



## **REGENERATION, COMMUNITY AND CULTURE OVERVIEW AND SCRUTINY COMMITTEE**

**12 DECEMBER 2013**

### **MEDWAY CYCLE ACTION PLAN (2014 – 2017) - CONSULTATION**

Report from: Robin Cooper, Director of Regeneration, Community and Culture

Author: Mark Johnson, Transport Strategy and Initiatives Manager

#### **Summary**

This report provides details of Medway's provisional Cycling Action Plan 2014-2017, which is currently out for consultation.

#### **1. Budget and Policy Framework**

- 1.1 The proposed action plan supports the priorities contained within the Medway Council Plan, the Joint Health and Wellbeing Strategy for Medway and the Medway Local Transport Plan (LTP). Capital projects that arise from the action plan will be funded from the LTP Integrated Transport Block allocation and s106 contributions where appropriate.

#### **2. Background**

- 2.1 The current LTP (Local Transport Plan) was adopted in 2011 and runs until 2026. Increasing cycling is a strong element in the plan, with encouraging active travel and improving health a key transport objective of the plan. Achieving further growth in utility and recreational cycling will contribute to improving public health, tackling obesity, reducing traffic congestion and reducing carbon emissions and other traffic pollutants.
- 2.2 Medway's existing Cycling Action Plan was adopted in 2006 by Full Council along with the Local Transport Plan LTP2. It is now an appropriate time to revise the plan to update information on what has been delivered and our future plans. It is also important to have an up to date plan when bidding for funding through the Local Enterprise Partnership and other funding opportunities.
- 2.3 The plan takes account of changing emphasis in guidance since the previous action plan was published and seeks to deliver aims and objectives set out in the policy framework of the Council.

- 2.4 Medway's Cycling Action Plan 2014 - 2017 has been prepared with input from Public Health, Greenspaces, Sports Development, Public Transport, Road Safety and Highways. The plan takes account of changing emphasis in guidance since the previous action plan was published.
- 2.5 A copy of the draft plan is attached at Appendix A.

### **3. Report Summary**

- 3.1 A broad range of initiatives to encourage cycling have been delivered since Medway Council adopted its last Cycling Action Plan in 2005. The initiatives have included:
  - Improvements to the cycle network.
  - Bikeability courses and promotion in schools, after school clubs, Children Centres and youth centres.
  - Active Medway Cycle Groups.
  - Partnership working with Sustrans.
  - Information and promotion.
  - Medway Council Workplace travel plan.
- 3.2 To enable the local trends in cycling to be measured Medway Council has permanent automatic cycle counters at 18 locations on the local cycle network. These have continuously monitored the levels of cycling in Medway. Since 2008 and the output from the data shows 2.4% per year average increase in cycle journeys on Medway's cycle network between 2009 and 2012.
- 3.3 From the data being collected since 2004 there has been an increase of 51% of cyclists travelling to stations. However over the last 4 years this has been relatively flat with numbers remaining in the 90s due to the facilities in stations being close to capacity
- 3.4 During the period 2007 to 2012 there has been a total of 347 collisions involving pedal cyclists in the Medway Council area, which averages to approximately 58 per year. The number of slight casualties has remained between 40 and 58 for each of the last 6 years except for 2011 when there was an increase to 71. The number of KSI (killed or seriously injured) pedal cycle casualties has remained under 10 for the last 6 years and there is little variation over the last three years.

### **4. Advice and analysis**

- 4.1 The cycling action plan contributes to the objectives of the Council Plan, the Joint Health and Wellbeing Strategy and the LTP. In addition, the plan complements sustainability policies of the council.
- 4.2 The plan sets out the framework for encouraging cycling in Medway over the next three years. It brings together the varied initiatives being delivered with the common objective of contributing to improving the health and well being of residents and visitors, together with reducing congestion and helping the local economy in Medway.

- 4.3 The Action Plan seeks to deliver actions that will:
- Expand, improve and maintain the network of facilities for cyclists;
  - Deliver training and participation in cycling;
  - Delivers improvement by working in partnership;
  - Provides information and promotional material; and
  - Maintains and develops travel plans.
- 4.4 An initial Diversity Impact Assessment (DIA) screening report has been prepared, however following the consultation; this will be reviewed in line with responses. The outcome of this process will be reported when the cycling plan is submitted to Cabinet for approval.

## 5. Risk management

- 5.1 The draft action plan considers both the health benefits and the accident trends for cyclists and growth. The risks associated with this will be explored during the consultation period.

## 6. Consultation

- 6.1 A detailed consultation on cycling in Medway was undertaken in 2002 which obtained very useful information on cycle use, barriers to cycling and areas of the network that needed expanding and improvement.
- 6.2 Consultation on the 2013 provisional action plan commenced on **14 November 2013** and includes:
- Direct contact with local cycling clubs and organisations
  - Publication of the document on the Medway Council website
  - Information in local media and local bike shops
- 6.3 A list of consultees has been attached at Appendix B. Responses to the provisional action plan have been requested by **Friday 10 January 2014**.
- 6.4 Once comments have been considered a final document will be produced. This will include photographs and diagrams supporting the text. It is hoped that the final document will be published in April 2014 following Cabinet agreement.
- 6.5 Details on cycling within Medway can be found on the Council's website site  
at: <http://www.medway.gov.uk/cycling>

## 7. Financial and legal implications

- 7.1 There are no legal implications associated with this report.
- 7.2 It is anticipated that the capital projects that arise from the action plan will be funded from the LTP Integrated Transport block allocation and S106 contributions where appropriate.
- 7.3 Financial costs for schemes will be progressed through the current Local Transport Plan process as with any highway scheme.

## **8. Recommendations**

8.1 Members are asked to consider the provisional Cycle Action Plan.

### **Lead officer contact**

Mark Johnson  
Transport Strategy and Initiatives Manager  
Integrated Transport Service

Tel: 01634 331505  
Email: [mark.johnson@medway.gov.uk](mailto:mark.johnson@medway.gov.uk)

### **Background papers**

Local Transport Plan 2011 – 2026  
<http://www.medway.gov.uk/transportandstreets/planning-transportpolicy.aspx>

<http://www.medway.gov.uk/cycling>

## **Appendix A**

# **Medway's Cycling Action Plan 2014 - 17**

## **Provisional**

**November 2013**

version 2.4

## **Foreword**

As Portfolio holders responsible for transport, green spaces and leisure services, we are pleased to support the Medway's Cycling Action Plan 2014-17.

Implementing the action plan will continue to encourage residents in Medway to lead healthier, more active lifestyles, together with improving the operation of Medway's road network and contributing to tackling environmental issues.

The action plan supports the priorities in the Medway Council Plan, the Joint Health and Wellbeing Strategy for Medway and the Medway Local Transport Plan.

We are very supportive of the work carried out locally to deliver the national Bikeability scheme and see this as an important way of encouraging young people to be more active by delivering training cycling safely.

**Cllr Phil Filmer**  
**Portfolio Holder**  
**Frontline Services**

**Cllr Howard Doe**  
**Portfolio Holder**  
**Housing & Community Services**

## **STATUS OF DOCUMENT**

Medway's Cycling Action Plan will deliver actions that form part of Medway Council's policy framework including the Medway Council Plan, the statutory Joint Health and Wellbeing Strategy for Medway 2012–17 and the statutory Local Transport Plan 2011 – 26.

This document is the draft version of the action plan and is subject to consultation.

If you have any comment on the content of this document, please contact the Integrated Transport service at Medway Council. Our contact details are as follows: -

Email address      [cycling@medway.gov.uk](mailto:cycling@medway.gov.uk)

Website            [www.medway.gov.uk/cycling](http://www.medway.gov.uk/cycling)

Address:            Integrated Transport  
                        Frontline Services  
                        Regeneration, Community & Culture Directorate  
                        Medway Council, Gun Wharf  
                        Dock Road, Chatham  
                        ME4 4TR

---

# **Medway's Cycling Action Plan 2014 - 17**

## **1 Introduction**

- 1.1 Cycling, whether it is a day-to-day activity or an occasional adventure, is a great way to help keep people of all ages healthy. There is strong evidence that the benefits of cycling outweigh any risks. Cycling is something that is really so simple. All that is needed is a roadworthy bike, some basic safety gear and then it just takes a little bit of practice. Cycling can be slotted into everyday life, enabling people to benefit their health without having to set aside time for exercise.
- 1.2 This action plan sets the framework for encouraging cycling in Medway over the next three years. It brings together the varied initiatives being delivered with the common objective of contributing to improving the health and well being of residents and visitors, together with reducing congestion and helping the local economy in Medway. The action plan builds on the initiatives delivered through the previous Cycling Action Plan for Medway adopted in 2006.
- 1.3 By encouraging increased participation in active travel, the action plan will contribute to:
  - reducing the risk of coronary heart disease, stroke, cancer, obesity and type 2 diabetes;
  - improving the economy by making the local highway network operate more efficiently;
  - supporting adults maintain their independence and live healthy lives;
  - reduce absenteeism - it is estimated that increased participation in cycling could bring health benefits that could save the UK economy £128m per year in reduced absenteeism<sup>1</sup>;
  - reductions in air pollution and carbon dioxide emissions by reducing car use.
- 1.4 The action plan contributes to the delivery of a number of adopted strategies, plans and guidance, including:
  - Joint Health and Wellbeing Strategy for Medway 2012 - 2017
  - Medway Council Plan 2012 – 17
  - Medway Local Transport Plan 2011 – 2026
  - NICE public health guidance 41 – Walking and cycling (Nov 2012);

---

<sup>1</sup> *The British Cycling Economy- 'Gross Cycling Product' report LSE (2011)*

- 'Get Britain Cycling' guidance produced by Government in April 2013 and subsequent motion agreed by 2 September 2013;
- Medway Sustainable Schools Travel Strategy (2013);
- The British Cycling Economy – London School of Economics (2011)

### **Responsibility for encouraging cycling in Medway**

- 1.5 As a unitary authority, Medway Council undertakes a broad range of activities that contribute to encouraging cycling, including responsibilities for highways and transportation, public health, land use planning, green spaces and sport. These activities are delivered across the following teams:
- **Frontline services** – development and maintenance of cycle routes on the public highway and cycle parking, Bikeability training and travel safety training in schools, information and promotion, and overarching responsibility for transport policy including cycling and Medway Local Transport Plan;
  - **Public health** – Active Medway cycle groups, GP referral scheme and Joint Health and Wellbeing Strategy for Medway;
  - **Green spaces** – development and maintenance of facilities for cyclists in country parks and other green spaces, organisation of activities in country parks;
  - **Sports development** – organisation of mass participation cycling events.
- 1.6 Officers within the above teams work closely together and with our partners to ensure a joined up approach to encouraging cycling in Medway.
-

## **2 What we have delivered**

- 2.1 A broad range of initiatives to encourage cycling have been delivered since Medway Council adopted its last Cycling Action Plan in 2005. The initiatives have included:
- Improvements to the cycle network
  - Bikeability courses and promotion in schools, after school clubs, Children Centres and youth centres
  - Active Medway Cycle Groups
  - Partnership working with Sustrans
  - Information and promotion
  - Medway Council Workplace travel plan

### **Improvements to the cycle network**

- 2.2 In recent years the local cycle network has been enlarged and improved – 71 miles (115 km) of cycle routes now exist across the Medway Council area (as at 2013). Many routes link up with longer distance routes including those which form part of the National Cycle Network (NCN). Route 1 of the NCN between Dover to Inverness passes through Medway along attractive routes adjacent to the River Medway, through town centres and rural areas, and close to major tourist attractions such as Rochester Castle and Cathedral and Upnor Castle. The route also links the Universities at Medway campus to local commercial and residential areas. High quality public realm improvements to NCN route 1 have been delivered along Corporation Street, Rochester; Riverside Link at Strood; through Chatham Waterfront Bus Station and as part of Chatham Roads project.
- 2.3 In 2013 the *Heron Trail* was reclassified route 179 of the NCN (previously Regional Route 18), with improvements and upgrades to signing. In addition, *The Pilgrims Trail* (route 17 of the NCN) now links Rochester to Canterbury.
- 2.4 A leisure cycle route is provided along the estuary of the River Medway from Motney Hill, through Riverside Country Park to The Strand Leisure Park – this is a traffic free route of approximately 3 miles that forms part of NCN route 1. In addition, a mountain bike course has been constructed at Capstone Park where a number of successful cycling events have been organised annually including the 'Kites and Bikes over Capstone' annual event.
- 2.5 Cycle parking provision has been increased through specific cycle parking schemes and as part of planning conditions for new development. By working with

Southeastern and Network Rail improved facilities have been installed at a number of mainline stations to respond to increased demand.

### **Bikeability training and education in schools**

- 2.6 Bikeability was launched in 2007 by Cycle England and has grown to become the country's recognised national standard for cycle training covering three levels of competency. Medway Council has delivered Bikeability training at levels 1 and 2 to students in years 5 and 6, with the training taking place in schools during the school day. Links have been developed with several secondary schools to enable some courses to be run for year 7 students along with summer holiday courses for those students who did not receive Bikeability training in primary school.
- 2.7 Over the years links have been made with specialist organisations such as the British Deaf Association and Police Community based schemes – these links have enabled more Bikeability courses to be run for harder to reach young people. Through the work of Bikeability summer holiday courses the council has improved links with cycling clubs.
- 2.8 Bikeability training is funded by grant from government, which is based on the number of students trained. The number of students receiving level 1 and 2 training in Medway in recent years approximates 1400 pupils per academic year.
- 2.9 The Bikeability training has been provided by seven part time Bikeability Officers, together with backup provided by a Transport Initiatives Coordinator. All these staff are directly employed by Medway Council and are fully trained to deliver Bikeability training. During 2012 Bikeability officers had refresher training for Bikeability up to level 3 in preparation for further expanding the training scheme.
- 2.10 In addition to delivering Bikeability training, the council promotes active modes of travel not just for journeys to and from school through education in schools, but also afterschool clubs, Childrens Centres and youth centres. This is delivered by the Safer Journeys Team who promote cycling, as well as other sustainable transport modes, for the journey to and from school. The idea is to imbed a positive cultural memory of active travel at a young age.
- 2.11 The Safer Journeys Team work with schools to develop and implement School Travel Plans, which contain a package of measures for reducing the number of car trips to school, together with improving children's health and safety on the school journey. The package of School Travel Plan measures include the successful Walking Bus Scheme, which forms a commitment in the Medway Council Plan 2012-2017 – as at September 2013 there were 46 operational walking buses in Medway with 737 participants.

## **Active Medway Cycle Groups**

- 2.12 Following on from the success of the adult walking programme, the council's Active Travel Co-ordinator has developed a cycle leadership programme in partnership with local cycling groups. This was launched in 2011 and has involved training ride leaders to enable these volunteers take out groups of people on short rides. This initiative has been very successful – by September 2013, 25 volunteers had been trained, which enabled the coordination of a number of regular local cycle rides led by volunteer ride leaders. This has enabled GPs and other health professionals to refer people with medical conditions onto cycle groups to increase their fitness levels.
- 2.13 The number of cycle groups meeting regularly each week has continued to grow, but attendance does depend on the time of year, the weather and the number of available ride leaders. Since the launch of the programme, 184 individual cycling groups had taken place up until September 2013, resulting in 1,945 individual cycling hours directly attributable to the scheme. The numbers typically attending each ride vary between five to 20 people taking part.
- 2.14 Other local cycle groups have also organised regular cycle rides, but these tended to be over longer distances and therefore are more suitable for experienced riders. The council has provided some information on its website on these activities.

## **Partnership working with Sustrans**

- 2.15 Sustrans is a national charity set up to promote sustainable transport. It leads on the development of the NCN, with over 10,000 miles of signed cycle routes throughout the UK. Medway Council has worked closely with Sustrans to develop and improve cycle routes in Medway including preparing bids for funding. The council has worked with Sustrans to improve the signing of the Heron Trail (route 179 of the NCN), an attractive recreational route mainly on quiet rural lanes on the Hoo Peninsula, and the joint funding of two new toucan crossings in Dock Road and Wood Street in Brompton enabling the safe connection of a new cycle route from Gillingham town centre, the Great Lines and Medway Park to NCN1.
- 2.16 Medway Council has supported the Sustrans Cycle Ranger scheme. This has involved their volunteers riding cycle routes in Medway on a regular basis and then reporting issues to the council together with undertaking minor maintenance. Officers meet with the volunteer rangers to receive feedback and to discuss maintenance and improvements to the cycle network.

## **Information and promotion**

2.17 Medway Council commenced producing a Medway cycle map in 2006, which has been updated annually to show new cycle routes. The map shows all signed cycle routes including the parts of the NCN passing through Medway, together with local urban and rural cycle routes. The map also includes local information such as tourist information, cycle training and cycle shops. The 2013 edition of the map provides a link to cycling activities available in Medway. The map is published in paper form and is widely available at no cost from various outlets such as the council's Visitor Information Centre in Rochester and bike shops across Medway. The map is also available on the council's website.

2.18 A collection of pages dedicated to cycling in Medway have been developed on the Medway Council website – the home page is at [www.medway.gov.uk/cycling](http://www.medway.gov.uk/cycling). The pages contain information on cycle routes in Medway, Bikeability, Active Medway cycling groups and other initiatives. The website also contains links to the national journey planner, local cycle shops and cycling organisations. The website is regularly updated. Medway Council can be contacted for information on cycling by emailing [cycling@medway.gov.uk](mailto:cycling@medway.gov.uk)

2.19 Medway Council was the first council in Kent to have all of its cycle routes mapped for the national cycle journey planner, a website supported by the Department for Transport. Routes can be planned using the most direct, quietest or most recreational route. It provides detailed turn-by-turn directions and a map of the route. Further information is available at <http://www.transportdirect.info>. A GPX file can also be downloaded which can be used in a GPS device.

## **Medway Council workplace travel plan**

2.20 Medway Council's workplace travel plan has contributed to tackling peak hour congestion on the highway network by delivering a package of travel initiatives to encourage Medway Council staff to cycle, car share and use public transport more. The most recent scheme introduced in 2013 involves offering staff a discounted bus fare for travelling on Arriva buses. Workplace initiatives that have been offered to Medway Council employees to encourage cycling to work include:

- Interest free loan for cycle purchase
- Discount scheme at several local cycle shops
- Secure cycle parking, showers and changing facilities at Gun Wharf
- Payment of cycle mileage allowance for travel on official duties

### 3 Trends

#### Trips by cycle

- 3.1 To enable the local trends in cycling to be measured Medway Council has permanent automatic cycle counters at 18 locations on the local cycle network. These have continuously monitored the levels of cycling in Medway since 2008 and the output from the data shows:
- **2.4% per year average increase in cycle journeys** on Medway's cycle network between 2009 and 2012
- 3.2 Our monitoring of cycle parking at railway stations this year has shown an average of 98 cycles parked each month. Since data was being collected since 2004 there has been an increase of 51% of cyclists travelling to stations. However over the last 4 years this has been relatively flat with numbers remaining in the 90s due to the facilities in stations being close to capacity. However, Rochester station is being relocated in the next 2 years, with more cycle parking facilities compared to the current facility. Medway Council will also be working with Southeastern to promote sustainable transport to stations where possible.
- 3.3 The growth in cycling in Medway is likely to be an outcome of a combination of:
- measures delivered to enable people to feel more confident and safer;
  - more routes linking more areas;
  - economic downturn and the cost of motoring; and
  - increased profile of cycle nationally making it a more socially acceptable form of transport.

#### Cycle safety

- 3.4 There is a misconception that cycling on roads is dangerous, but as demonstrated in the following paragraphs, cycling injuries are infrequent and the casualty trend is downwards. However there can always be improvements and the road safety team continually monitors the casualty data to determine if improvements are required.
- 3.5 During the period 2007 to 2012 there has been a total of 347 collisions involving pedal cyclists in the Medway Council area, which averages to approximately 58 per year. The number of slight casualties has remained between 40 and 58 for each of the last 6 years except for 2011 when there was an increase to 71. The number of KSI (killed or seriously injured) pedal cycle casualties has remained

under 10 for the last 6 years and there is little variation over the last three years. The slight and KSI casualty figures for cyclists are as follows:

Year	Number of casualties	
	Slight	KSI
2007	48	2
2008	58	7
2009	51	4
2010	46	6
2011	71	7
2012	40	8

The data above demonstrates that between 2007 and 2012 90% of cyclist casualties have been classified as slight. In addition, with the exception of the unexplained peak in 2011, there has been a year on year reduction in slight cyclist casualties over the last 5 years, with the lowest number of slight casualties in the last 6 years occurring in 2012. However, it is disappointing that the number of KSI is growing and provides further justification to provide more cycle routes segregated from motorised traffic.

### 3.6 Analysis of the collisions involving pedal cyclists indicates:

- Majority of casualties are aged 24 or under, with the highest number of casualties being aged between 12 and 16 years;
- Morning and afternoon peaks on the transport network are the peak times for collisions involving cyclists, although these peaks are slightly less defined than those for other modes of travel.

### **Assessment of trends**

### 3.7 The statistical information detailed in this section demonstrates that:

- There has been a significant growth in cycling in the Medway area.
- The growth in cycling has not resulted in a proportionate increase in pedal cyclist casualties.
- There is a need to maintain and improve Bikeability training for young people given the proportionately high level of casualties in the 12 to 16 year age group.

---

## **4 Objectives and measures of success**

- 4.1 In recent years the participation in cycling has grown, partly as a consequence of the ‘Olympic effect’. Nationally there is strong support for cycling. *Get Britain Cycling* was published by the All Party Parliamentary Cycling Group in April 2013. This sets out the aim of the group to “enable more people across the UK to take up cycling more often and cycle more safely...obstacles that must be overcome and suggesting concrete, effective measures to be undertaken by central and local government as well as the wider world of business and the third sector.”
- 4.2 The action plan seeks to contribute to the themes of the Joint Health and Wellbeing Strategy for Medway that aims to prevent early death and increase years of healthy life, and improve physical and mental health and wellbeing. Increasing physical activity by encouraging cycling can significantly contribute to these themes. A key objective of the Medway LTP is to encourage active travel and improve health by developing safe transport corridors that encourage cycling and walking. Proactively encouraging cycling contributes to this objective.

### **Objectives and measures of success**

- 4.3 To further develop a cycling culture in Medway, the objectives of Medway’s Cycling Action Plan are to:
  - a) Expand and improve the cycle network to provide safe, attractive and useful facilities.
  - b) Increase physical activity, which contributes to improving the health of people who live and work in Medway, thereby reducing absenteeism.
  - c) Increase cycling during peak travel times thereby contributing to growth in the local economy by making the local road network less congested.
  - d) Provide support to novice and young cyclists.
- 4.4 Success will be measured by:
  - The proportionate percentage change in the number of journeys made by cycle in Medway.
  - Level of participation in Bikeability training and organised cycling activities such as mass participation events and Active Medway groups. We will also seek to obtain data from local cycling clubs.

- Levels of congestion on the local highway network

## **5 Actions**

5.1 The Cycling Action Plan covers the period 2014 – 17 and builds on the success of the previous plan and the Olympic sporting legacy. Medway's Cycling Action Plan will deliver actions that:

- expand, improve and maintain the network of facilities for cyclists;
- deliver training and participation in cycling;
- delivers improvement by working in partnership;
- provides information and promotional material; and
- maintains and develops travel plans.

Collectively, these actions deliver the objectives of the action plan.

### **Expand, improve and maintain the network of facilities for cyclists**

5.2 We will apportion part of the Local Transport Plan capital allocation to encourage growth in cycling. Analysis of the existing network of cycle routes has been undertaken to identify missing links, gaps or barriers to cyclists. A provisional programme of improvements have been identified that improve and expand the safety and quality of the facilities for cyclists by either extending the existing cycle network (including providing new links to schools or other key destinations), or filling gaps or removing barriers to cyclists on existing routes. In addition, we will ensure that major new housing development provides an environment that encourages people to be physically active by the provision of quality facilities for pedestrians and cyclists.

5.3 Medway Council will also review the existing off road cycle facilities at Capstone Farm Country Park and Riverside Country Park and produce proposals to improve or expand these facilities where appropriate, together with providing and improving links for cyclists to these Country Parks. Additional recreational cycle routes on other significant areas of green space will be investigated including Ranscombe Farm Nature Reserve.

5.4 Medway Council prepared a Local Sustainable Transport Fund bid in 2011 which included the provision of Cycle Hubs in Medway. The Cycle Hubs were proposed to be located in country parks to encourage recreational cycling and at Medway Park Sports Centre where the link between cycling and sport is strong. The hubs were to incorporate cycle hire, cycle maintenance and sales. Regrettably the bid was unsuccessful. Cycle hubs are being introduced in the UK at major railway

stations, including Leeds (opened in 2010), Chelmsford in Essex and Peckham Rye in south London. It is understood that government will announce other cycle hubs shortly. The cycle hubs at railway stations generally provide secure cycle parking, cycle hire, cycle maintenance and retail facilities for cyclists. Medway Council is still keen to develop proposals for Cycle Hubs at several locations and will undertake further investigation.

- 5.5 In addition Brompton Dock folding bike hire facilities are being installed at a number of locations across the country including the University of Greenwich at Medway (for student use), railway stations (including Ashford International, Canterbury West and Maidstone East stations) – more information is at <http://www.bromptondock.co.uk/>. Medway Council will pursue the introduction of Brompton Docks – it is anticipated that these will be provided as part of the new Rochester Station together with additional cycle parking. A programme of additional cycle parking at key and local destinations will be implemented to ensure cyclists have a secure location to leave their cycles.
- 5.6 The list of proposed schemes to expand and improve the facilities for cyclists is provided at Appendix A. This will be further developed and expanded as the action plan is implemented.
- 5.7 The regime for the maintenance Medway's cycle network will be reviewed. This will include surface maintenance, cleansing, signing and cutting back overhanging vegetation.

### **Training and participation in cycling**

- 5.8 We will support cycle to school programmes. Bikeability training has been very successful in Medway in teaching young people in Medway cycling skills. Medway Council has increased the number of trained Bikeability officers to 11, which will enable more young people in years 5 and 6 to be offered Levels 1 and 2 Bikeability training. There is clearly a need to do more taking into account the highest number of collisions involving cyclists in Medway is within the 12 to 16 year age group. It is therefore planned to roll out Level 3 Bikeability training to students in secondary schools who are statistically most at risk of being involved in a collision. In addition, further links will be established with specialist schools to develop a programme of pre-cycling events that are used to encourage balance for the child prior to cycling. It is anticipated that Bikeability training will continue to be supplemented by Safer Journeys training delivered to schools in Medway.
- 5.9 Medway Council will continue to coordinate and support the successful Active Medway Cycle Groups, which generally focus on health programmes for adult

cyclists. It is planned to recruit and train more volunteer ride leaders to enable more short rides to be organised. A number of adults in Medway are keen to take up cycling but they require basic cycling skills to build their confidence. We would like to explore the opportunities for Medway Council to train a number of volunteers to teach adults basic cycling skills.

- 5.10 Medway Council aims to continue to organise a number of mass participation events as part of its Sports Development programme. The next cycling event is the annual *Big Cycle Ride* during May 2014. The event will aim to get a large number people to participate in a short cycle ride, which helps to raise the profile of cycling in Medway.

### **Working in partnership**

- 5.11 Success in delivering the action plan will depend on building on the partnership working that exists with partner organisations and voluntary groups.
- 5.12 Medway Council will continue to work closely with Sustrans to identify and develop improvements to the cycle network. This is likely to include routes that cross local authority boundaries such as new routes along the Medway Valley to Maidstone; Ranscombe Farm Nature Reserve to Shorne Woods Country Park, Cobham and links to the Cyclopark at Gravesend. In addition, Medway Council will aim to continue to support the volunteer Sustrans Ranger Scheme and seek to act on issues reported.
- 5.13 Medway Council will seek to work closer with all cycling clubs and organisations in Medway to encourage more participation in rides organized by these groups. Medway Council will aim to work with partners to provide free cycle safety checks and cycle maintenance training.
- 5.14 Medway Council will continue its close working with Southeastern trains to improve conditions for cyclists using trains from Medway stations. This will include the availability and condition of cycle parking at stations (including the potential for Brompton Docks) and lobbying through the new franchise process to allow the carriage of cycles on train services.

### **Information and promotion**

- 5.15 Medway Council will continue to publish the Medway cycle map to show new cycle routes together with promoting activities and tourism destinations in Medway. The map will be published annually in paper form and will show all signed cycle routes

including the parts of the NCN passing through Medway, together with local urban and rural routes for cyclists. The map will be widely available from various outlets such as the council's Tourist Information Centre in Rochester and bike shops across Medway. The map will also be available on the council's website.

- 5.16 A collection of pages dedicated to cycling in Medway will be maintained on the Medway Council website. The pages will contain up to date information on cycle routes in Medway, route planning, Bikeability and other initiatives. The website will provide updated links to cycling initiatives, the national journey planner, to cycle shops in Medway and cycling organisations. Medway Council will continue to maintain a dedicated email address for information on cycling.
- 5.17 Medway Council will use the local media to publicise activities, raise awareness of any new or improved infrastructure and provide details of success stories. We will promote cycling activities including the mass cycling participation events, Active Medway Cycle Groups and Bikeability.

### **Workplace travel plans**

- 5.18 Medway Council will seek to directly support the existing Medway Council staff travel plan. This includes initiatives that encourage staff to cycle work and cycle in conjunction with their duties. The initiatives include interest free cycle purchase loan scheme, discount at several local bike shops, secure cycle parking at key sites, shower and changing facilities at Gun Wharf and payment of mileage allowance for travel on official duties.
  - 5.19 Medway Council will seek to indirectly support local business to maintain and develop travel plans that encourage travel by cycle. In addition, Medway Council will seek planning obligations (where appropriate) on new development to encourage travel by cycle.
-

## **6 Funding**

- 6.1 The action plan will be delivered by a package of established capital and revenue funding and bidding opportunities. The detail of the listed capital schemes in Appendix A will be investigated and designed as the action plan progress and this will enable robust estimates to be determined.
  - 6.2 Capital funding is likely to include:
    - Apportion part of Local Transport Plan Integrated Transport block grant;
    - Section 106 developer contributions and Community Infrastructure Levy when agreed;
    - Government bidding opportunities.
  - 6.3 Revenue funding is likely to include:
    - Bikeability grant;
    - Existing revenue budgets.
-

## **APPENDIX A – Proposed schemes to expand and improve the network of facilities for cyclists in Medway**

The detail of the listed capital schemes below will be investigated and designed as the action plan progresses. This will enable robust scheme estimates to be determined.

<b>National Cycle Network route through Medway</b>			
Improvements to existing sections of routes 1 and 179 that pass through Medway.			
Location	Improvement	Benefit	Programme
A231 – NCN Route 1. Wood Street/Dock Road junction, Brompton	Two toucan crossings on existing NCN route	Removes barrier on existing route.  Improved connections to Universities at Medway campus and St Marys Island	Implementation 2013/14
A231 Wood Street, Brompton	New cycle route	New connection between Gillingham town centre, Medway Park Leisure Centre, the Great Lines, Mid Kent College, Universities at Medway campus and Chatham.	Implementation 2013/14
Heron Trail (Hoo Peninsula). Sustrans Route 179 (previously Regional Route 18)	Updating signing/amending route	Links into NCN Route 1, and recreational cycling	Implementation 2013/14

### **Recreational routes**

The aim is to create a local circular recreational cycle route that links existing green corridors together with providing links to urban areas. This would involve linking Riverside County Park, the Great Lines, Capstone Park, Darland Banks and Hoath Woods.

Location	Improvement	Benefit	Programme
Between Capstone Farm Country Park and Rainham/Luton	New cycle route connecting to existing routes	Links residential areas to Country Park and forms part of circular route	Investigation 2014/15
Between Riverside Country Park and Twydall	New cycle route connecting to existing routes	Links residential areas to Country Park and circular route	Investigation 2014/15
Riverside Country Park, Gillingham	Improvements to existing facilities	Encourages more recreational cycling on NCN and local circular route	Investigation 2014/15
Capstone Farm Country Park	Improvements to existing facilities	Encourages more recreational cycling	Investigation 2014/15
Ranscombe Farm	New recreational routes	Encourages more recreational cycling	Investigation 2014/15

### **Local routes**

The plan is to expand the existing network of cycle routes to improve access by cycle to key destinations, such as schools and local facilities.

Location	Improvement	Benefit	Programme
Beechings Way, Twydall	New cycle route connecting to existing routes	Links residential area to Splashes Leisure Centre, Rainham and schools in Twydall.	Implementation 2013/15
A2 – London Road to High Street Strood	New cycle route connecting to existing routes	Links to Strood Sports Centre, Strood town centre and NCN1 at Canal Road.	Implementation 2014/15
A226 between Fire Station and A2	Cycle route improvements	Links to Strood town centre	Investigation 2014/15
Brompton Farm Road to Strood Academy, Wainscott,	New cycle route connecting to existing routes	Delivers a continuous route to Strood Academy.	Implementation to be determined
Maidstone Road, Rochester	New cycle route	Continuous route between Rochester town centre and Rochester Maths / Girls Grammar School	Planned implementation 2014/15
A228 pedestrian/cycle refuge near Medway Gate	New crossing	Safer crossing to route on M2 bridge	Planned implementation 2014/15
Purser Way, Gillingham	Fills gap in existing cycle network.	Connects Strand Leisure Park to the local cycle network with onward connections to Chatham	Investigation 2014/15
City Way, Rochester	New cycle route	Connects Rochester town centre and Station to existing facilities in Maidstone Road and linking with key employment sites, eg, BAE systems and Horsted Retail Park	Investigation 2014/15
Maidstone Road, Chatham	New cycle route	Connects Chatham town centre and Station to existing facilities in	Investigation 2014/15

		Maidstone Road and links with key employment sites, eg, BAE systems and Horsted Retail Park.	
Princes Avenue/ Walderslade Road/ Fostington Way, Walderslade	New cycle route	Continuation of existing route in Princes Avenue, important north/south route linking major residential areas, schools and neighbourhood facilities	Investigation 2014/15
Frindsbury Hill/Parsonage Lane, Frindsbury	New cycle route	Connection with NCN1 from Wainscott and Frindsbury to Strood Station and Medway City Estate and Rochester.	Investigation 2014/15
Medway Valley Park/A228 (S106 funding for MVP section).	New cycle route	Connection from Medway Valley Park via A228 to Strood town centre	Investigation 2014/15
Minor works at various locations	Cycle safety interventions including advanced stop lines and cycle lane mirrors on signals	Improved cycle safety	On going
Cycle parking and cycle hire at key locations	New cycle parking and investigate Brompton Dock cycle hire	Improved security and increased accessibility to cycles	On going
<b>Cycle hubs</b> It is planned for the hubs to incorporate a combination of cycle hire, cycle maintenance, sales and cycle parking.			
Location	Improvement	Benefit	Programme
To be confirmed	A combination of cycle hire, cycle maintenance, sales and cycle parking	Provides support to cyclists	To be determined

<b>Cycle carriage on buses</b>			
Location	Improvement	Benefit	Programme
Investigate practicality of transporting cycles on buses using external bike racks	Joins up routes in locations where cyclists are not permitted or on high trafficked rural routes where facilities cannot be practically provided	Enables link through the Medway Tunnel. Enables links along A228.	Linked to the delivery of development

## References

- Get Britain Cycling' by All Party Parliamentary Cycling Group (April 2013)  
[http://www.cycling-embassy.org.uk/sites/cycling-embassy.org.uk/files/documents/get\\_britain\\_cycling.pdf](http://www.cycling-embassy.org.uk/sites/cycling-embassy.org.uk/files/documents/get_britain_cycling.pdf)
- Medway Council Local Transport Plan 2011 – 2026 (March 2011)  
<http://www.medway.gov.uk/transportandstreets/planning-transportpolicy.aspx>
- Medway Council Draft Local Development Framework  
<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework.aspx>
- Medway Council Plan 2013 – 2015  
<http://www.medway.gov.uk/councilanddemocracy/performanceandpolicy/councilplan.aspx>
- Joint Health and Wellbeing Strategy for Medway (November 2012)  
<http://www.medway.gov.uk/healthandsocialcare.aspx>

## **Appendix B**

### **Organisations Consulted**

The Bike Warehouse, 42-44 High Street, Gillingham/ 571093  
Cycle King, 353-357 High Street, Rochester. 811147  
Geoff Wiles Cycle Centre, 45-47 Cuxton Road, Strood/ 722586  
Halfords, 1-3 Batchelor Street, Chatham. / 829091  
Toys R Us, Horsted Retail Park, Maidstone Rd, Rochester./200112  
Victory Cycles, 173 High St. Rainham./365892  
Explore Kent  
Cyclecover uk  
National Rail  
An active Medway  
The Bridge Chamber, Rochester Bridge Trust  
MLTDA -Taxis  
Mid Kent College,  
University of Kent,  
Canterbury Christ Church  
University of Greenwich  
UCA Fort Pitt,  
Thames Gateway Partnership  
Medway Matters  
Groundworks Kent and Medway  
Southestern  
All bus companies  
KCC Cycling  
Bikeability  
Medway Youth Parliament,  
Sustrans  
Medway Velo Cycle Club  
Group Cycle, Cascades Leisure Centre  
San Fairy Ann Cycling Club,  
Kent Cycling Association  
Wigmore Cycling Club  
Meridian Cycling Club  
Cyclo Park  
CTC