merseyside using a combination of surveys and automatic and manual counts.