

# Cycling and Walking Strategy



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# Foreword

As cabinet members on the county council, if we ever needed a reminder of the importance placed on cycling and walking by the general public, the evidence was there - more than 2,400 times over.

That's the number of responses which we received after engaging with the people of Leicestershire to seek their views on what the components of our cycling and walking strategy should include.

It was a fantastic response. We read every comment.

The views raised, the opinions shared and lots of other suggestions have now all been taken into consideration as we present the strategy.

One question which we know people will also have is: Why do we need a strategy in the first place?

Well, if we can upgrade and provide new infrastructure, such as dedicated cycle lanes and footways, cycle parking, pedestrian facilities and traffic-reduction measures, to create better cycling and walking networks, we're sure that will encourage more people to take to the streets.



**Councillor  
Ozzy O'Shea**  
Cabinet Member  
for Highways,  
Transportation  
and Flooding



**Councillor  
Blake Pain**  
Cabinet Member  
for Environment  
and the Green  
Agenda



**Councillor  
Louise  
Richardson**  
Cabinet Member  
for Health

We'll also be able to expand cycle training .... working with schools and workplaces to provide the required skills and information to get people travelling more actively from any age, as well as improving our economy, boosting our green recovery.

And the county council also wants to deliver on the Government's ambitions to increase levels of cycling and walking across the country so that people reap the rewards from a number of different perspectives.

Firstly, by encouraging active and sustainable travel you then, in turn, create better connectivity and accessibility, which all helps towards improving the quality of life by supporting inclusion and reducing loneliness.

A strategy is also another step towards the council's commitment towards net zero emissions by 2030 - and there are health benefits too.

Our colleagues in public health are committed to encouraging us all to lead more active lives. That's achieved by tackling the growing concern around obesity levels, improving air quality, and improving physical and mental wellbeing.

Cycling and walking improves public health. Fact.

Another significant factor around the strategy is that it unlocks the funding for cycling and walking infrastructure plans in county towns and key corridors.

Without these plans, there's a risk that developers won't deliver or fund the right kind of infrastructure in the right place.

As a council, we want to ensure that new developments are designed with active travel at their hearts, to ensure they provide for high quality cycling and walking networks, green spaces and green routes.

This Strategy will help the council secure vital government funding to support delivery of cycling and walking infrastructure and equally important encourage and enable programmes to help our communities walk and cycle more.

In summing up, we passionately believe in the need to inspire a step change – we want to put plans in place so that everyone chooses to walk or cycle more.

Let's enjoy the journey together!

# Executive Summary

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All of us travel – whether to get to work, school, shopping or for leisure, travel is a central part of our daily lives. Much of this travel is by private car, but here in Leicestershire there is great potential for a better future that supports people to cycle and walk for more of their journeys, improving our physical and mental health, minimising negative impacts on the environment and reducing traffic congestion. As a council, we have declared a climate emergency, adding increased urgency to our actions to support cycling and walking. Healthy life expectancy for males and females has also decreased, which has wide-ranging implications for the future health and wellbeing of our residents.

Here in Leicestershire, cycling and walking levels are lower than the national average. The percentage of adults in Leicestershire that cycle at least three days per week was 2.4% in 2018/19 (compared to 3.1% nationally), and the percentage of adults who walk at least three days per week was 18.5% in 2018/19 (compared to 22.7% nationally).

We are, however, committed to seizing the available opportunities and acting on national and local policy goals, to increase levels of cycling and walking in Leicestershire. This reflects government policy, with the most recent national target being for half of all journeys in towns and cities to be cycled or walked by 2030.<sup>1</sup> It also mirrors the wishes of people who live in Leicestershire, with 94% agreeing with the statement ‘more people should walk for short journeys instead of using a car’, and 82% agreeing with the statement ‘more people should use bikes for short journeys instead of using a car’.<sup>2</sup>

COVID-19 has presented challenges to travel but also offered additional opportunities in terms of increasing levels of cycling and walking. With reduced capacity on board public transport, fewer people travelling to a place of work and an increase in available time, many people have turned to cycling and walking for trip-making. This moment in time needs to signal a turning point for travel habits across Leicestershire if our climate targets are to be achieved.

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<sup>1</sup> Gear Change – A Bold Vision for Cycling and Walking (Department for Transport, 2020)

<sup>2</sup> Headline results from countywide online cycling and walking survey (see ‘Cycling and Walking Engagement’ section)

In order to make the most of these opportunities, this Strategy has been developed, alongside an Action Plan of prioritised interventions. The Strategy is shaped around an overarching vision and three key objectives. The vision for the future of walking and cycling in Leicestershire is:



For Leicestershire  
to become a county  
where walking and cycling  
are safe, accessible and  
obvious choices for short  
journeys, and a natural part  
of longer journeys, helping  
to deliver healthier,  
greener communities

To support this vision, the three core objectives are:

- **To enhance the infrastructure that supports cycling and walking in Leicestershire;**

By upgrading existing and providing high quality new segregated infrastructure, cycle parking, pedestrian crossings and traffic reduction measures to create healthy streets and spaces.

- **To enable people to cycle and walk in Leicestershire;**

By providing cycle training, working with schools and workplaces to provide people with the required skills and information.

- **To inspire a step change in cycling and walking in Leicestershire.**

Leicestershire County Council is committed to increase levels of active travel in the county and is setting ambitious targets to meet the challenges of improving public health, air quality and congestion.

Our targets over the next 10 years are to:

- **Increase cycle and walking trips to schools and education by 10%**
- **Increase commuting cycle and walking trips to employment by 10%**
- **Increase the levels of walking and cycling trips in the county by 15%**


The ability to deliver on these ambitious targets is reliant on equally ambitious long-term funding commitment by government, to enable us to meet the challenges. We will review these targets in line with future government active travel targets and monitor our progress against these targets in line with our Action Plan.

Both ‘infrastructure’ and ‘encouraging and enabling’ measures must be used to achieve this vision and objectives. Infrastructure measures range from segregated cycle lanes through to businesses providing showers and lockers to enable employees to cycle to work, to new footways and pedestrian crossings. Encouraging and enabling measures include Personalised Travel Planning, wayfinding strategies and targeted cycle training. Working with the district councils to deliver new developments that incorporate cycling and walking is central to Leicestershire’s sustainable future growth. Monitoring and evaluating all cycling and walking schemes will help to ensure that a robust evidence base builds support for future schemes.

The Action Plan accompanying the Strategy includes interventions prioritised for short, medium and long-term implementation, providing a ‘road map’ for us to achieve our ambitious vision.

It is clear that cycling and walking have a key role to play in delivering a better future for Leicestershire, and supporting people to change their travel habits is essential to achieving many of our local and national policy goals. This Strategy is an important first step on our collective active travel journey to make the changes our communities need to help them live healthier lives.





The potential  
benefits of physical  
activity to health are huge.  
If medication existed which  
had a similar effect, it would  
be regarded as a wonder  
drug or miracle cure

Annual Report of the  
Chief Medical Officer  
(Department of Health, 2009)



# Leicestershire's Cycling and Walking Strategy: At a Glance

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## The Vision

For Leicestershire to become a county where walking and cycling are safe, accessible and obvious choices for short journeys and a natural part of longer journeys, helping to deliver healthier, greener communities

### Objective 1

**To enhance the infrastructure that supports cycling and walking in Leicestershire**

By upgrading existing and providing high quality new segregated infrastructure, cycle parking, pedestrian crossings and traffic reduction measures to create healthy streets and spaces.

### Objective 2

**To enable people to cycle and walk in Leicestershire**

By providing cycle training, working with schools and workplaces to provide people with the required skills and information

### Objective 3

**To inspire a step change in cycling and walking in Leicestershire**

By targeted promotion, engagement and encouragement to instil confidence so that people choose to walk and cycle more.

## Policies

### Policy 1

To work with district council partners through the development plan process to seek to ensure that new developments are located in places that offer genuine opportunities to make everyday trips using active modes.

### Policy 2

To influence planning approvals to ensure that new residential and employment developments are built in line with current cycling and walking guidance, and commit land developers to provide funding for revenue measures.

### Policy 3

To improve existing and deliver new infrastructure to support cycling and walking, including the provision of segregated cycle routes and prioritisation of active modes in accordance with Gear Change and Local Transport Note 1/20 (LTN1/20).

### Policy 4

To maximise opportunities for people to undertake cycling and walking as part of journeys linking with passenger transport (bus and rail).

### Policy 5

To work toward replacing a significant number of everyday local car journeys with cycling and walking journeys.

### Policy 6

To increase numbers of everyday journeys made by cycling and walking - contributing to the national target of half of all journeys in towns and cities being cycled or walked by 2030.



### **Policy 7**

To continue to deliver cycle training to as many groups of people as possible under our Choose How You Move brand, to increase the attractiveness of cycling as a transport mode for everyone in the county.

### **Policy 8**

To maximise opportunities to improve road safety for people walking and cycling in line with our wider road safety aims

### **Policy 9**

To improve the health of people who live in Leicestershire by helping them to build active travel into their daily lives.

### **Policy 10**

To continue to work in partnership with Leicester City Council via our Choose How You Move brand to encourage and enable people to cycle and walk for more of their journeys via targeted awareness raising activities

### **Policy 11**

To collect, maintain and analyse cycling and walking data to provide a robust evidence base to inform all initiatives

## **Creating Change**

### **Theme 1: Infrastructure**

#### **Actions**

Refresh Leicestershire Highway Design Guide

Develop LCWIPs

Upskill staff

Maintain and upgrade existing

Shovel ready and pipeline schemes

Implement priority infrastructure

Refresh PROW Improvement Plan

Improve cycling storage at passenger transport hubs

Non-Motorised User audits of highway schemes

Install segregated infrastructure

Improve cycling and walking environment

Countywide segregated cycle network

### **Theme 2: Encouraging and Enabling**

#### **Actions**

Personal Travel Planning

Signage / Wayfinding

Engaging communities

Bikeability / adult cycle training

E-bikes training / incentives

Consult and engage with communities

### **Theme 3: New Development**

#### **Actions**

Influence Local Plans and Supplementary Planning Documents

Align planning conditions/obligations with Strategy

### **Theme 4: Monitoring and Evaluation**

#### **Actions**

Establish robust evidence base

Collect baseline data

Transport forecasting models

Monitor use of new infrastructure

Evaluate impacts of schemes

Monitor progress toward set targets

## **Targets**

Our targets over the next 10 years are to:

- **Increase cycle and walking trips to schools and education by 10%**
- **Increase commuting cycle and walking trips to employment by 10%**
- **Increase the levels of walking and cycling trips in the county by 15%**

# 1. Background and Introduction

- 1.1 This Cycling and Walking Strategy sets out our strategic approach to delivering on the government's ambitions to make England a great walking and cycling nation.
- 1.2 The vision is for Leicestershire to become a county where walking and cycling are safe, accessible and obvious choices for short journeys, and a natural part of longer journeys, helping to deliver healthier, greener communities.
- 1.3 The Strategy is intended to provide the right conditions to enable people to choose to travel by 'active modes' - cycling and walking.

## Leicestershire in Context

- 1.4 Leicestershire is located in the East Midlands, in the middle of England. The East Midlands includes the counties of Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Rutland and the cities of Derby, Leicester, and Nottingham, as well as the Peak Park Authority. Leicestershire itself is bordered by seven county councils: Derbyshire, Nottinghamshire, Lincolnshire, Rutland, Northamptonshire, Staffordshire and Warwickshire.
- 1.5 Leicestershire covers an area of approximately 2,000 square kilometres (around 1250 square miles), with the City of Leicester at the county's centre. The county comprises seven districts and boroughs - Blaby,

Charnwood, Harborough, Hinckley and Bosworth, Melton, North West Leicestershire and Oadby and Wigston - which surround the City of Leicester. Each of these seven districts has its own district council. Leicestershire County Council is a highway authority and the district councils are local planning authorities.

- 1.6 Leicestershire is home to approximately 706,000 people.<sup>3</sup> There are a number of towns in Leicestershire, which include Ashby-de-la-Zouch, Coalville, Earl Shilton, Harborough, Hinckley, Loughborough, Lutterworth, Market Harborough and Melton Mowbray. These are the main centres of population, with travel distances from the suburbs to the town centre making many trips cyclable or walkable. The largest town, Loughborough, has a population of over 60,000 and is home to Loughborough University.
- 1.7 The county as a whole, however, is predominantly rural with 80% of the land being used for agriculture and approximately 55% of the population living within rural parishes. The county has approximately 150 settlements with a population of less than 10,000, and approximately 150 small villages with a population of less than 250. The majority of these small villages are located in the east of the county, within the districts of Melton and Harborough. The distances involved in travelling from such rural villages and settlements to the nearest town centre are less conducive to cycling and walking.

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<sup>3</sup> 2011 Census data - [Office for National Statistics](#)

- 1.8 Although the health of the local population is now better than ever, and life expectancy for both men and women is higher than the England average, Healthy Life Expectancy is falling. There are also inequalities across our communities, for example, although the health of people in Leicestershire is generally better than the England average, about 12% (14,100) of children live in low-income families.<sup>4</sup>

## Seizing the Opportunity

- 1.9 The nation's number one health challenge - obesity - is a major concern for the county's local service providers. In 2018/19, 64.5% of adults (age 18+) in Leicestershire were classified as overweight or obese.<sup>5</sup> Healthy weight issues begin at an early age and by year six at school, 30.6% of Leicestershire pupils were either overweight or obese in 2019/20.<sup>6</sup> There is clearly a role for cycling and walking to play in addressing such health concerns across the county.
- 1.10 The need to encourage travel by more sustainable modes has never been greater. In 2019, the county council declared a climate emergency and is committed to Leicestershire being carbon neutral by 2045, five years ahead of national targets. An increase in walking and cycling journeys would greatly contribute toward the council meeting this commitment.



- 1.11 Air pollution has a significant effect on public health, and poor air quality is the largest environmental risk to public health in the UK.<sup>7</sup> Across Leicestershire, prevalence of asthma (whose symptoms can be triggered by air pollution) was 6.3% in 2018/19, which is higher than the England average of 6%.<sup>8</sup> Preventable mortality attributable to PM2.5 (fine particles largely from the combustion of fuels, including vehicles) is, on average, the 3rd leading cause of death across Leicestershire.<sup>9</sup> In 2018 there were 14 declared Air Quality Management Areas (AQMA) in Leicestershire. We are committed to tackling air pollution in the county, working in partnership with district councils, and the city council.

<sup>4</sup> [Leicestershire County Health Profile 2017 \(Public Health England, 2017\)](#)

<sup>5</sup> [Public Health Profiles: Percentage of Adults Classified as Overweight or Obese in East Midlands 2019-20 \(Public Health England, 2021\)](#)

<sup>6</sup> [Public Health Profiles: Percentage of Children Classified as Overweight or Obese in East Midlands 2019-20 \(Public Health England, 2021\)](#)

<sup>7</sup> [Health matters: air pollution \(Public Health England, 2018\)](#)

<sup>8</sup> [Leicestershire Air Quality and Health Joint Action Plan 2020–2024 \(Leicestershire County Council\)](#)

<sup>9</sup> [Leicestershire Joint Strategic Needs Assessment 2018-2021: Air Quality and Health \(Leicestershire County Council, 2019\)](#)



- 1.12 A recent YouGov survey, commissioned by Sustrans<sup>10</sup> which surveyed 1,305 UK school pupils aged six to 15 years old across the UK, found that almost half (49%) are worried about air pollution near their school - an increase of 10 percentage points since a similar survey ran in 2018. The survey also found that 40% of pupils thought more people walking, cycling or scooting to school was the best way to bring down levels of air pollution near their school. This Strategy provides great scope to enable pupils in Leicestershire to walk, cycle and scoot for their school journeys.
- 1.13 In the same Sustrans survey, 38% of pupils thought that walking and cycling more for local journeys was the most important thing adults should be doing to tackle climate change overall – the highest-rated answer. The objectives and policies outlined in this Strategy and its associated Action Plan will also assist adults to choose walking and cycling for more of their journeys in Leicestershire and contribute to better air quality across the county.

- 1.14 The COVID-19 pandemic has resulted in a surge in the number of trips walked and cycled. According to a study for BBC News and King's College London, conducted by Ipsos MORI, some 40% of 2,200 people surveyed said they expected to walk more after than before the pandemic.<sup>11</sup> The Cycling and Walking Strategy is timely in that it can seek to embed these positive behaviour changes, backed up by investment in the measures required to make active travel attractive for all members of society. It is clear that a combination of infrastructure and encouragement will be vital to achieve an increase in levels of cycling and walking in the county.



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<sup>10</sup> [Increase in children's concerns over air pollution \(Sustrans, 2021\)](#)

<sup>11</sup> [Covid: More walking and family chats post-lockdown - poll suggests \(BBC News, 2021\)](#)

1.15 There are significant benefits from increasing the levels of cycling and walking in Leicestershire, which include:

- improving the physical and mental health of our residents and reducing health inequalities
- reducing traffic congestion on our roads
- improving air quality in our towns to reduce air quality related deaths and address the global climate emergency
- enabling all our residents to access education, employment and other opportunities
- increasing the safety of our roads
- supporting sustainable growth as our population increases

1.16 Leicestershire has invested in its network of cycling and walking infrastructure utilising available government funding from successful bids and allocations, including the Local Sustainable Travel Fund (LSTF), Single Local Growth Fund (SLGF) and National Productivity Investment Fund (NPIF). There remains, however, considerable scope to further improve our cycling and walking networks, so that more people will choose to cycle and walk when possible, regardless of age, gender, ethnicity, income or health. This Strategy demonstrates our commitment to deliver a step change in how we provide for cycling and walking, which places the county council in a strong position to attract external funding, from such sources as successful government funding bids and land developer contributions, to assist us to achieve our active travel aims.


1.17 For a number of years, under the umbrella of our 'Choose How You Move' brand in partnership with Leicester City Council, we have worked hard to instil more sustainable travel habits among the population, by working with employers, schools and individuals to provide the skills and knowledge required to make more informed active travel choices. Additional funding support from government will enable us to extend our reach further, assisting more individuals and working with more employers and schools to make cycling and walking logical choices for everyday trips for more people.



## Joined-up Thinking and Action

- 1.18 We have a history of working in partnership with the district councils in order to deliver on transport infrastructure improvements in the county. We also work in partnership with Leicester City Council to ensure complementary cross-border measures are explored and implemented where appropriate. In order to deliver on this ambitious Strategy, it will be essential for these established partnership working arrangements to continue to flourish, to ensure that the benefits are wide-reaching, improving cycling and walking access in our county towns and into Leicester.
- 1.19 The Strategy is closely aligned with national plans and strategies as well as with regional and local plans and strategies. It has been developed in consultation with relevant departments within the county council, as well as:
- district councils within Leicestershire
  - Leicester City Council
  - Leicester and Leicestershire Enterprise Partnership
  - Leicester, Leicestershire and Rutland Road Safety Partnership
  - Leicestershire and Rutland Sport
  - cycling and walking advocacy groups
  - disability groups
- 1.20 The Strategy has been informed by a range of engagement activities including focus groups and online surveys which gathered views from key stakeholders, including the public, regarding the barriers to walking and cycling and the measures which might help to improve walking and cycling in the county.
- 1.21 The key actions required to deliver on the aims of the Strategy are contained in the Action Plan which includes short, medium and long-term actions. The Action Plan will be updated annually.





Switching to  
active travel for  
short trips could save  
£17bn in NHS costs  
over a 20-year period

Working Together to  
Promote Active Travel:  
A briefing for local authorities  
(Public Health England, 2016)

## 2. Scope to Increase Cycling and Walking in Leicestershire

### Current Levels of Cycling and Walking

- 2.1 In Leicestershire, cycling and walking levels are lower than the national average. The percentage of adults in Leicestershire that cycle for travel at least three days per week was 2.4% in 2018/19. This is lower than the national average of 3.1%.<sup>12</sup>



**Just 2.4%**  
of Leicestershire  
**adults cycle**  
for travel at least  
**3 days** per week

- 2.2 Similarly, the percentage of adults walking for travel at least three days per week was 18.5% in 2018/19 - this is lower than the national average of 22.7%.<sup>13</sup>

### Childhood

- 2.3 The opportunity to achieve a healthy weight and active lifestyle begins in childhood. However, by reception year, 19% of children in Leicestershire were either overweight or obese in 2019/20.<sup>14</sup> Whilst this figure is slightly lower than the national average, poor habits developed in early childhood can be hard to break. This is supported by figures which show that by year six at school, 30.6% of Leicestershire pupils were either overweight or obese in 2019/20 (compared to 35.2% nationally).
- 2.4 Physical activity among children is key to maintaining a healthy weight, but just 51.5% of children in Leicestershire (in school years 1 to 11) were active for an average of 60 minutes per day in 2018/19,<sup>15</sup> which is slightly higher than the national average. Of greater concern is the 24.4% of Leicestershire children who were inactive (engaged in less than 30 minutes of physical activity per day) in 2018/19.

<sup>12</sup> [Proportion of adults that cycle by frequency, purpose and local authority, England, 2018-2019 - Table CW0302 \(Department for Transport, 2020\)](#)

<sup>13</sup> [Proportion of adults that walk, by frequency, purpose and local authority, England, 2018-2019 - Table CW0303 \(Department for Transport, 2020\)](#)

<sup>14</sup> [Public Health Profiles: Percentage of Children Classified as Overweight or Obese in East Midlands 2019-20 \(Public Health England, 2021\)](#)

<sup>15</sup> [Draft Healthy Weight Strategy for Leicestershire \(Leicestershire County Council, 2020\)](#)

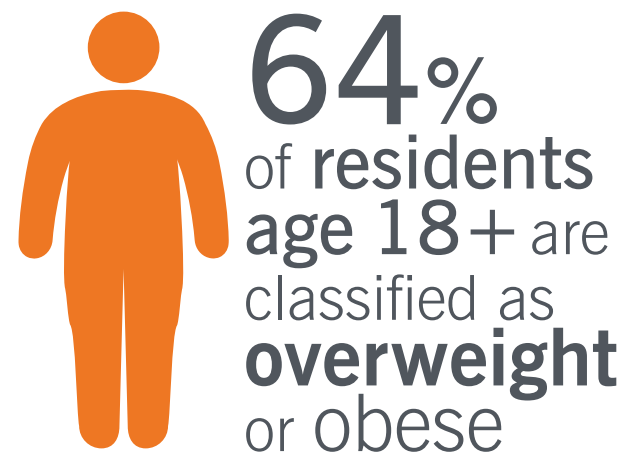
- 2.5 The school journey provides an opportunity to build physical activity into a necessary everyday trip, but only 2% of all school children in England cycle to / from school (1% among children aged 5 to 10 and 3% among children aged 11 to 16) although the average trip length is 2.6 miles which is a cyclable distance.<sup>16</sup> Ownership of, or access to, a bike amongst the school age population (83% for 5 to 10 year olds, 69% for 11 to 16 year olds) is higher than among any other age group, suggesting that other factors affect whether or not children cycle to school.<sup>17</sup>



- 2.6 Nationally, 43% of all children in England walk to / from school, with the propensity to walk reducing as children pass from primary school (46%) to secondary school (39%)<sup>18</sup> and average trip lengths also tend to increase.

## Adulthood

- 2.7 Whilst the county is behind national cycling and walking levels, there is clear scope for greater levels of active travel to have a significant impact on our health. 64.5% of adults (age 18+) in Leicestershire were classified as overweight or obese in 2018/19, compared with 62.3% for England.<sup>19</sup>



<sup>16</sup> National Travel Survey Trips to and from school per child per year by main mode: England 1995/97 - Table NTS0613 (Department for Transport, 2020)

<sup>17</sup> National Travel Survey: Bicycle ownership by age 2017-19 - Table NTS0608 (Department for Transport, 2020)

<sup>18</sup> National Travel Survey Trips to and from school per child per year by main mode: England 1995/97 - Table NTS0613 (Department for Transport, 2020)

<sup>19</sup> Public Health Profiles: Percentage of Adults Classified as Overweight or Obese in East Midlands 2019-20 (Public Health England, 2021)



- 2.8 All the evidence indicates that physical activity has an overwhelmingly positive impact on our health and wellbeing. Taking 150 minutes exercise per week as an adult is classed as being 'physically active'. Being physically active reduces a person's risk of dementia by 30%, depression by 30%, heart disease by 40%, type 2 diabetes by 40%, breast cancer by 25% and osteoporosis by 50%.<sup>20</sup>
- 2.9 68.3% of adults in Leicestershire were physically active in 2018/19<sup>21</sup> - although this figure is on a par with the national average, there is room for greater levels of walking and cycling in everyday life to improve the health of our population.

- 2.10 In addition to physical health benefits, walking and cycling also have positive benefits for our mental health. Exercise like cycling can lower levels of the body's stress hormone, cortisol. Cycling and walking both release 'feel-good' hormones known as endorphins, which help to relax the mind, promote happiness and reduce feelings of anxiety. The NHS promotes regular exercise for those experiencing depression, proposing that "even a brisk 10-minute walk can clear your mind and help you relax" and people should "just be more active in your daily routine by walking or cycling instead of travelling by car or public transport."<sup>22</sup>

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<sup>20</sup> [Exercise – The Miracle Cure for Surgeons to Fix the NHS and Social Care \(Royal College of Surgeons of England, 2020\)](#)

<sup>21</sup> [Local Authority Health Profiles: Leicestershire \(Public Health England, 2020\)](#)

<sup>22</sup> [Exercise for depression \(NHS, date unknown\)](#)

## Road Safety

- 2.11 Road safety concerns can act as a deterrent to greater levels of walking and cycling. We have worked hard to improve the safety of pedestrians and cyclists on our roads and we continue to do so, as safety is paramount across all the work we do. As part of our approach to road safety we analyse accidents that do happen to better understand the reasons they occurred and if there are any engineering solutions, information provision, such as signage, or training that could be delivered to help prevent similar accidents in the future.
- 2.12 The number of killed or seriously injured casualties in Leicestershire appears to have flatlined when viewed over the past ten years, while Great Britain has seen a year-on-year increase since 2015.<sup>23</sup> In the whole of 2019, a total of 30 pedestrians were seriously injured or killed on Leicestershire's roads, down from 43 in 2018. Of these 30 casualties, 6 were fatal. Whilst every casualty is one too many, there were 36% fewer pedestrian casualties in Leicestershire in 2019 (10% fewer in Great Britain) when compared with the 2012-2016 average.
- 2.13 In 2019, 13 pedal cyclists were seriously injured on Leicestershire's roads, none of which were fatal. Overall, pedal cyclist casualties in Leicestershire were at their lowest on record in 2019, with 65 pedal cyclist casualties reported in the county. Although no fatal cyclist casualties being recorded in 2019 is positive, we need to be cautious about drawing conclusions on longer-term trends based on this one year. The picture across Great Britain suggests a national increase of killed or seriously injured pedal cyclists in the last ten years. As more people choose to walk and cycle, we all need to continue to work towards improving road safety for all.
- 2.14 Understanding the reasons for perceived safety concerns is also important to inform what measures can be implemented to help people feel safe whilst cycling and walking. Our programmes of training and education of all ages and abilities, through Bikeability and return to cycling courses, are some examples of the measures we use to help people to confidently travel actively and safely. The proposed changes to the Highway Code,<sup>24</sup> which indicate that drivers have a duty of care towards cyclists, pedestrians and horse-riders, should help to reassure and encourage people to cycle and walk more in Leicestershire.

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<sup>23</sup> [Environment and Transport Overview and Scrutiny Committee, 4 June 2020 – Road Casualty Reduction in Leicestershire \(Leicestershire County Council, 2020\)](#)

<sup>24</sup> [Summary of the consultation proposals on a review of The Highway Code \(Department for Transport, 2020\)](#)





Walking and  
cycling help us to  
stay fit and healthy  
both mentally  
and physically

Why cycling and walking are  
great for your mental health  
(Sustrans, 2020)



# 3. Policy Context

## National Context

- 3.1 Over recent years, government policy and guidance has increasingly focussed on the role of cycling and walking in delivering on a wide range of health, environmental and economic objectives.

## Cycling and Walking Investment Strategy (CWIS)

- 3.2 Published in 2017, the Cycling and Walking Investment Strategy set out the government's ambitious plan to make cycling and walking the natural choices for shorter journeys, or as part of longer journeys, by 2040.
- 3.3 Government recognised that its ambition will not be realised without sustained investment in cycling and walking infrastructure. It also identified the importance of transport planning and a change of attitudes to create the conditions which enable people to cycle and walk for more of their journeys.



- 3.4 CWIS established three broad objectives to be achieved by 2020:


- Increase cycling and walking activity
- Reduce the number of cyclists killed or seriously injured on England's roads
- Increase the percentage of school children that walk to school

These objectives were backed up by targets to be achieved by 2025, to:

- double cycling activity
- increase walking to 300 stages<sup>25</sup> per person per year
- increase the percentage of children aged 5 to 10 that usually walk to school to 55%

<sup>25</sup> A 'trip' consists of one or more 'stages'. Counting 'stages' rather than 'trips' enables journeys that involve cycling or walking but where this is not the main form of transport (for example, cycling to a railway station to catch the train to work) to be fully reported.


- 3.5 CWIS also introduced Local Cycling and Walking Infrastructure Plans (LCWIPs) - a new, strategic approach to identifying cycling and walking improvements required at the local level. LCWIPs enable a long-term approach to developing local cycling and walking networks and form a vital part of the government's strategy to increase the number of trips made on foot or by cycle. In order to be eligible for future government funding for cycling and walking improvements, LCWIPs must be in place.
- 3.6 In March 2021, government indicated its intention to prepare a second four-year statutory Cycling and Walking Investment Strategy (CWIS2), reflecting the new policies in the National Cycling and Walking Plan and the multi-year funding settlement. Our Cycling and Walking Strategy and associated Action Plan will place us in a strong position to benefit from the new funding priorities anticipated in CWIS2, to enable us to contribute to the government's targets for increasing walking and cycling activities, via a range of infrastructure and behavioural change programmes.



LCWIPs form  
a vital part of the  
government's strategy  
to increase the number  
of trips made on  
foot or by cycle

## Decarbonising Transport - Setting the Challenge

- 3.7 In March 2020, the Department for Transport also set out its ambitions to decarbonise the nation's transport in its Transport Decarbonisation Plan (TDP). The Plan sets out what government, business and society needs to do to reduce transport emissions in order to achieve net zero emissions across all transport modes by 2050.
- 3.8 The Plan recognises the role of cycling and walking to help achieve this net zero target. The first of the Plan's six strategic priorities is focussed on 'accelerating modal shift to public and active transport'. The Plan echoes the Cycling and Walking Investment Strategy's aim, to make cycling and walking the 'easy and obvious' choice for our daily trips.
- 3.9 As a signatory of the UK100 Net Zero Pledge, which commits Leicestershire County Council to be carbon neutral by 2045, five years ahead of the national target date of 2050, the council is fully supportive of the government's carbon neutral ambitions. This Cycling and Walking Strategy will enable us to deliver on key infrastructure programmes and behavioural change initiatives to meet our carbon pledge.

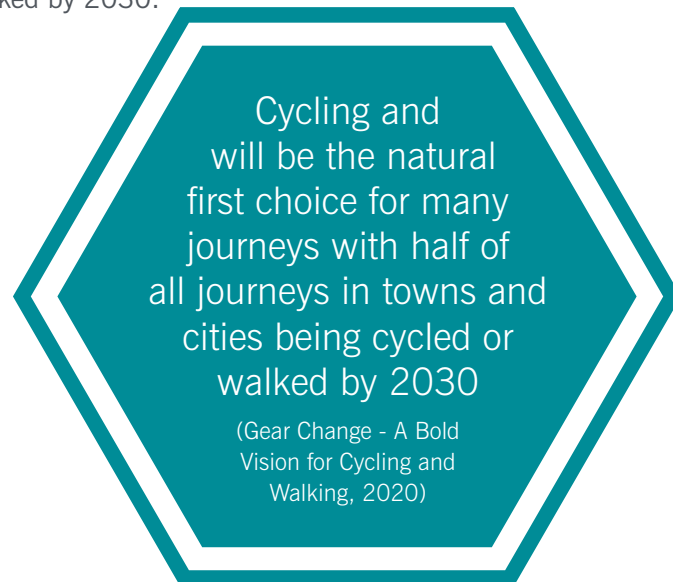


Cycling and  
walking are the  
ultimate forms  
of zero GHG  
emission transport

(Decarbonising  
Transport - Setting the  
Challenge, 2020)

## Gear Change - A Bold Vision for Cycling and Walking (July 2020)

3.10 In July 2020, the government published the National Cycling and Walking Plan - Gear Change - A Bold Vision for Cycling and Walking. During the COVID-19 pandemic, cycling and walking increased in popularity in the light of strong government messaging to social distance and avoid using public transport if possible. The Plan outlined its vision to make England a great walking and cycling nation and stated that cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030.



3.11 The Plan's bold future vision for cycling and walking in England included:

- Healthier, happier and greener communities where there are fewer short car journeys
- Safer streets where everyone feels safe walking and cycling
- Convenient and accessible travel with everyone, including women and disadvantaged groups, having opportunities to walk and cycle
- Putting cycling and walking at the heart of transport decision-making
- Action to build better quality infrastructure to encourage cycling and walking and empowering local authorities to take bold decisions.

3.12 The Plan proposed that there will be less rat-running and more 'low-traffic neighbourhoods' - schemes where motor vehicle traffic in residential streets is greatly reduced by minimising the amount of traffic that comes from vehicles using the streets to get to another destination<sup>26</sup> as well as more 'school streets' - 'a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic<sup>27</sup> to protect children.

3.13 The Plan also stated that "Cycling is or will become mass transit and must be treated as such. Routes must be designed for larger numbers of cyclists, for users of all abilities and disabilities".

<sup>26</sup> [What is a low traffic neighbourhood? \(Sustrans, 2020\)](#)

<sup>27</sup> [School Streets Initiative - All the information, once place \(Sustrans, date unknown\)](#)

## Cycle Infrastructure Design - Local Transport Note 1/20 (LTN1/20)

3.14 The National Cycling and Walking Plan also recognised that in order to see the intended increases in cycling, the quality of cycling infrastructure must dramatically improve. LTN1/20, launched in tandem with the Plan, provided details of the quality of cycling and walking infrastructure that would be required.



3.15 The following key principles were established in the Plan:

- Cyclists must be separated from volume traffic, both at junctions and on the stretches of road between them
- Cyclists must be separated from pedestrians
- Cyclists must be treated as vehicles, not pedestrians
- Routes must join together; isolated stretches of good provision are of little value
- Routes must feel direct, logical and be intuitively understandable by all road users
- Routes and schemes must take account of how users actually behave
- Purely cosmetic alterations should be avoided
- Barriers, such as chicane barriers and dismount signs, should be avoided
- Routes should be designed only by those who have experienced the road on a cycle



- 3.16 LTN1/20 also stressed that design should be inclusive, beginning with the principle that all potential cyclists and their machines should be catered for in all cycle infrastructure design.
- 3.17 Local authorities who bid for government funding for cycling and walking infrastructure must ensure that their designs comply with LTN1/20.
- 3.18 There is a presumption in the National Cycling and Walking Plan that all new road schemes for which funding is requested from government will deliver or improve cycling infrastructure to the new standards in LTN 1/20, unless it can be shown that there is little or no need for cycling in the particular road scheme.
- 3.19 Leicestershire County Council welcomes this clear guidance from government to inform the design of future cycling infrastructure in the county. We will apply the principles as outlined in the National Cycling and Walking Plan and seek to deliver inclusive facilities to enable all residents to cycle for daily trips.

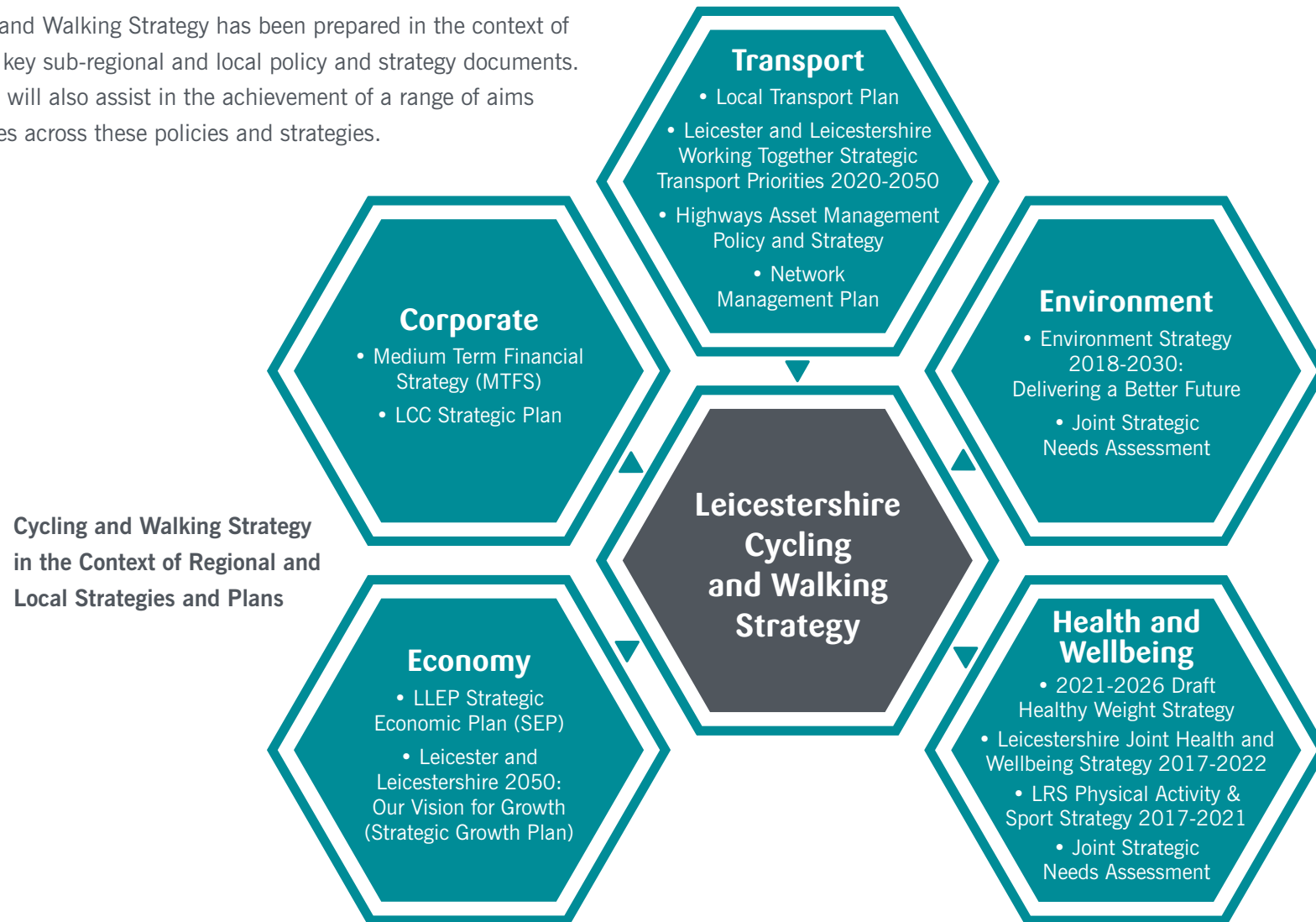


## National Planning Policy Framework (NPPF)

- 3.20 Planning policy for cycling and walking was also strengthened in 2018 in the updated NPPF. The key updates included:
- Transport issues should be considered from the earliest stages of plan-making and development proposals so that opportunities to promote walking, cycling and public transport use are identified and pursued.
  - Planning policies should provide for high quality walking and cycling network and supporting facilities, such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans)
  - Applications for development should:
    - Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas
    - Address the needs of people with disabilities - and reduced mobility in relation to all modes of transport
    - Create places that are safe, secure and attractive, which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.
- 3.21 As a statutory consultee on planning applications in districts across Leicestershire, the council will rely on these NPPF policies to compel developers to deliver on the provision of sustainable new developments which are walkable and cyclable as well as being attractive places to live and work.

## Local Context

- 3.22 The Cycling and Walking Strategy has been prepared in the context of a number of key sub-regional and local policy and strategy documents. The Strategy will also assist in the achievement of a range of aims and objectives across these policies and strategies.



## Leicester and Leicestershire Strategic Transport Priorities 2020-2050

- 3.23 This document highlights where Leicestershire County Council and Leicester City Council will work together to deliver common transport aims and objectives, including those in support of the Leicester and Leicestershire Strategic Growth Plan (LLSGP). There are ten principal transport aims within the document, all of which the Cycling and Walking Strategy will contribute towards:
- improve connectivity
  - support and drive the economy to unlock growth
  - create high quality environments for communities to thrive
  - ensure development is sustainable and maximises social and environmental benefits
  - support the transition to a low carbon and circular economy
  - support national and international efforts in combatting the impacts of, and adapting to, climate change
  - maximise opportunities from technological innovations
  - address wider social challenges including accessibility, severance, and deprivation
  - improve public health, by tackling sedentary behaviour and poor air quality
  - focus transport investment and funding to achieve the biggest impact for the city and county

## Leicester and Leicestershire 2050: Our Vision for Growth

- 3.24 The Leicester and Leicestershire Strategic Growth Plan (2018) indicates that across Leicester and Leicestershire some 96,580 homes and 367-423 hectares of land for employment use are needed in the period 2011-31. An additional 90,500 homes will also be required across Leicester and Leicestershire from 2031 to 2051.
- 3.25 The Cycling and Walking Strategy has a key role in seeking to ensure that as many of these new homes as possible are delivered in locations where everyday journeys are walkable or cyclable, as well as incorporating new cycling and walking infrastructure into new settlements and employment sites.

## **Working Together for the Benefit of Everyone: Leicestershire County Council's Strategic Plan (2018 – 2022)**

3.26 Our corporate vision, set out in the Strategic Plan, is for “Leicestershire to have a strong economy that creates the best life chances for all. People are well and safe, living as part of great communities where people enjoy life with maximum independence in quality homes that are affordable.” The Strategic Plan, which is currently under review, has five priority outcomes that guide all activities of the council. The Cycling and Walking Strategy will assist in achieving these outcomes as follows:

### **Outcome 1: Strong Economy**

Leicestershire's economy is growing and resilient so that people and business can fulfil their potential.

The Strategy aims to deliver the correct conditions to support a thriving local economy that will attract further investment by:

- ensuring that people without access to a private car are able to use alternative modes to reach their place of work
- contribution to a reduction in congestion in Leicestershire which will subsequently reduce delays and journey time variability

### **Outcome 2: Wellbeing and Opportunity**

The people of Leicestershire have the opportunities and support they need to take control of their health and wellbeing.

The Strategy aims to enable individuals to take control of their own health and wellbeing, and to support a clean and green environment that supports active lifestyles. The Strategy will improve wellbeing by:

- supporting the development of an environment that encourages active lifestyles which will improve physical and mental health
- creating a clean and green environment where the negative impacts of air pollution on communities are minimised

### **Outcome 3: Keeping People Safe**

People in Leicestershire are safe and protected from harm.

With perceptions of safety being a barrier to walking and cycling, the Strategy aims to ensure that people in Leicestershire can travel safely on foot or by bike by supporting the delivery of new and improved infrastructure and training people to become confident cyclists. The Strategy:

- aims to make active travel a safe option
- recognises problems relating to high road traffic speeds and the negative impact on safety for those opting to cycle and walk
- supports improving and providing new active travel infrastructure to increase safety



#### **Outcome 4: Great Communities**

Leicestershire communities are thriving and integrated places where people help and support each other and take pride in their local area.

The Strategy will support the development of great communities where active travel is encouraged. This will be achieved by:

- creating walkable and cyclable new settlements that people want to live in
- improving existing settlements by improving and creating new walking and cycling infrastructure that is accessible to all

#### **Outcome 5: Affordable and Quality Homes**

Leicestershire has a choice of quality homes that people can afford.

The Strategy will support new development with significant potential to enable active travel by:

- supporting new housing developments with walking and cycling at their heart, such that residents do not need to own a car to live there
- ensuring developers contribute to the provision of active travel infrastructure

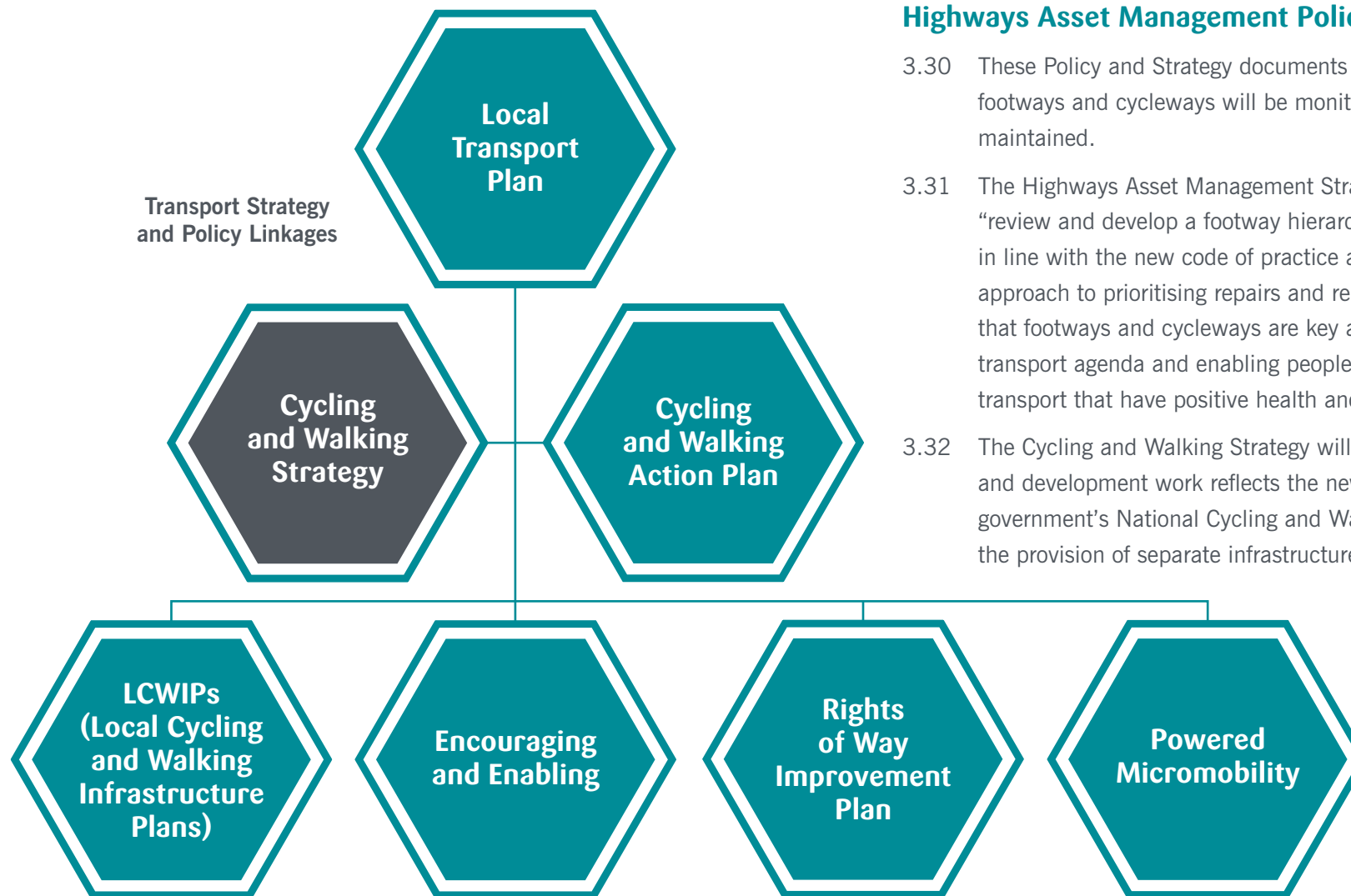
#### **Local Transport Plan**

3.27 The Leicestershire Local Transport Plan 3 (LTP3) is in the process of being revised. The strategic transport goals outlined in LTP3 will also underpin LTP4, focussing on a transport system for Leicestershire which:

- supports a prosperous economy
- is sustainable, well-managed and maintained
- reduces the county's carbon footprint
- promotes equality of opportunity
- improves residents' safety, health and security
- improves quality of life

3.28 This Strategy will contribute to the achievement of all of the these goals.

3.29 The relationship between the Local Transport Plan, the Cycling and Walking Strategy and associated Action Plan and other transport strategies and plans is shown in the figure below and following paragraphs. This Strategy will inform the preparation of a number of related policy and strategy documents, which are discussed in Section 6 Creating Change.



## Highways Asset Management Policy and Strategy

- 3.30 These Policy and Strategy documents outline how the county's footways and cycleways will be monitored, managed and maintained.
- 3.31 The Highways Asset Management Strategy states that we will “review and develop a footway hierarchy (and cycle hierarchy) in line with the new code of practice and develop a risk-based approach to prioritising repairs and renewals, recognising that footways and cycleways are key assets in the sustainable transport agenda and enabling people to choose modes of transport that have positive health and minimal carbon impacts.”
- 3.32 The Cycling and Walking Strategy will ensure that this review and development work reflects the new priorities outlined in government's National Cycling and Walking Strategy, including the provision of separate infrastructure for cycling and walking.

## Network Management Plan

- 3.33 The Network Management Plan is an operational plan that supports the delivery of our Local Transport Plan. The Plan sets out the range of activities we undertake to manage the operation, performance and development of the road network. Reducing the demand on our existing network, particularly from single occupancy car use, and reducing the need to travel is a primary focus of the Plan.
- 3.34 The Plan includes the range of options which will be considered to reduce demand, which includes sustainable transport infrastructure for walking, cycling and micromobility (e.g. electric scooters), as well as behaviour change measures including cycle training.
- 3.35 The Cycling and Walking Strategy has considerable scope to assist in delivering the Network Management Plan by replacing more single occupancy car journeys with cycling and walking trips, thus easing local traffic pressures, tackling congestion and helping to make journey times more reliable for all travellers.

## Health

### Joint Strategic Needs Assessment

- 3.36 Our Joint Strategic Needs Assessment (JSNA, 2018-2021) analysed the health of the county's population with a view to improving health and wellbeing and minimising inequalities. Of particular relevance to the Cycling and Walking Strategy, the JSNA local overarching strategic recommendations include:
- Prioritise cycling and walking as the preferred means of transport in Leicestershire, including health impact assessments on new large developments, adoption of 20mph limits/zones where appropriate, and providing cycling and walking infrastructure
  - Co-ordinate with local planning authorities to influence policy and planning guidance, increasing, provision of active travel and high-quality walking infrastructure in new developments
  - Coordinate work on active travel / rights of way linked to wider physical activity programmes commissioned by public health
  - Promote use of rights of way and access to green spaces, including the council's own parks

## Leicestershire Air Quality and Health Joint Action Plan (2020 - 2024)

- 3.37 Owned by the county council, the Air Quality and Health Joint Action Plan is a partnership Plan, delivered jointly with the Leicester, Leicestershire and Rutland Clinical Commissioning Group, University of Leicester and the following district councils - Blaby, Charnwood, Harborough and North West Leicestershire.
- 3.38 The Plan recognises that air pollution has a significant impact on public health and wellbeing, and poor air quality is the largest environmental risk to public health in the UK. Road vehicles are the main pollution source that people are exposed to in the most populated urban environments and the pollutants they cause and emit have the greatest health impacts.
- 3.39 The key aims of the Action Plan are to:
- i. Reduce the impact of poor air quality on the health of residents, workers and visitors, and the environment
  - ii. Raise public awareness of air quality, its impact on health and personal protection measures to promote sustainable behaviour change
  - iii. Increase our understanding of the state of air quality in Leicestershire and the impact of measures to improve air quality
  - iv. Meet and exceed statutory obligations and national targets on air quality
- 3.40 Three priorities were determined by partners as the focus of collaborative action during the Plan period:
- i. Active and sustainable travel: This work should act as a catalyst for behaviour change and modal shift to green travel. Each authority, with support from the County's Safe and Sustainable Travel team, will be expected to promote active travel to their residents and workforce.
  - ii. Planning and development strategies and proposals: Guidance and frameworks should be developed with and for planners to support measures to improve air quality and identify and address developments which may worsen air quality. Each authority will be expected to contribute to the healthy design guide programme of work.
  - iii. Information sharing and campaigns: It is important that steps are taken to understand the public's views, knowledge, attitudes and motivations, in order that they can be engaged in developing actions which are aligned with their priorities. Each authority will be expected to promote countywide campaigns.
- 3.41 This Cycling and Walking Strategy will assist in delivering on the first priority, as well as informing the achievement of priority two and three.



## Leicestershire Joint Health and Wellbeing Strategy

- 3.42 The Leicestershire Joint Health and Wellbeing Strategy (2017-2022) aims to improve health outcomes for the local population and manage future demand on health and care services. Two of the ways in which this will be achieved are by:
- putting health and wellbeing at the centre of all public policy making by influencing other agendas such as economy, employment, housing, environment, planning and transport
  - supporting people to avoid ill health, particularly those most at risk, by facilitating solutions, shifting to prevention, early identification and intervention
- 3.43 Increasing the amount of active travel in people's daily lives has great potential both to prevent ill health and improve the health and wellbeing of Leicestershire's population. The Cycling and Walking Strategy will have an important role in encouraging and enabling people to choose to make more of their journeys on foot or by bike.

## Healthy Weight Strategy

- 3.44 The Draft Healthy Weight Strategy (2021-2026) sets out our partnership priorities and approach to promote a healthy weight and tackle obesity in Leicestershire. The aim of the Strategy is "to increase the number of adults, children and families who are a healthy weight in Leicestershire by 2026."
- 3.45 The Draft Healthy Weight Strategy is aligned with other strategies including Leicestershire and Rutland Sport's Physical Activity and Sport Strategy (2017-2021), which set out a long-term vision for physical activity and sport across Leicester, Leicestershire and Rutland.

- 3.46 It is clear that the inclusion of all age groups and sectors of society within the Cycling and Walking Strategy will contribute towards the achievement of the Draft Healthy Weight Strategy's key aim.

## Environment Strategy

- 3.47 Through our Environment Strategy (2018 – 2030) we are committed to minimising the environmental impact of the council's activities and to improving the wider environment through local action. The Strategy aims to reduce pollution and the environmental impacts of travel and transport and seeks to protect people from harm caused by the deteriorating condition of the environment.
- 3.48 Our pledges for Leicestershire to become carbon neutral as an authority by 2030 and as a county by 2045, further demonstrates our commitment to improving Leicestershire's environment for present and future generations. The Cycling and Walking Strategy will play an important role in encouraging people to adopt more sustainable travel habits in order to improve the county's air quality and health.
- 3.49 The Joint Strategic Needs Assessment, one of numerous documents which informed the Environment Strategy, recommends that "Planning and Highways Authorities should seek to implement a hierarchy of sustainable travel which prioritises walking and cycling above other forms of transport. This includes prioritising investment in walking and cycling infrastructure, especially where this would encourage and facilitate active travel to schools and workplaces in areas of high urban density."





Increases in  
cycling, e-biking  
or walking over time  
independently lowers  
mobility-related lifecycle  
CO2 emissions

Get on your bike: Active transport  
makes a significant impact  
on carbon emissions  
(University of Oxford, 2021)



# 4. Cycling and Walking Engagement

## Introduction

- 4.1 As the transport authority for the county, we undertake engagement activities on a regular basis with a view to improving cycling and walking in Leicestershire. In preparing this Strategy, we engaged with the public, stakeholder groups, internal departments across the county council and the district councils, to ensure that the final document considers and reflects a wide range of views.
- 4.2 The Strategy was developed in collaboration with colleagues in our Public Health, Environment and Transport departments. Their views were gathered via a series of interviews to determine how the Strategy could meet a wide range of aims and objectives relating to health and wellbeing, air quality, traffic congestion, safety, etc.
- 4.3 We engage with the district councils via regular meetings to ensure that they are fully aware of, and able to comment on, county policy and strategy issues and initiatives. The district councils were invited to feed their views on the Strategy to us, as well as being encouraged to promote completion of the online survey by local residents.
- 4.4 The views of stakeholders were obtained via a series of focus groups and the public were consulted via an online survey.

## Focus Groups

- 4.5 Focus groups were held with a wide range of stakeholders external to the council, including national and local cycling and walking advocacy groups, representatives of leisure cycling and walking groups, disability groups and under-represented groups, as well as public transport representatives.
- 4.6 The purpose of these groups was to develop our understanding of the elements that stakeholders wished to see incorporated within the Strategy and Action Plan.
- 4.7 The key findings from these groups were:
  - **Opportunities** – urban areas were generally thought to have the greatest potential for walking and cycling, with e-bikes and bike hire schemes both raised as key opportunities for encouraging those who do not currently cycle. The use of existing team members, such as Local Area Co-ordinators or other low-level community engagement strategies were raised as options to identify opportunities for ‘quick-wins’ in terms of walking and cycling.
  - **Barriers** – the two main barriers to walking and cycling in Leicestershire that were raised were the diversity of the County in terms of rural/urban places, and the general lack of an existing network (and current data about it, including location and quality). The current network is perceived as unconnected and piecemeal, with inconsistent maintenance.

- **Consultation and engagement** – both consultation and engagement were raised as central to the Strategy for ensuring that the outcomes of it were appropriate and supported in the local community.
- **Strategy** – the two most common points related to realism (that the Strategy should not be wildly optimistic, but clearly attainable), and integration. Taking an integrated approach in every sense (infrastructure and behaviour change measures, public health teams working with transport teams, etc) was seen as key to the success of the Strategy.
- **Action Plan** – suggestions were most commonly related to ensuring that measures were not implemented in isolation (e.g. infrastructure implemented without any community engagement or behaviour change measures).
- **Monitoring and Evaluation** – the availability of data and the existing evidence base were both seen as significant concerns in Leicestershire. Establishing a robust evidence base was repeatedly raised as a key priority, both to ensure the implementation of the measures in the Strategy, and to secure funding for future works.

4.8 Follow-up focus groups were held with representatives of the same stakeholder groups following preparation of the draft Strategy and action plan to ensure that their main thoughts and concerns had been addressed prior to the Strategy being finalised.

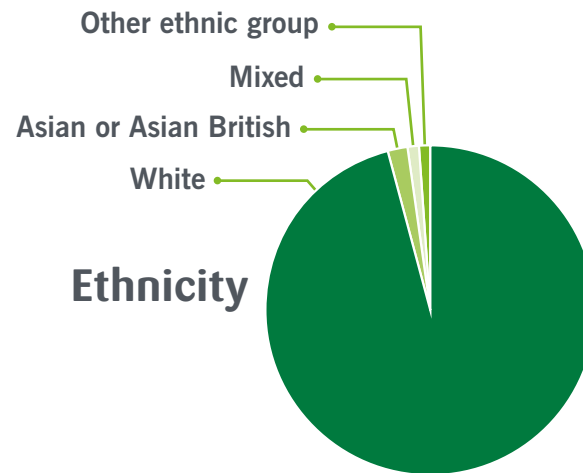
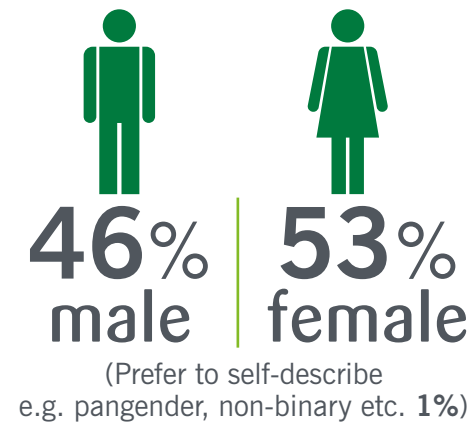
## Cycling and Walking Survey

- 4.9 An online survey conducted between 27th Jan and 14th March 2021 explored:
- how people usually travel in Leicestershire (pre-COVID-19)
  - how people expected their travel methods to change, if at all after COVID-19
  - any barriers faced when carrying out journeys by foot, wheelchair / mobility scooter or by bike
  - extent of agreement on a number of statements about walking and cycling, and
  - suggestions of other improvements to encourage people to walk and cycle in Leicestershire
- 4.10 Overall, respondents were supportive of the types of measure which central government is encouraging us to introduce and improve in order to increase active travel. Our Strategy has been prepared in consideration of the strength of feeling expressed by survey respondents, incorporating both infrastructure actions to improve the safety of the cycling and walking environment, as well as engagement and encouragement actions to improve perceptions of safety as a result of cycle training and support measures.



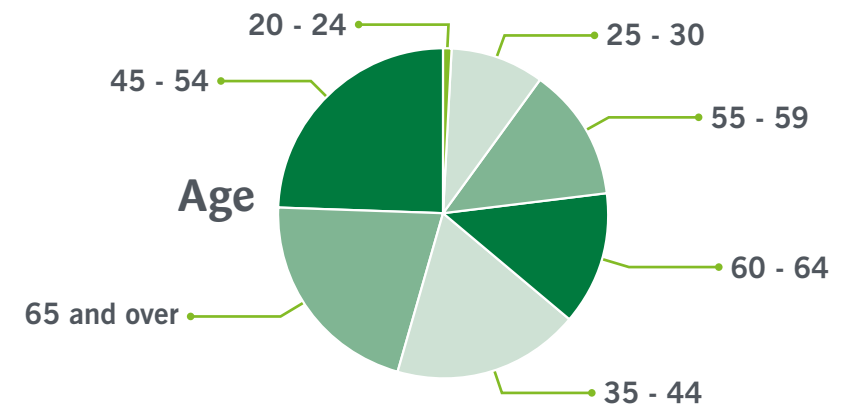
## Cycling and Walking Survey

27th January - 14th March 2021 - **RESPONSES: 2,425**

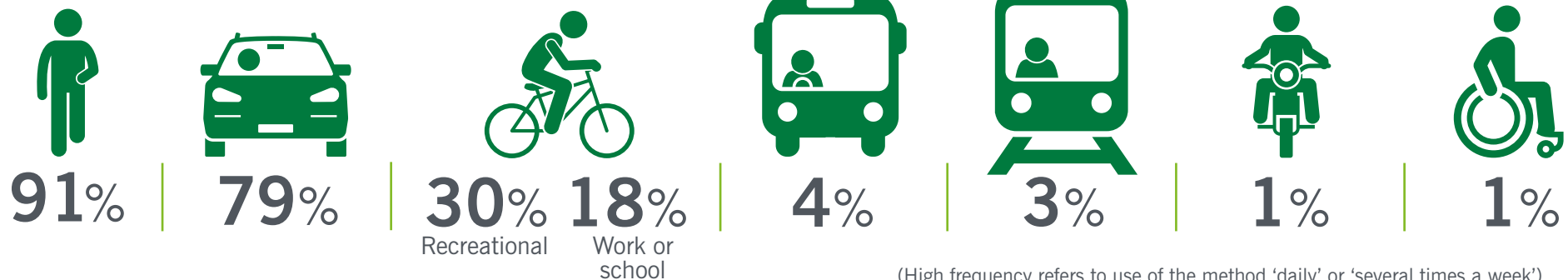


## RESPONDENTS

**92%** were  
Leicestershire residents



## HIGH FREQUENCY TRAVEL METHODS



(High frequency refers to use of the method 'daily' or 'several times a week')

## HOW YOU EXPECT MORE OF YOUR JOURNEYS TO BE MADE AFTER COVID-19

(Respondents were able to indicate more than one mode option)



### TOP 5 BARRIERS TO WALKING IN LEICESTERSHIRE



- Concerns about danger from vehicles **67%**
- Cars parked on pavements **66%**
- Poor condition of footways/pavements **64%**
- Journeys too far to walk **61%**
- Poor lighting **56%**

### TOP 5 BARRIERS TO CYCLING IN LEICESTERSHIRE



- Road safety concerns **81%**
- Lack of dedicated cycle lanes **80%**
- Lack of integrated cycle network **80%**
- Poor road layouts **74%**
- Lack of safe storage at destination **66%**



#### AGREEMENT WITH STATEMENTS ABOUT WALKING IN LEICESTERSHIRE

- 94%** More people should walk for short journeys instead of using a car
- 79%** Access for pedestrians should be a priority in town centres
- 63%** Pedestrians should be provided with separate paths away from cyclists
- 58%** 20mph speed limits would make walking safer in built up areas from other vehicles
- 58%** Walking is not at all practical for the journeys I make



#### AGREEMENT WITH STATEMENTS ABOUT CYCLING IN LEICESTERSHIRE

- 83%** Cyclists should be provided with separate cycle tracks away from other traffic
- 82%** More people should use bikes for short journeys instead of using a car
- 68%** 20mph speed limits would make cycling safer in built up areas
- 65%** More road space should be allocated to cyclists even if this means taking space away from other vehicles

(% is a combination of 'strongly agree' and 'tend to agree' responses)

**1,773**  
respondents  
suggested  
improvements to  
encourage more  
walking and cycling  
in Leicestershire

- wider, segregated cycle lanes
- maintenance of cycle lanes and footpaths
- priority for cyclists, particularly at junctions
- improved lighting, signage and road markings

- joined up routes and better signage
- cyclist-awareness training for drivers
- more cycle training and promotion
- pedestrianising town centres

- routes that can be used by people with mobility difficulties
- reopen disused railway lines for cycling and walking
- address parking on footpaths and cycle lanes







Investment in walking and cycling infrastructure or behaviour change programmes can be expected to deliver low cost, high-value dividends for individual health, the NHS, the transport system and the economy as a whole.

Working Together to Promote Active Travel:  
A briefing for local authorities  
(Public Health England, 2016)



## 5. Vision, Objectives, Policies and Targets

- 5.1 In order to deliver on our health, social and climate ambitions and to support 'green growth', a step change in cycling and walking is required in Leicestershire.
- 5.2 We are committed to delivering on the aims and objectives established in Gear Change: the National Cycling and Walking Strategy and the associated Local Transport Note 1/20. When designing new infrastructure, this will include:
- treating cyclists as vehicles, not as pedestrians
  - separating cyclists from pedestrians
  - separating cyclists from other traffic
  - joining routes together and making routes logical and direct
  - creating healthy streets and spaces
- 5.3 Delivering on the government aims and ambitions will require prioritising cycling and walking facilities in urban areas and key corridors over motorised vehicles, to assist people to make their regular journeys by cycling and walking. In design of all new highway schemes we will incorporate cycling and walking measures in line with government mandate. Some examples of the ways we will consider prioritising cycling and pedestrians and creating segregated facilities are:

- Reducing number of motor vehicle running lanes
- Introduction of one-way schemes
- Prioritised signalling for cyclists and pedestrians at junctions and crossings
- Low traffic neighbourhoods and school streets initiatives
- Pedestrianisation

- 5.4 Our bold vision for the future of cycling and walking in Leicestershire is:



5.5 This will be achieved by using all ‘levers’ that are available in Leicestershire. The design and implementation of new infrastructure measures will go hand in hand with behaviour change programmes to help unlock its potential, as well as ensuring that new developments are designed with active travel in mind from the outset. It is intended that this Strategy and the associated Action Plan, will result in walking and cycling becoming more possible and attractive for everyone in Leicestershire. Working in partnership with the district councils to update their development planning policies in line with the principles for cycling and walking outlined in this Strategy will also help to achieve our vision.

5.6 **The three key objectives of the Strategy are:**

- **To enhance the infrastructure that supports cycling and walking in Leicestershire** by upgrading existing and providing high quality new segregated infrastructure, cycle parking, pedestrian crossings and traffic reduction measures to create healthy streets and spaces.
- **To enable people to cycle and walk in Leicestershire** by providing cycle training, working with schools and workplaces to provide people with the required skills and information.
- **To inspire a step change in cycling and walking in Leicestershire** by targeted promotion, engagement and encouragement to instil confidence so that people from all backgrounds choose to walk and cycle more.



## Policies

5.7 The policies that underpin this Cycling and Walking Strategy support the wider objectives and goals of the authority's key strategies and plans, including our Local Transport Plan.

Cycling and Walking Policies	
<b>Policy 1</b>	To work with district council partners through the development plan process to seek to ensure that new developments are located in places that offer genuine opportunities to make everyday trips using active modes
<b>Policy 2</b>	To influence planning approvals to ensure that new residential and employment developments are built in line with current cycling and walking guidance, and commit land developers to provide funding for behavioural change revenue measures
<b>Policy 3</b>	To improve existing and deliver new infrastructure to support cycling and walking, including the provision of segregated cycle routes and prioritisation of active modes in accordance with Gear Change and LTN1/20
<b>Policy 4</b>	To maximise opportunities for people to undertake cycling and walking as part of journeys linking with passenger transport (bus and rail)
<b>Policy 5</b>	To work toward replacing a significant number of everyday local car journeys with cycling and walking journeys
<b>Policy 6</b>	To increase numbers of everyday journeys made by cycling and walking – contributing to the national target of half of all journeys in towns and cities being cycled or walked by 2030
<b>Policy 7</b>	To continue to deliver cycle training to as many groups of people as possible under our Choose How You Move brand, to increase the attractiveness of cycling as a transport mode for everyone in the county
<b>Policy 8</b>	To maximise opportunities to improve road safety for people walking and cycling in line with our wider road safety aims
<b>Policy 9</b>	To improve the health of people who live in Leicestershire by helping them to build active travel into their daily lives
<b>Policy 10</b>	To continue to work in partnership with Leicester City Council via our Choose How You Move brand to encourage and enable people to cycle and walk for more of their journeys via targeted awareness raising activities
<b>Policy 11</b>	To collect, maintain and analyse cycling and walking data to provide a robust evidence base to inform all initiatives

## Targets

5.8 Leicestershire County Council is committed to increase levels of active travel in the county and is setting ambitious targets to meet the challenges of improving public health, air quality and congestion.


Our targets over the next 10 years are to:

- **Increase cycle and walking trips to schools and education by 10%**
- **Increase commuting cycle and walking trips to employment by 10%**
- **Increase the levels of walking and cycling trips in the county by 15%**

5.9 The ability to deliver on these ambitious targets is reliant on equally ambitious long-term funding commitment by government, to enable us to meet the challenges. We will review these targets in line with future government active travel targets and monitor our progress against these targets in line with our Action Plan. As part of our monitoring approach we will be establishing baseline data for cycling and walking trips, which we will monitor and evaluate future progress from, so that we have local travel data to inform our work towards meeting our targets.







Switching to active modes of travel like walking and cycling are ways that many of us can contribute to cleaning up the air in our communities.

Active travel: good for body, mind and the environment, (Grantham Institute, 2020)

## 6. Creating Change

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- 6.1 To achieve the objectives of the Strategy, there are two main components in delivering a step change in cycling and walking - **Infrastructure** and **Enabling and Encouraging**. These two 'levers' are intrinsically linked, and it has been demonstrated time and again that one will not be successful without the other.<sup>28</sup> Beyond the combination of infrastructure and enabling and encouraging, the widespread uptake of walking and cycling requires a deep system change, which will require collaboration across sector and administrative boundaries.

### Infrastructure

- 6.2 The provision of new and improved infrastructure (and maintenance of existing infrastructure) for safe, enjoyable walking and cycling is essential to achieve the vision of making walking and cycling the natural choice for short journeys. Leicestershire is a diverse rural county; this means that interventions may differ between urban and rural locations, and the choice of infrastructure needs to reflect the local context. Local Cycling and Walking Infrastructure Plans (LCWIPs) will define this at a local level. LCWIPs will be produced collaboratively by the county council, district councils and wider stakeholders where applicable, in conjunction with broader, area-based transport strategies, creating compatible strategies for the implementation of infrastructure for cycling and walking. In this section of the Strategy, we outline the options for infrastructure for improving the attractiveness of walking and cycling.

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<sup>28</sup> [Impact of the Local Sustainable Transport Fund: Synthesis of Evidence \(Report to Department for Transport by Transport for Quality of Life, 2018\)](#)

## Placemaking and Public Realm

- 6.3 Often, the best support for people both walking and cycling is to reduce the number of cars and other traffic and their speed. Interventions that discourage rat-running, speeding and pavement parking can be combined with interventions that encourage people to experience places on foot or by bike, including benches, plants and lighting to improve the experience of a place and make walking and cycling the obvious choice for short journeys.
- 6.4 Key findings from 20 case studies together with an investigation of the literature, suggest that quantifiable returns can be made when making places more pedestrian-friendly, in terms of footfall, urban regeneration and perceptions of a place'.<sup>29</sup> The 'Pedestrian Pound' report contends that, compared with other often more costly transport options, improving a place for pedestrians and cyclists can offer a good return on investment, especially for retailers.
- 6.5 Measures might include:
- pedestrianisation of shopping streets
  - implementation of School Streets
  - creating 'Low Traffic Neighbourhoods'

- 6.6 Specific interventions for reducing traffic volumes and speeds might include:

- 20mph zones
- filtered permeability – which describes design of our streets and urban realm that allows through journeys for selected modes of transport, typically walking and cycling (and sometimes buses), but removes it as a through route for motor traffic.<sup>30</sup>
- pedestrian crossings

### Example of filtered permeability



<sup>29</sup> The Pedestrian Pound: The business case for better streets and places (Living Streets, 2020)

<sup>30</sup> Filtered permeability (Cycling Embassy of Great Britain, date unknown)

## Dedicated Cycling Infrastructure

- 6.7 In addition to reducing car volumes and speeds, cycling can be encouraged by providing dedicated cycle infrastructure. In general, there is less existing cycle infrastructure than walking infrastructure, meaning that providing new cycle infrastructure is a key part of encouraging more people to walk and cycle.
- 6.8 All new highways schemes must prioritise the safety and comfort of people cycling above motorised vehicles. New infrastructure must be linked to existing routes in order to create a coherent network as much as possible.

## New Infrastructure

- 6.9 The government's new Local Transport Note (LTN1/20) has updated design guidance for cycling infrastructure. The key design principles focus on cyclists being separated from other traffic and pedestrians, as well as cyclists being treated as vehicles rather than as pedestrians. The guidance also stresses the importance of routes being designed to be direct and for routes to link together in a network, whilst avoiding the requirement for cyclists to dismount.
- 6.10 All new cycling infrastructure in Leicestershire will be designed to incorporate these principles to create active, healthy streets and spaces.

## Existing Infrastructure

- 6.11 Existing cycle infrastructure in the county is also important. Existing facilities will be mapped and assessed for suitability, creating a plan for their maintenance and upkeep. This will help with the planning of new routes, which must link into existing routes in order to create a coherent network of cycle accessibility. We recognise that upgrading existing infrastructure to the standards outlined in LTN1/20 is the primary goal, however historic urban areas present some challenges. We will assess the network of existing routes and prioritise those where improvement to meet the national standard would be achievable, in considerations of the various factors, such as funding availability, engineering constraints and availability of space for upgrading.

## Cycle Parking

- 6.12 Cycle parking is essential to enabling journeys by bike. Cycle parking needs to be available at any destination people might wish to cycle to. This includes:
- Secure on-street cycle parking outside high-street shops (e.g. Sheffield stands)
  - Secure on-street parking outside blocks of flats (e.g. Bike Hangar)
  - Secure cycle parking at rail stations and/or bus stops (e.g. Cycle hubs)
  - Secure cycle parking at workplaces including offices, with additional features such as lockers and showers for employees who cycle, run or walk to work
  - Cycle parking at new private residential dwellings, as appropriate

- 6.13 Cycle parking must not obstruct the footway or take space away from a cycle path. Wherever possible it should take the place of car parking, as a much more efficient use of space. Providing charging points for electric bikes will also be investigated.

## Micro-mobility

- 6.14 The use of bike hire schemes, whether they are docked or dockless, unpowered or electric, have been shown to be a great way of boosting cycle travel in urban areas. Although a different urban context, the Transport for London Cycle Hire scheme in London (implemented in 2010 saw 90,000 users registered and one million cycle rides taken in the first 10 weeks of operation.<sup>31</sup> Leicester has recently implemented a large e-bike hire scheme, with 500 electric bikes available from 50 locations across the city. There are plans for this to be extended into more suburban areas, and it may be implemented in other towns across Leicestershire, with particular potential in Loughborough owing to the sizeable student population.
- 6.15 E-scooters are currently gaining popularity in the UK. Leicestershire County Council will base its approach to e-scooters on the outcomes from ongoing trials and forthcoming government legislation. This will be included in a separate supporting document which will sit beneath this Strategy.

## Dedicated Walking Infrastructure

- 6.16 In the same way as people cycling need dedicated infrastructure, so too do those who walk. All new highways schemes must prioritise the safety and comfort of people on foot above motorised vehicles.
- 6.17 Walking infrastructure is important for improving road casualties. In 2019, pedestrians accounted for 27% of road deaths nationally.<sup>32</sup>
- 6.18 In addition, high quality, seamless walking infrastructure is vital for people with disabilities. Someone who uses a wheelchair to get around may have their entire journey stopped by the absence of one dropped kerb, something that an able-bodied person might not even notice. People using pushchairs are also disproportionately affected by inconsistent or low-quality walking infrastructure. The results from the online survey indicated that two-thirds of respondents considered cars parked on pavements to be a barrier to people walking more in Leicestershire, while just under two-thirds of respondents felt that the poor condition of footways and pavements was also a barrier to more walking.

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<sup>31</sup> [London's Cycle Hire Scheme \(Centre for Public Impact, 2016\)](#)

<sup>32</sup> [Reported road casualties in Great Britain: 2019 annual report \(Department for Transport, 2020\)](#)



## Footways

- 6.19 Most highways already have footways. As part of ongoing audit of existing walking infrastructure, we will develop a hierarchy of works for upgrading existing walking infrastructure.

## Pedestrian Crossings

- 6.20 The greatest danger to people walking is when crossing the road. Providing safe crossing points that prioritise the needs of people on foot are essential to minimising 'risky' crossings and a key way to reduce road danger. 'Good' pedestrian crossings should:
- Be direct (e.g. ideally not staggered)
  - Reflect desire lines
  - Have short waiting times (e.g. at signalised crossings)
  - Have good visibility (e.g. avoiding parked cars and blind corners)<sup>33</sup>
- 6.21 Pedestrian crossings near key destinations including schools and transport hubs are especially important.
- 6.22 All new pedestrian crossing locations are subject to an assessment process to ensure crossings are located in the right place, to allow people to cross where the demand is, but also importantly where it is safe to do so.

## Public Rights of Way (PRoW)

- 6.23 Leicestershire is a diverse county in terms of the mix of landscapes and rural and urban environments. The network of Public Rights of Way (PRoW) provides access to outdoor spaces for many residents for a range of recreational uses including cycling, walking and horse riding. The use of the PRoW network has greatly increased during the COVID-19 pandemic. We have a PRoW Improvement Plan and a team of officers who are responsible for monitoring and maintaining the PRoW network.
- 6.24 Maintaining and improving this network of paths will form a part of the approach to increasing levels of walking in Leicestershire. Consideration will also be given to cyclists (including non-standard cycles) and equestrian users in the context of bridleways and restricted byways. The current PRoW Improvement Plan is due to be revised, as an action in the Action Plan, and will reflect the vision and objectives of this Strategy, to contribute to wider environmental aims to support the creation, protection, enhancement and management of sustainable green infrastructure.

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<sup>33</sup> [Designing for Walking \(CIHT, 2015\)](#)

## Wayfinding

- 6.25 Mapping routes and providing information about them (e.g. through signposting), is an important way to enable people to use the county's new and existing walking and cycling infrastructure.
- 6.26 Signposting using time, rather than distance, can help people to think about walking and cycling as transport in the same way they might think about public transport. Often, walking or cycling in an urban area is faster than driving, which people may not realise.

### Example of signage using time rather than distance information



- 6.27 Quiet routes to specific destinations, including schools, shopping areas or employment locations, are a great way to take advantage of new or existing quieter areas for walking and cycling. Quiet routes allow people to take safer, lower-pollution routes to places they need to get to when they travel by foot or cycle. Mapping and emphasising the benefits of these routes is vital for behaviour change.

## Encouraging and Enabling Active Travel

### Officers and Governance

- 6.28 In order to ensure that walking and cycling are prioritised in every new highway scheme, they need to be at the forefront of officers' minds. This includes training that is already offered, including Healthy Streets courses, as well as accredited training on LTN1/20 to be provided by the Department for Transport in 2021. Engineers receive and will continue to receive formal training on designing for cycling and walking alongside more general highways training.

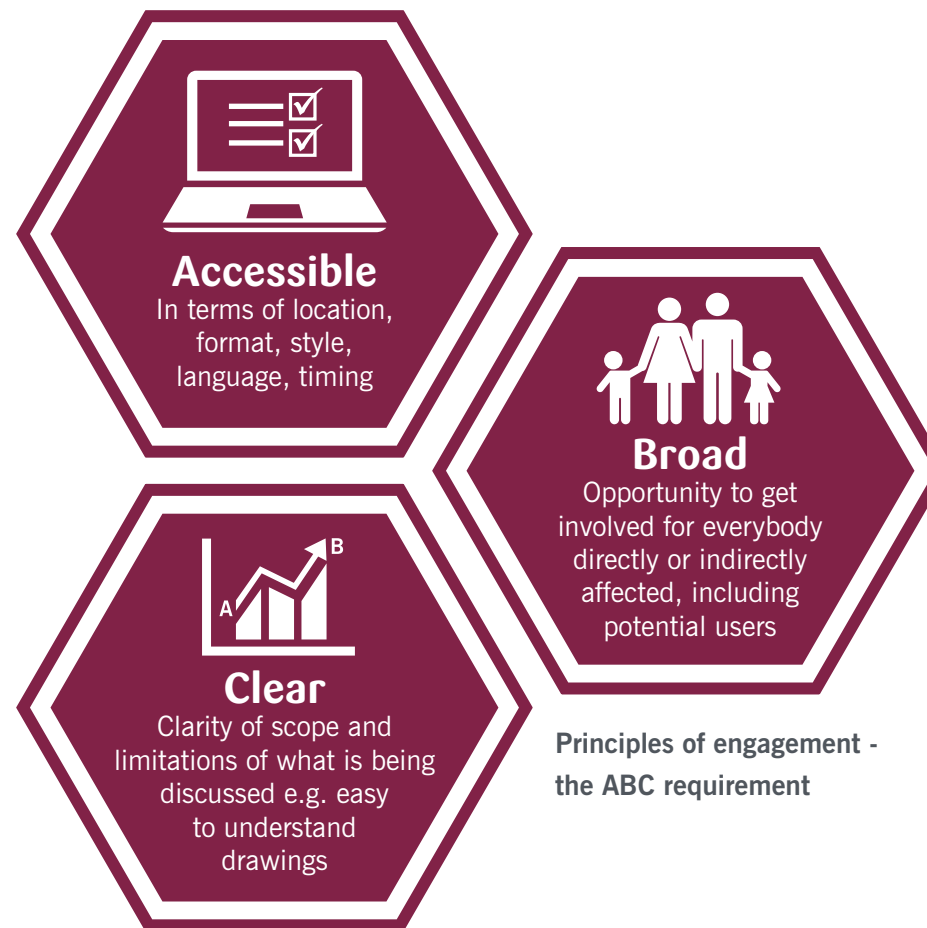
## Communication and Community Engagement

- 6.29 Communication on schemes must be clear. Where changes are planned, this must be articulated ahead of time, and when changes are made, consideration should be given to how they impact people using the street.
- 6.30 Many schemes delivered during 2020 and 2021, particularly as part of the government's Emergency Active Travel Fund, have faced opposition from a small (but vocal) group of people regarding schemes delivered across the country, and in places this could be mitigated through better community engagement. This must include collecting community opinions on what changes would best reflect their aspirations for the area, emphasising the benefits of the proposed scheme in this regard, and allowing opportunities for feedback. Prioritising walking and cycling is a key target of global, national and local government because it delivers on a wide range of objectives including health, wellbeing, equality and climate change. Effectively communicating this to communities enables them to see past any personal inconvenience they might initially experience.

## Public Consultation

- 6.31 Councils have a duty to properly consult and engage with communities when implementing new schemes. Most changes will be implemented following the approach set out in relation to LCWIPs. LCWIPs are supported by a public engagement process, which ensures that the Council understands the public's opinions on the proposed approach and helps to gain specific information about an area from the people who live there. It also ensures that no serious negative impacts are created by the scheme, for example for people with disabilities or other protected characteristics.
- 6.32 A collaborative approach to developing LCWIP's will enable key stakeholders, including the public through ongoing engagement, to help shape each LCWIP, ensuring they contain measures that improve local areas to encourage and enable as many people as possible to walk and cycle more.
- 6.33 Consultation is carried out at critical decision points, enabling the views of stakeholders to be expressed and considered. Actively engaging with a range of partners as well as the general public helps to ensure that any potential challenges are identified at the earliest opportunity, and help to support local commitment to the plans. This might include Highways England, the Canal and River Trust, for example.

- 6.34 The broad principles of good engagement, as outlined by the Department for Transport guidance for the preparation of LCWIPs<sup>34</sup> are shown below:



<sup>34</sup> [Local Cycling and Walking Infrastructure Plans: Technical Guidance for Local Authorities \(Department for Transport, 2017\)](#)



## Encouraging and Enabling Choice

- 6.35 Providing infrastructure alone will not create behaviour change and mode shift towards cycling and walking – a range of measures are needed to enable people to choose to cycle or walk for more of their journeys. The key aim is to create a culture shift in the county, taking a life-cycle approach that begins with children and includes all residents, regardless of age or background.
- 6.36 Many people have ‘perceived psychological barriers’ to walking and cycling. This can include:
- Distance - if people do not commonly walk or cycle, distances can sound intimidating or impossible when not related explicitly to time.
  - Fitness - people who do not commonly walk or cycle may not feel that they are fit enough to successfully walk or cycle.
  - Safety - particularly for walking, people may not feel that it is safe at certain times or in certain places. This particularly affects women, children and older people. Driver behaviour may also play a role in discouraging people from cycling.
  - Clothing - people who do not commonly walk or cycle may feel that they do not own the correct clothing or ‘gear’ to be able to cycle.
  - Identity - many people do not feel that they are the right ‘type’ of person to walk or cycle, perhaps based on age, gender, ethnicity, or (dis)ability.
  - Awareness - people who have never cycled before may not be able to envisage themselves doing so.

- 6.37 We will continue to educate, train and promote sustainable travel options (including walking and cycling) through our successful ‘Choose How You Move’ brand.

### Life-cycle approach to encouraging walking and cycling in Leicestershire



#### Child

- Bikeability
- Cycle / walk / scoot to school
- Safe, segregated, child-friendly infrastructure
- Leisure rides and walks (incl PRoW)



#### Young adult

- Cycle parking at schools / colleges / workplaces
- Personal Travel Planning (PTP)
- Cycle hire schemes
- Designated routes to key destinations
- Leisure rides and walks (incl PRoW)



#### Adult

- Cycle parking, showers and lockers at workplaces
- Secure cycle parking at or near home
- PTP and Adult Cycle Training
- Leisure rides and walks (incl PRoW)



#### Parent

- No parking at schools
- Cargo bike trial scheme
- Safe, segregated infrastructure
- Leisure rides and walks (incl PRoW)



#### Older adult

- Leisure rides and walks (incl PRoW)
- E-bike rental and trials
- Safe, segregated infrastructure
- Designated routes to key destinations
- Leisure rides and walks (incl PRoW)

## Schools

6.38 Working with schools is a vital part of maximising the reach of these measures. The council's Safe and Sustainable Travel team work closely with schools across the county, under the Choose How You Move brand to enable and encourage walking and cycling. Journeys to school, particularly for primary schools, are often short journeys which could easily be walked or cycled. Encouraging active travel to schools through events such as 'Walk to School Week' is one way this can be brought into the Strategy.



- 6.39 Bikeability training is already implemented across the county. Between 2015 and 2020, 13,789 children were trained to Level 2 standard. Going forward, and subject to increased government funding, we propose to train thousands more children to Level 1 or 2 standard, focussing on those in Year 6 at primary school - representing just over a third of all Year 6 pupils in Leicestershire.
- 6.40 We also use tools such as 'Modeshift STARS' which is an established Sustainable Travel Accreditation programme for primary schools across the UK. This is a national awards scheme to recognise schools demonstrating excellence in supporting cycling, walking and other forms of sustainable travel. Bronze, silver or gold star accreditation are awarded to participating schools who implement sustainable travel initiatives that result in modal shift away from the car for school journeys.
- 6.41 Encouraging active travel at a young age helps to ensure children grow up with fewer mental barriers to walking and cycling, so that they become modes of choice rather than last resort.

## Personal Travel Planning

- 6.42 Personal travel planning (PTP) is a technique that delivers targeted information, incentives and motivation directly to individuals to help them make more sustainable travel choices. It is most commonly applied to household members through a community-based programme.
- 6.43 The overall premise of PTP is to encourage people to think about their current travel habits and consider how (if at all) they could make those trips in more sustainable ways. The way this is done differs from project to project, but typically involves:
- One to one conversations either on the doorstep, or by phone between individuals and trained advisors in an attempt to motivate the individual to try new modes of transport;
  - The provision of a personalised ‘pack of information’ to the individual to help them travel more sustainably (for example local bus timetables and walking and cycling maps).
  - Encouragement to change through the offer of relevant gifts and incentives (for example pedometers, cycle lights, free public transport taster tickets).
- 6.44 PTP can also be delivered through workplaces. PTP works best when it is used alongside infrastructure changes, enabling people to understand how they might use the infrastructure in their personal journeys.
- 6.45 In Leicestershire, we will continue to deliver PTP through our ‘Choose How You Move’ brand, working in partnership with Leicester City Council.

## Working with Businesses

- 6.46 In the same way as schools, businesses (including workplaces, but also shops, for example) are a key trip destination, and the driver behind many short and medium journeys. Enabling walking and cycling journeys to businesses is vital in ensuring the future prosperity of Leicestershire’s economy. This is relevant to both existing and new employment locations in Leicestershire, with particular relevance to locations that have traditionally only been readily accessible by car, such as industrial estates.

- 6.47 Working with businesses in Leicestershire is essential to:

- a) help them to understand the many benefits of enabling their employees and customers to walk and cycle
- b) implement practical interventions that make walking and cycling easier

This might be done through personalised travel planning (as above), grants for cycle parking, lockers and showers, or themed activities such as ‘Walk to Work Week’ where appropriate. Such approaches could also be embedded within employers’ workplace wellbeing offer and engagement.

- 6.48 One example of the programmes that we implement is loaning e-bikes to employees of businesses across Leicestershire for a period of six weeks, so that they can trial using an e-bike for the journeys they make. This helps break down barriers and provides people with the option to ‘try before they buy’. This scheme has seen a 20% conversion rate of individuals purchasing their own e-bike following completion of the trial period.

## Events and Activities

- 6.49 The council's Safe and Sustainable Travel team organise a range of events and activities across the county to encourage walking and cycling and 'unlock' potential short journeys by foot and bike.
- 6.50 Organising walking or cycling events around leisure activities is one way to encourage people who may not be used to walking and cycling to 'try it out' at their own pace. This is important in removing mental barriers to walking and cycling.
- 6.51 In addition, running promotional activities such as step challenges, workplace travel clinics or themed 'weeks' can also create demand for walking and cycling amongst people who do not currently walk or cycle. These activities might also incorporate incentives such as reflective clothing, pedometers or water bottles, or through activity, health and wellbeing apps (such as 'BetterPoints').
- 6.52 We already provide Adult Cycle Training, with over 1,400 adults trained since 2012, and will continue to offer various training opportunities to help people access cycling.

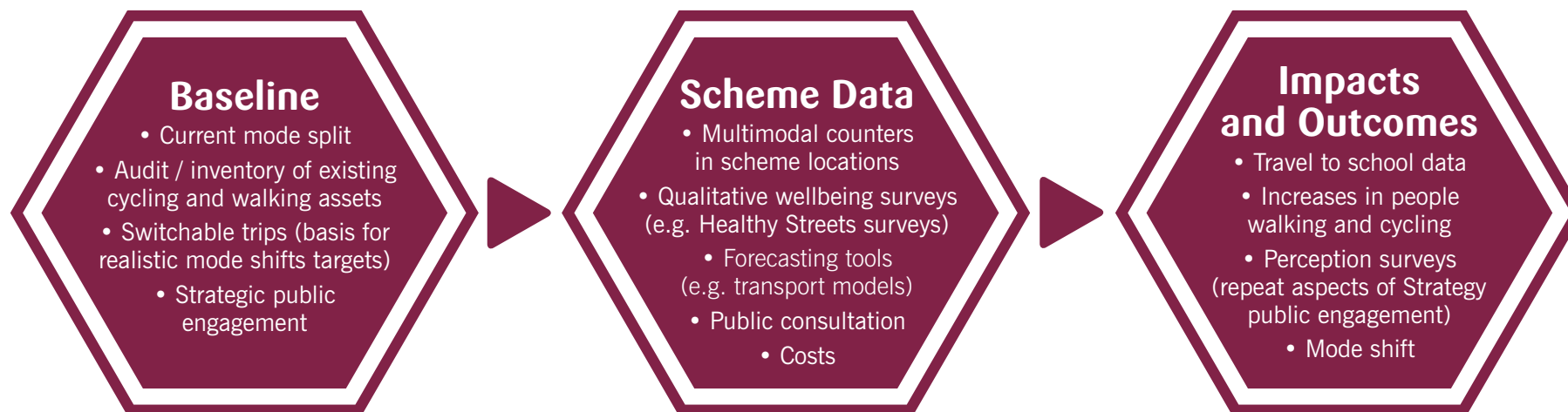
## New Developments

- 6.53 We will work with local planning authorities (the district councils) to advise on Local Plans and Supplementary Planning Documents, such as Area Action Plans and Local Design Codes, as they are prepared so that "opportunities to promote walking, cycling and public transport use are identified and pursued" in line with the NPPF. We will ensure that these plans and supplementary documents embed the principles of LTN1/20 and reinforce the expectation that developers will be expected to contribute towards the delivery of LTN1/20 compliant infrastructure – directly and/or through contributions - where appropriate.
- 6.54 We will also seek to influence the masterplanning process for larger development proposals, such as Sustainable Urban Extensions and new settlements, where there is the greatest scope and sufficient scale to allow fully LTN1/20 compliant infrastructure to be incorporated as an integral part of the design/layout.
- 6.55 As the local transport authority, the county council is a statutory consultee in relation to planning applications for new development. When considering planning applications, we will encourage local planning authorities (the district councils) to apply the guidance in the National Planning Policy Framework (NPPF), which states that new developments should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans). The absence or incomplete nature of an LCWIP should not discourage local planning authorities from working with developers to deliver sustainable new settlements.



- 6.56 The Leicestershire Highway Design Guide (HDG) provides clear and common guidance to developers across the county. The HDG assists in the delivery of housing growth, encourages sustainable development and minimises the impact of development on the highway. It also plays a vital role in the highway development management process which seeks to ensure that new development is delivered in ways that promote sustainable travel and safeguard the efficient and safe functioning of the transport system. The HDG was adopted in advance of the publication of recent government strategies and guidance such as Gear Change and LTN1/20. This Cycling and Walking Strategy will inform the revision of our HDG to ensure that developers recognise and comply with our requirements for the design of highway schemes, including the provision of cycling and walking infrastructure.
- 6.57 The revised HDG will also inform revisions to our Planning Obligations Policy, which outlines the requirements for, and the approach to, the type and level of infrastructure the county council will seek through planning obligations given by applicants (usually developers) applying to Leicestershire district councils as local planning authorities (LPAs) or to the County Council for planning permission to make it acceptable in planning terms. Cycling and walking infrastructure is included within the current Policy; future revisions will seek to ensure that as broad a range of cycling and walking measures as possible are incorporated, which may include revenue items such as active travel promotion. The district councils should use their powers as local planning authorities to hold developers to high standards and approaches should be as consistent as possible between districts.

- 6.58 As such, developments should include:
- Secure cycle parking at residences, shops, transport hubs and workplaces
  - Location of services with consideration given to walking and cycling routes and distances
  - Developer contributions to improve walking and cycling facilities on existing highways impacted by developments, as well as revenue funding to support encouraging and enabling activities. Where appropriate this could also include 'in kind' contributions of land adjacent to existing highways, that would allow new facilities to be provided (or existing facilities to be widened)
- 6.59 The county council will also continue to seek commitment from developers to produce and implement Travel Plans through the Development Planning process. Travel Plans are key to encouraging and enabling occupants of new developments to walk or cycle, by ensuring they have access to information regarding the walking and cycling options available to them. This is achieved via a series of initiatives and incentives that the developer is responsible for delivering. Travel Plans are expected to be active for up to five years after a development becomes occupied, and are monitored annually by the authority.



## Monitoring and Evaluation

6.60 Developing a baseline for monitoring and evaluating interventions implemented under the banner of this Strategy is important for:

- Understanding the demand (including ‘untapped’ demand) for cycling and walking
- Engaging communities in the positive impacts of schemes
- Understanding the negative impacts of cycling and walking schemes, with a view to altering and upgrading them to mitigate these issues
- Demonstrating the benefits of schemes in justifying funding for future schemes


6.61 There are several steps of data collection that are necessary for this process.

6.62 There are plans for the installation of multimodal computer aided camera counters to monitor pedestrian and cycle movements at all times in LCWIP areas (towns and urban fringe) to help build the evidence base. In addition, scheme specific monitoring infrastructure will be provided, as well as surveys to capture qualitative data on the impacts of specific schemes.

6.63 We will explore opportunities for, and where appropriate develop, new and improved forecasting models, with increased capability to capture and assess the potential impacts / benefits of cycling and walking interventions.

6.64 Collecting, maintaining, and analysing data is key to establishing a robust evidence based approach. We will continue efforts to develop a robust evidence base, through existing survey approaches, in addition to collecting walking and cycling data from new technologies including computer aided camera counters. This robust evidence base will support the development of future funding bids to government for infrastructure and behavioural change programmes, to assist in the delivery of the Cycling and Walking Strategy’s aims.





People often think  
that encouraging bikes  
and walking causes  
congestion - but it doesn't,  
if you do it properly...

Gear change: a bold vision  
for cycling and walking  
(Prime Minister -  
Department for Transport 2020)

# 7. Going Forward

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- 7.1 This Strategy sets the context for increasing cycling and walking in Leicestershire, and the UK more widely. The Strategy is ambitious, but realistic, with meaningful commitment, and will help deliver on many of our goals in terms of supporting connectivity, reducing carbon emissions and improving health and wellbeing.
- 7.2 The Strategy is supported by an Action Plan, which provides timescales for the actions that will constitute the delivery of the Strategy, and the achievement of our key aims for walking and cycling. The Action Plan will be updated on an annual basis, allowing the tasks in it to shift in terms of timescales and in relation to funding availability and delivery progress.



