

Draft Cycling Strategy

Basingstoke and Deane Borough Council

October 2015



Prepared on behalf of Basingstoke and Deane Borough Council by Sustrans

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1 Summary

This Strategy has been prepared by Sustrans in partnership with Basingstoke & Deane Borough Council (BDBC) together with Hampshire County Council (HCC) as Highways Authority and the input of local cycle groups, to provide an overarching framework for the development of cycling in the town centre and wider Borough. A new cycle map has also been produced to show current on-road and traffic-free cycle routes, links to key services and cycle parking provision.

This Strategy encourages a shift towards more sustainable transport choices and healthy lifestyles, creating an environment that is safe and attractive and a practical choice for cyclists in the Borough. To be successful it requires vision with local buy in, built on robust local evidence and clear communication. It will be scale-able and adaptable in an uncertain funding environment. This document:

- Identifies effective measures to improve cycling provision in the Borough
- Identifies value for money investments and methods of funding
- Suggests cycle infrastructure design principles including adequate signing and information
- Includes a range of measures that can contribute to a step change in cycling and walking in the Borough such as cycle training and traffic speed reduction
- Provides tailored measures for Basingstoke and Deane communities, to allow for improvements to ease congestion and improve air quality, to deliver health and economic benefits. This in turn will be further backed up through monitoring of cycle use

In order to achieve this, a number of priority areas for action have been identified, namely:

Creating New Routes and Linkages – seeking opportunities to develop new routes and linkages which connect population centres to key services such as local schools, employment areas and transport interchanges in the main urban area of the town centre and wider Borough. Leisure cycling has also been identified looking at attractive longer routes connecting to the main urban centre, via the National Cycle Network, together with outlying areas such as Bramley, Chineham, Cliddesden, Dummer, North Waltham, Overton, Sherborne St John, Tadley, Whitchurch and Worting.

Safer Cycling – ensuring infrastructure is well designed, prioritising routes as appropriate and providing road safety education

Cycle Parking – identifying locations for more cycle parking and maximising security

Promotion and Encouragement – raising awareness of cycling and its benefits amongst the community

Maintenance – ensuring existing and any future facilities are well maintained

Cyclists have different levels of experience and journey purposes, with some willing and able to mix with motor traffic. The Strategy supports and encourages cyclists of all abilities through different provision, with urban routes benefiting inexperienced cyclists and young people of school age; the leisure routes will primarily benefit recreational cyclists; consideration for facilities at junctions will benefit experienced cyclists.

The Strategy has been developed through an extensive public consultation process and it represents a first phase and a starting point for the future development of cycling in the borough. The Strategy will become a useful tool in helping to determine and inform future planning applications through the development control process, since it sets out the council's aspirations and actions for new infrastructure, such as routes and cycle parking. It should therefore be afforded material weight in the consideration of planning applications.

BDBC will seek to review this Strategy at regular intervals in line with other policies. Throughout the development of the Strategy, BDBC will continue to work closely with local cyclists and cycle campaign groups so as to continue to work with them during both the implementation and review of the document.

2 Introduction

2.1 Introduction to Basingstoke

Local Authority data sources show the borough of Basingstoke and Deane covers an area of over 245 square miles (over 63,000 hectares) within northern Hampshire, over 75% of which is agricultural or land in other non-wooded greenfield use. A further 15% of the borough is covered by woodland or forest. Only 8% of the Borough is built up and supports approximately 172,000 people with more than 60% of the population living within the town of Basingstoke, having grown from close to 30,000 persons since 1951. Communities also extend into a number of adjoining outlying areas.

The second largest settlement in the borough is the Tadley/Baughurst/Pamber Heath area, on the northern borough boundary, with a population approaching 16,000. The western part of the borough is dominated by the sparsely populated North Wessex Downs Area of Outstanding Natural Beauty. On the periphery of this area are several settlements of 3,000 to 5,000 population, such as Overton and Whitchurch, both of which lie in the upper valley of the River Test.

At the 2011 Census, the borough had a younger than average age profile, with nearly 25% of the population aged under 20, and less than 21% of the population aged 60 or older. In the medium term, on the basis of identified future housing development, together with current trends in life expectancy and migration, the over-60 age group is predicted to increase most rapidly, reaching more than 42,100 people (over 24% of the total population) by 2020; of these, about 32,500 will be aged over 65 (over 18% of total population). Population is growing most rapidly within the central area of Basingstoke town and around the northern urban fringe of the town - areas where over 70% of the Borough's recent and future proposed housing development is located. 85% of the borough's working age population are economically active, significantly higher than the national average of less than 78%.

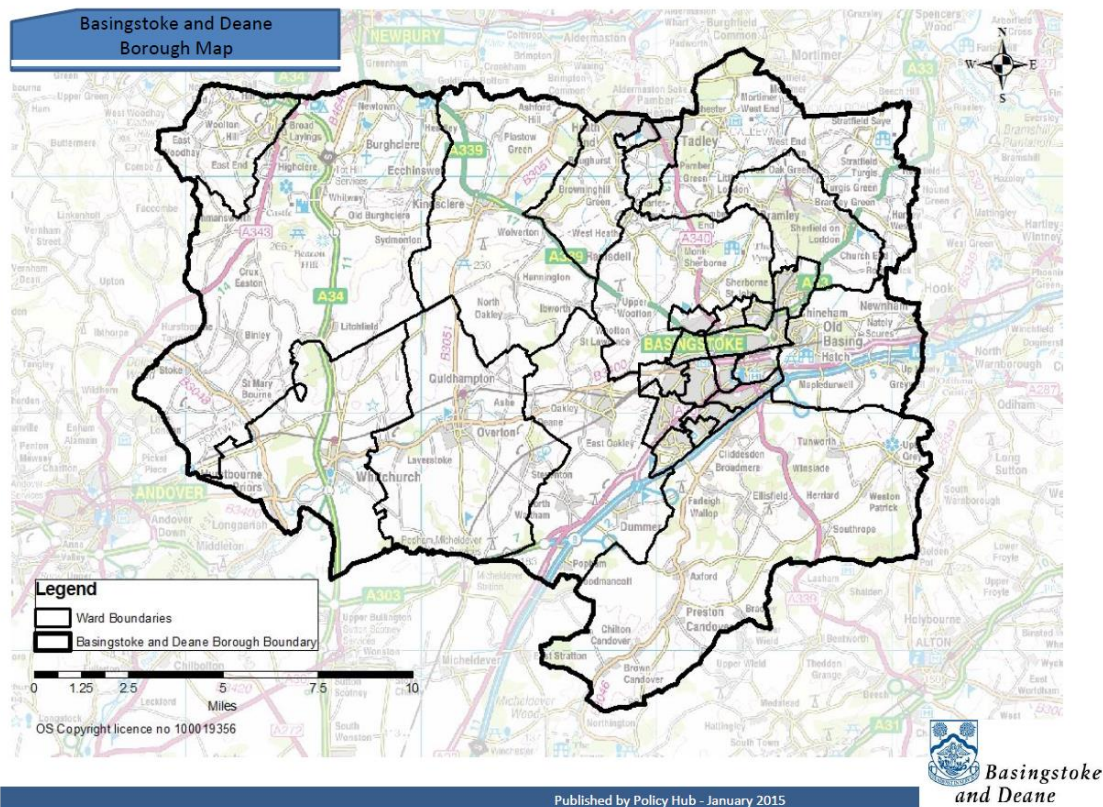


Figure 1: Borough Map

Basingstoke's strategic location on the national road and rail networks has contributed to its success as an employment centre, with about 80% of the borough's jobs located in Basingstoke town. The borough's close proximity to London, to the ports of Southampton and Portsmouth, and to Heathrow, Gatwick and Southampton airports, has also helped its commercial success.

Commuting data from the 2011 Census indicates that the number of residents commuting out of the borough to work in nearby AWE Aldermaston and centres such as Newbury or Reading, or further afield in London, is counter-balanced by those commuting into the borough from other parts of Hampshire and surrounding counties. The borough's enterprises and businesses continue to provide jobs for two thirds of its employed residents, a higher 'self-sufficiency' ratio than any other Hampshire District. Overall, the borough provides approximately 79,800 employee jobs; when the self-employed are included, together with government-supported trainees and HM Forces, this figure rises to about 92,000.

The borough is home to about 6,580 businesses occupying over 7,790 different sites. Approximately 90% of borough businesses employ fewer than 10 people - just above the average regionally (89%) and nationally (88%).

While the 2011 Census shows that level of access to cars is generally high, there are some communities where up to 30% of households do not have access to their own vehicle. While over 70% of Borough residents travel to work by car or van, access to affordable transport in rural areas and in some parts of our towns remains an issue. Conversely, the English Indices of Deprivation 2010 (ID 2010) indicate that Basingstoke and Deane experiences relatively little deprivation in the national context. When all indicators are combined into the 'Index of Multiple Deprivation' (IMD 2010), only four of the 104 'Lower layer Super Output Areas' (LSOA's) into which the borough was at that time divided fall within the 30% most deprived LSOA's in England. More than half fall within the least deprived 20% in England, 9 of them within the 1% least deprived nationally. However, some parts of the borough experience relatively high levels of disadvantage in terms of education, crime and income.

Within the borough, there are 16 Infant, 16 Junior, 26 Primary and 11 Secondary schools supported by Hampshire County Council as the Local Education Authority, as well as private sector schools. Post-16 education is served in the further education colleges of Basingstoke College of Technology and Queen Mary's College. While a number pupils and students from outside the borough also attend these educational facilities, some families in the borough also make use of schools and colleges outside the borough.

Cycle route provision exists in some areas across the town. Cycling numbers have increased year-on-year (albeit at a low rate of around 2%) as shown in the tables below with data recorded between 2009 and 2014 taken from Local Authority cycle counters. Full details of cycle counter locations and other information can be found in the Appendix.

Daily Average Number of Cyclists at known counts	2009	2010	2011	2012	2013	2014
Data taken from Basingstoke & Deane BC report	938	904	1007	997	1018	1034

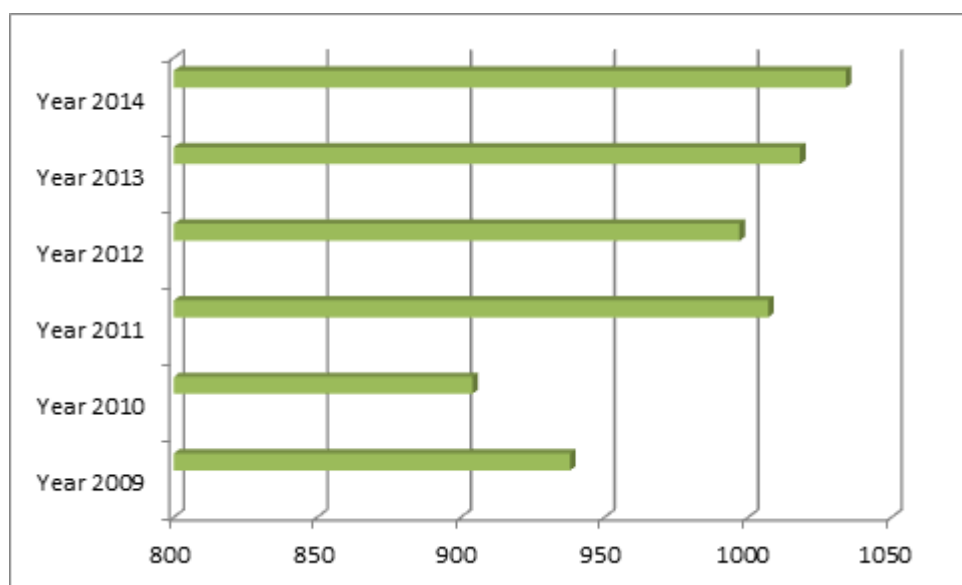


Figure 2: Daily average number of cyclists around the Borough

As the data shows, cycle numbers have increased across the Borough, mostly within the urban areas. Additional information taken from the 2011 Census Method of Travel to Work and shown in Figure 3a and 3b below records the split in modes of travel across the Borough and in comparison to the rest of the South East of England. This Cycling Strategy aims to double the numbers of people cycling in the Borough for trips to work under 5 miles.

	Residents aged 16 to 74	Work at home	Public Transport	Car driver or passenger	Bicycle	On foot	Other	Not employed
Basingstoke and Deane	123,243	5,638	8,577	63,769	1,930	8,821	456	33,121
		4.6%	7.0%	51.7%	1.6%	7.2%	1.0%	26.9%
South East		4.5%	8.2%	44.5%	2.0%	74%	1.3%	32.1%

Figure 3a: 2011 Census: Method of Travel to Work across the Borough

Trip Distance	All modes	Private Vehicle	%	Public Transport	%	Bicycle	%	On Foot	%	Other	%
All Trips	59,207	45,556	76.9	5,635	9.5	1,338	2.3	6,522	11.0	156	0.3
< 5 miles	33,963	23,570	69.4	3,104	9.1	1,204	3.5	6,014	17.7	71	0.2
< 3 miles	28,204	18,497	65.6	2,634	9.3	1,095	3.9	5,911	21.0	67	0.2
< 1 mile	9,411	4,652	49.4	398	4.2	368	3.9	3,963	42.1	30	0.3

Figure 3b: 2011 Census: Method of Travel to Work by Trip Distance in Basingstoke urban area

2.2 Why Promote Cycling in Basingstoke?

There are many benefits associated with increased levels of walking and cycling for the community of Basingstoke. Sustainable forms of travel such as cycling can contribute to reducing congestion and improving air quality. The Borough has high levels of car ownership, with 70% of households owning a car. High car use contributes to congestion, particularly in Basingstoke town centre and the local districts around the town. Congestion leads to increased travel times and reduced reliability and undermines economic growth. Local air pollution could also result from high traffic levels. Cycling produces zero emissions and is an ideal alternative to the car for short trips (under five miles) in urban areas where congestion is at its most severe and can also form part of longer multi modal transport journeys. Such trips can be encouraged through the promotion of routes and linkages which connect residential areas to key destinations such as Basingstoke bus and train stations, schools, colleges, health centres (including the Hospital), businesses and the main shopping areas, such as Festival Place in the town centre.

Initial data collection collated from the 2011 Census, shows the level of car trips being undertaken. It can be seen that a large number are indeed less than five miles and some may have the potential to transfer to cycling.

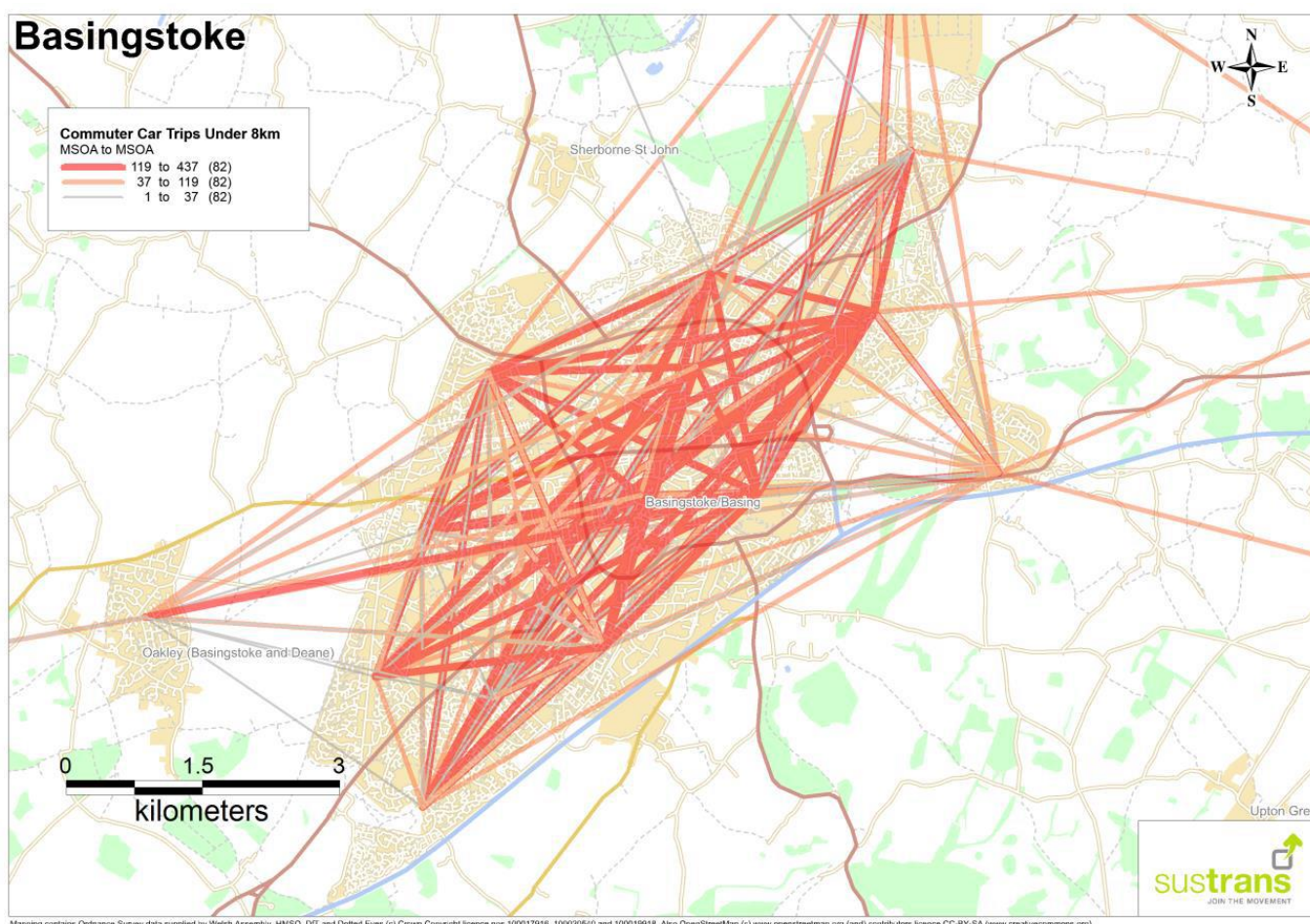


Figure 4: 2011 Census: Commuter Car Trips across Basingstoke

As outlined above, further data collected, shows current levels of cycling being undertaken across the town and wider Borough, despite the current low level of dedicated cycle infrastructure, continuous routes and adequate signage.

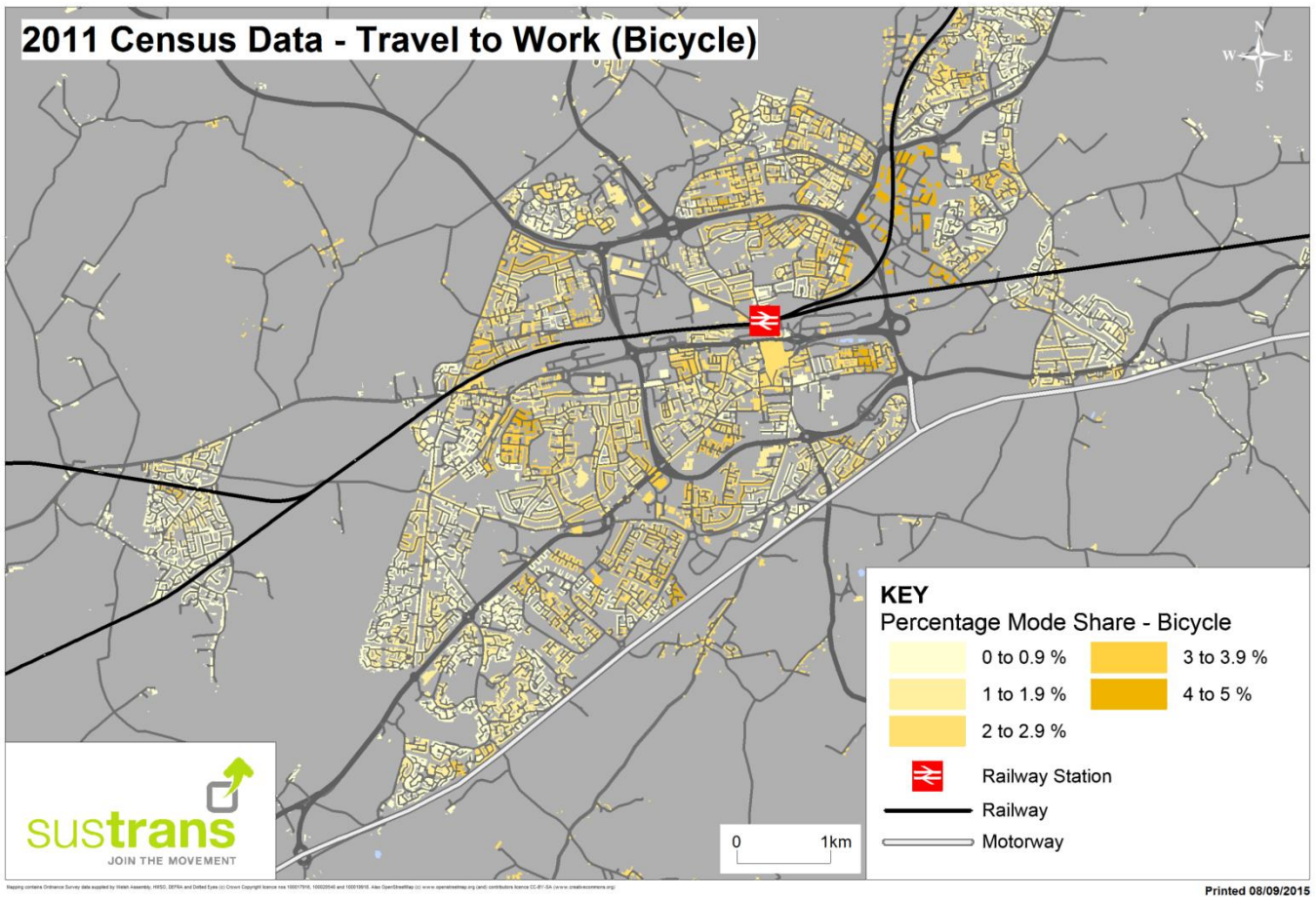


Figure 5: 2011 Census: Travel to Work by Bicycle

There are significant health benefits associated with cycling with strong links recognised between obesity and coronary heart disease, diabetes, stroke and other health problems through lack of daily exercise. The current low level of cycling across the Borough taken from the 2011 Census is shown in Figure 5 above. The “heat-map” depicts some locations with higher cycling levels than others, possibly owing to the proximity of current cycle provision, with lower levels where little or no provision exists. Creating suitable cycle links and encouraging more cycling will be one way to reduce obesity and promote good health. A fifteen minute cycle ride to and from work would meet the Government’s Recommended Daily Amount (RDA) of physical activity for adults and could easily be incorporated into people’s lifestyles, meaning that they do not need to take prescribed exercise. Generally, town centre destinations are within 3-5 miles from communities such as Oakley, Bramley and Dummer, a maximum 15-30 minute cycle ride away.

Such benefits are of economic value with results from the Cycling Demonstration Towns (CDTs) indicating that for each £1 invested the saving in terms of decreased mortality alone was £2.59 with this figure encompassing lower social and health care costs and increases in productivity. Cycling is also a low cost, widely accessible activity which can contribute to social inclusion and improved accessibility. It can be adapted to allow for disability and can also provide a degree of independence for children which may be especially important in areas of Basingstoke where bus services are less frequent.

Improving conditions for cyclists can also encourage tourism. Leisure cycling is an enjoyable and healthy activity which families can enjoy together and which can attract significant visitors to the area, in turn boosting the local economy.

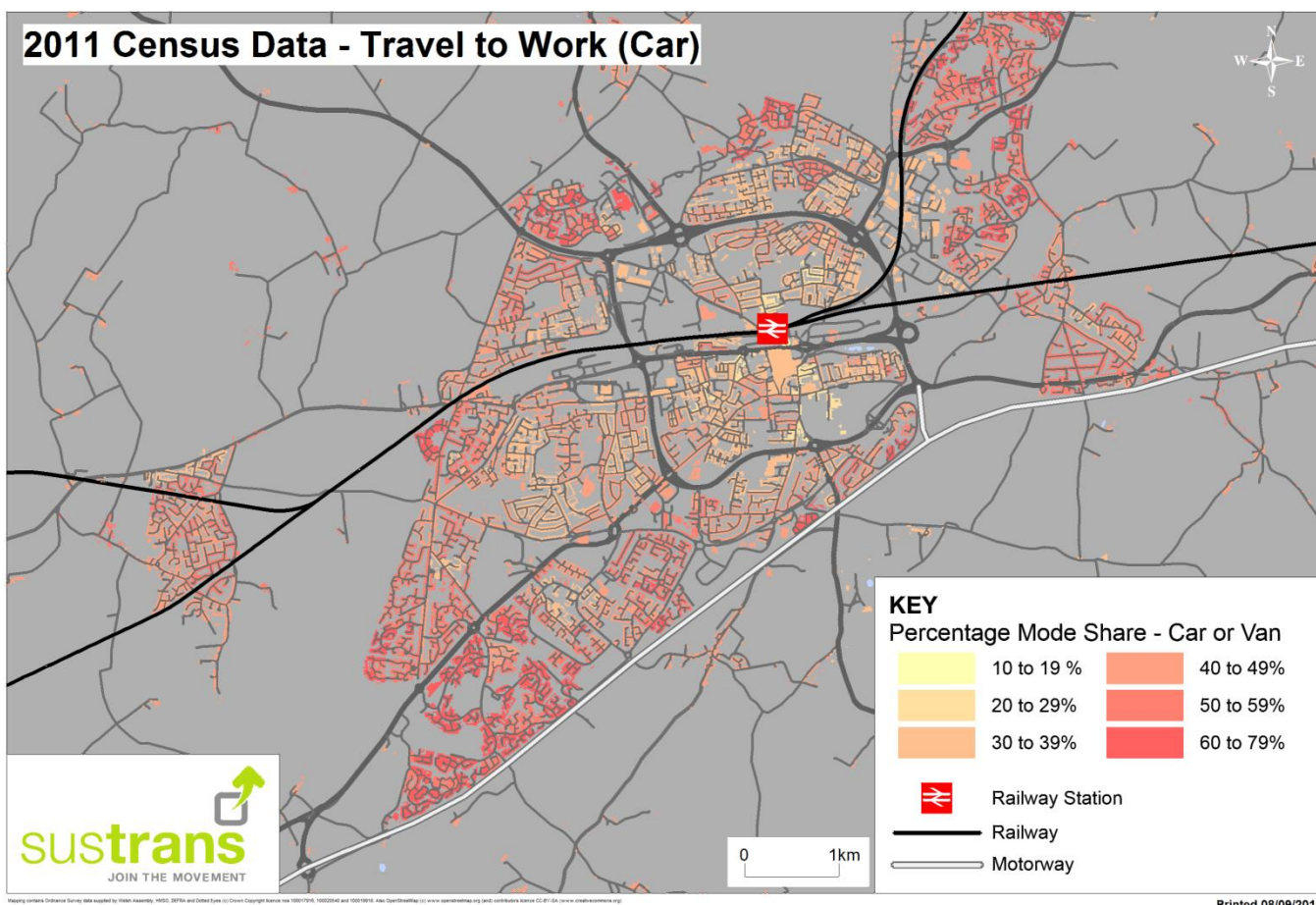


Figure 6: 2011 Census: Travel to Work by Car

Basingstoke & Deane Borough Council's vision is to grow a sustainable and healthy community. Cities such as Groningen, Copenhagen and Cambridge have high levels of cycling that contribute to achieving happy and healthy people. By allowing more convenient, direct and safer cycling across the Town and wider Borough, cycling will be seen to be an easy and normal option to get around, whilst also helping towards sustainable growth as the Borough continues to develop. Furthermore, cycling is good for the economy and research has shown, for example, that those who commute by bike are likely to be less stressed, arrive on time, more productive at work and, healthy too.

Figure 4 shows the number of journeys to work undertaken by car that are under 5 miles. Further Census data in Figure 6 above shows the percentage of mode share of journeys to work by car or van and when compared with Figure 5, travel to work by bicycle, it is evident that a greater number of journeys have the opportunity of being undertaken by bicycle. This Cycling Strategy and associated actions will provide the infrastructure and softer measures to allow modal shift from the car to cycling to be undertaken.

As a further strand to this draft Cycling Strategy, the Borough Council is already working with businesses, the County Council and other organisations, such as Sustrans, to introduce ways for people to change their travel behaviour through "Smarter Choices" full details of which are in the Appendix.

Such measures include personalised travel planning, school and workplace travel plans, car clubs, teleworking and wider travel awareness campaigns. Each approach aims to tap into people's decision making about when they travel, where they go and the mode of travel they use, with the outcome being a shift from relatively expensive and high energy car use towards lower carbon, lower cost and more active travel. The report 'Smarter Choices – Changing the Way We Travel', published

by the Department for Transport in 2004, defines Smarter Choices as measures which 'seek to give better information and opportunities, aimed at helping people to choose to reduce their car use while enhancing the attractiveness of alternatives'.

There is much evidence to support change in travel behaviour through revenue funded Smarter Choices programmes. Following extensive travel behaviour change programmes in the English Sustainable Travel Towns of Worcester, Darlington and Peterborough between 2004 and 2009, the three towns saw reductions in car use of between 7% and 9% (Sustrans/Socialdata, 2009 Travel behaviour research in the Sustainable Travel Towns, Briefing notes). With further targeted investment in walking and cycling facilities, improvements to local public transport and better land-use planning, the data suggests that an even greater shift towards sustainable travel could be achieved. The approaches adopted in the three towns were, in many respects, quite similar. The key elements included were:

- development of a strong brand identity;
- a large-scale Personal Travel Planning (PTP) programme;
- travel awareness campaigns;
- cycling and walking promotion;
- public transport information and marketing;
- school travel planning;
- workplace travel planning.

Such measures are also typical of the Local Sustainable Transport Fund (LSTF) projects, with brand identity and technological interventions, e.g. journey planners, featuring more heavily in some areas. In Basingstoke we have had the "My Journey" brand and Council officers have been working with local businesses together with the Sustainable Business Network, to help employees to change their travel to work patterns, changing from the private car to walking and cycling instead.

3 Policy Background

Cycling is supported as a means of, amongst other things, cutting congestion, improving health, reducing carbon emissions and improving accessibility in key national, county-wide and local policy documents.

Local stakeholders' expectations of cycling are rising, with cycling being seen as a key part of creating more liveable places. Tried and tested technical solutions can be seen working in other cities. Relatively short distances between everywhere in the built-up areas of Basingstoke make it possible to implement similar solutions.

As part of this document, Sustrans has researched relevant Government Acts, Policies and other associated documentation, to determine ways to support Basingstoke & Deane Borough Council's aspirations to increase levels of cycling across the town of Basingstoke and the wider Borough. The following section is a collation of that data and provides further background information to underpin the emerging Strategy. Full details of the documents are available in the Appendix and the following notes are a précis of the research undertaken and the information gleaned that supports cycling in the Borough. Two important recent Government announcements are summarised below.

The Cycling and Walking Investment Strategy 2015 now forms part of the **Infrastructure Act 2015** and so for the first time the Secretary of State for Transport is now required by law to set out a strategy for cycling and walking infrastructure and importantly the funding provided to meet it.

Cycling Delivery Plan 2014 - the Government recognises that cycling means healthier, fitter citizens, less congestion, less pollution and a more productive workforce. The Government wants to see more people cycling and the Cycling Delivery Plan is a step-change in realising that ambition.

Leadership and vision will be vital at a local level and there is a need for everyone to come together to deliver this step change. This Cycling Delivery Plan is a call to action to local authorities and Local Enterprise Partnerships (LEPs) to affirm their commitment to drive up cycling across the country.

Increased cycle use is supported by Government, Health and Council Policies and Documents and a coherent Cycle Strategy will be created and adopted by Basingstoke & Deane Borough Council to maintain, improve and increase levels of cycling in Basingstoke town and the wider Borough. Figure 7 below provides a précis of the Policy Documents in the Appendix.

Key findings	Implications for strategy
The Basingstoke Town Access Plan will guide transport development over the next 20 years	Policy Objective 12 supports need for creating a coherent strategy to invest in walking and cycling
Local Transport Plan 3 sets out the long-term vision for transport investment from 2011-2031	Lays out ways to create sustainable, safe, efficient reliable ways to get around
Local Plan 2011-2029 Policy CN9 – Transport: seeks to minimise the need to travel, promote sustainable transport modes, improve accessibility and support the transition to a low carbon future	Town Planners must ensure that the policies for transport match delivery and that developers embrace walking and cycling in new developments
Policy EM5 – safe and convenient accessibility by walking and cycling essential to enhance creation of a country park	Supports the need for investing in walking and cycling but does not provide a clear budget to support delivery
Hampshire Joint Strategic Needs Assessment 2013 Maintenance of physical environment to enable physical activity and	No specific reference to walking and cycling environments

enhanced mental health is mentioned	
1 in 3 children in Hampshire schools overweight or obese by age 11	No reference to walking and cycling to create active travel environment
Lifestyle – physical activity and obesity	Promoting healthy lifestyles is recommended but walking and cycling not specifically mentioned
Address wider determinants that influence physical activity	No clear budget to support delivery
Hampshire Local Transport Plan 2011-2031 seeks to reduce manage and invest and wherever possible to improve local travel options	Outlines policy support for walking and cycling but does not highlight a specific budget after 2015
Policy Objective 10 – improve air quality and national carbon targets through transport measures	Does not specify how nor provide a budget
Policy Objective 12 – invest in active travel and in sustainable transport measures including walking and cycling	Investment will be in urban areas and includes Bikeability Training but does not specify a definite budget
Generally, the Plan highlights the benefits of active travel, low carbon transport and transport & land use planning	Does not specify how these elements will be delivered, nor provides a budget
Missing Links Phase 2 – Feasibility Study commissioned in June 2008 to identify missing and proposed cycle links across the town and linked communities	Supports the need for a coherent Cycle Strategy and delivery mechanism for a completed cycle network – funds need to be identified
Enterprise M3 Strategic Economic Plan plans to address consequences of growth in a coherent and co-ordinated way	Promotes investment in sustainable transport were appropriate, including walking and cycling - Need to prepare comprehensive plans in readiness for future bids

Figure 7: Policy Document Summary

4 Cycle Network Review

4.1 Existing Cycle Network



Basingstoke town and the wider Borough of Basingstoke have a disparate cycle network that is good in some areas, well-built but not adequately signed to create a coherent number of routes. In other areas, routes do not join up and are confusing, discouraging most except for the determined and experienced user.

The mostly traffic-free shared-use route from Basingstoke rail station west to Milestones, the Leisure Park and beyond, provides a great route connecting the town to the west. However, due to a lack of adequate signage the route is not widely known. It is described in more detail in the Appendix.

A lack of connected and complete routes has also been identified through on-site investigations and the Consultations referred to below. Further issues have been highlighted in the Hampshire County Council “Missing Links” study of 2010, referred to earlier.

Particular problems of severance are evident around the Town Centre, the Rail Station, north, south, east and west of the Shopping Mall, the Business Quarter north east of the Rail station and the area known as “the top-of-the-town” around the one-way system of New Road, Southern Road and connections into the wider road network.

A great deal of the in-complete cycle network has been formed due to the “stop-start” approach of developing a coherent and joined-up number of routes. This is owing to the piecemeal delivery process over time as and when new developments have been built or funding has become available for improvements.,

In reviewing the existing cycle network of Basingstoke and Deane Borough we have sought the opinions of all those with an interest in cycling in the region. We achieved this through face-to-face consultations and via an online “Community Mapping” exercise (see section 4.3 below). This has highlighted matters of concern with our existing network. A total of 21 separate categories were created and a list of most concern is shown in the table below.

Community Mapping Comments		
Issue	Issue	Total
1	Avoid	38
2	Barrier	97
3	Bike Hubs	2
4	Busy Junctions	34
5	Building Sites	4
6	Busy Pavements	9
7	Caution	51
8	Cycle Storage	30
9	Fly Tipping	2
10	Good Points	68
11	Ideas	56
12	Intimidating	42
13	Lack of Signage	26
14	Lack of Crossings	70

15	Maintenance	77
16	Poor Surface	30
17	Poor Lighting	13
18	Other	24
19	Narrow Pavement	25
20	Pollution	15
21	Scary at Night	31
	Total	744

Figure 8: Record of Community Mapping Comments

Through omitting those points that could be considered perceptible, we have grouped together the main points needing consideration as below. Please also see relevant maps in the Appendix for more information

- Avoid
- Busy Junction
- Barrier
- Lack of Signage
- Lack of Crossings

From the above categories, the main problems identified comprise of incomplete and indirect routes, levels of signage, connectivity between recognised destinations and poor infrastructure and these areas of concern have been plotted on a GIS mapping system. From the data collected, corridors have been identified that require action and in the Appendix is an example of a site visit undertaken to record what the main issues are along the Rail Station to Worthing corridor.

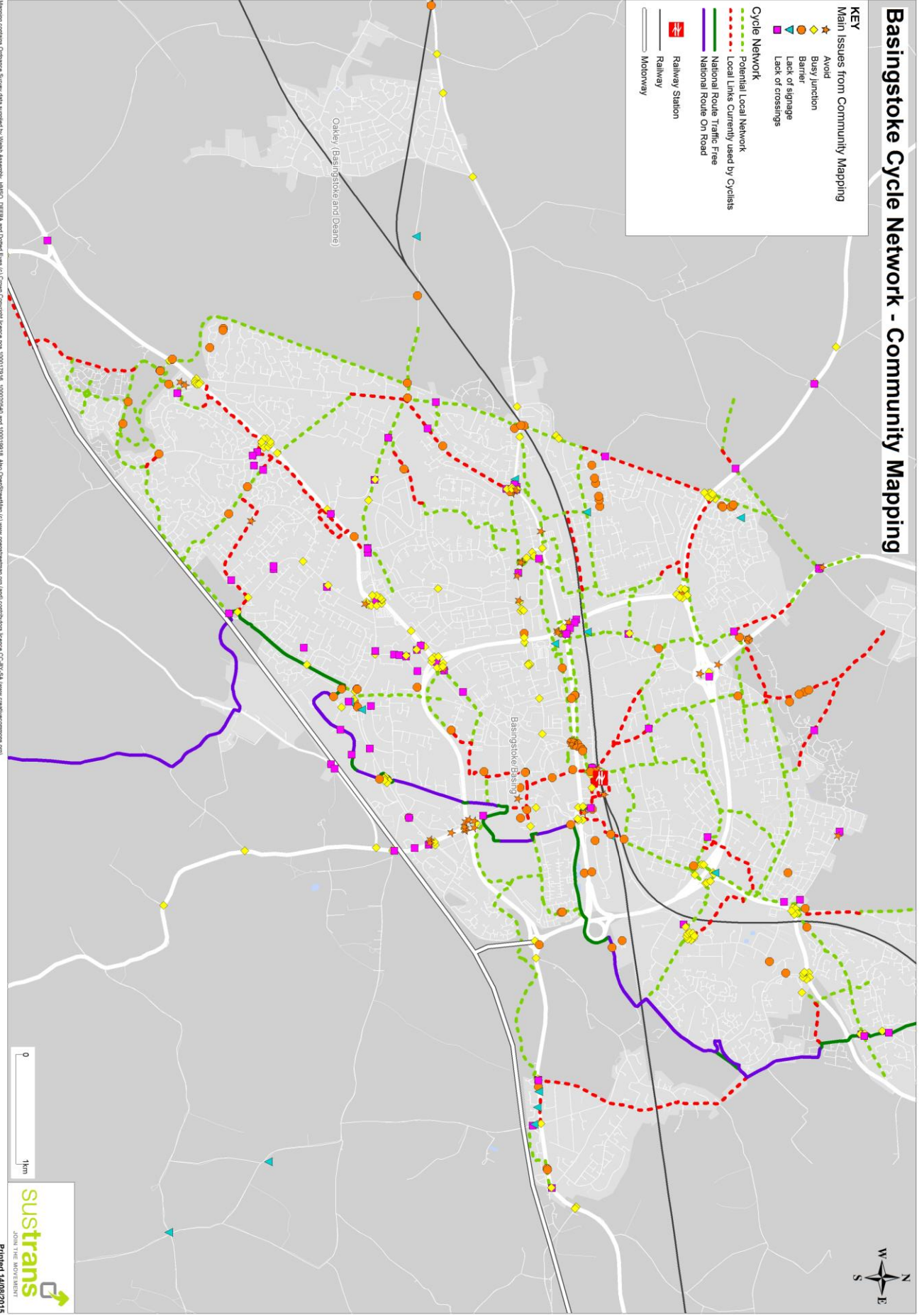


The following maps show where the missing gaps in the cycle network are and how a strategic Cycle Network might look. Additional site work has been undertaken to determine where works are required and these are also shown in a schedule of projects in the Appendix. These proposals will be formally worked up by the Borough Council into live schemes with Hampshire County Council as the Highway Authority and over an agreed timescale will be delivered as part of the Cycle Strategy.

Basingstoke Cycle Network - Community Mapping

KEY

- Main Issues from Community Mapping**
- ★ Avoid
 - Busy Junction
 - ▲ Barrier
 - ▲ Lack of signage
 - Lack of crossings
- Cycle Network**
- Potential Local Network
 - Local Links Currently used by Cyclists
 - National Route Traffic Free
 - National Route On Road
-  Railway Station
 Railway
 Motorway



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4.2 Barriers to Movement

The main barriers to movement in the central area of Basingstoke are the two railway lines, the ring road comprising the A30, A340 and A339 and the A3010 Churchill Way. There are several good quality crossing points of these barriers and these largely define the alignment of the strategic walking and cycling network. The roads listed above are generally fast moving dual carriageways with no facilities for cyclists and are not recommended for everyday cycle trips.

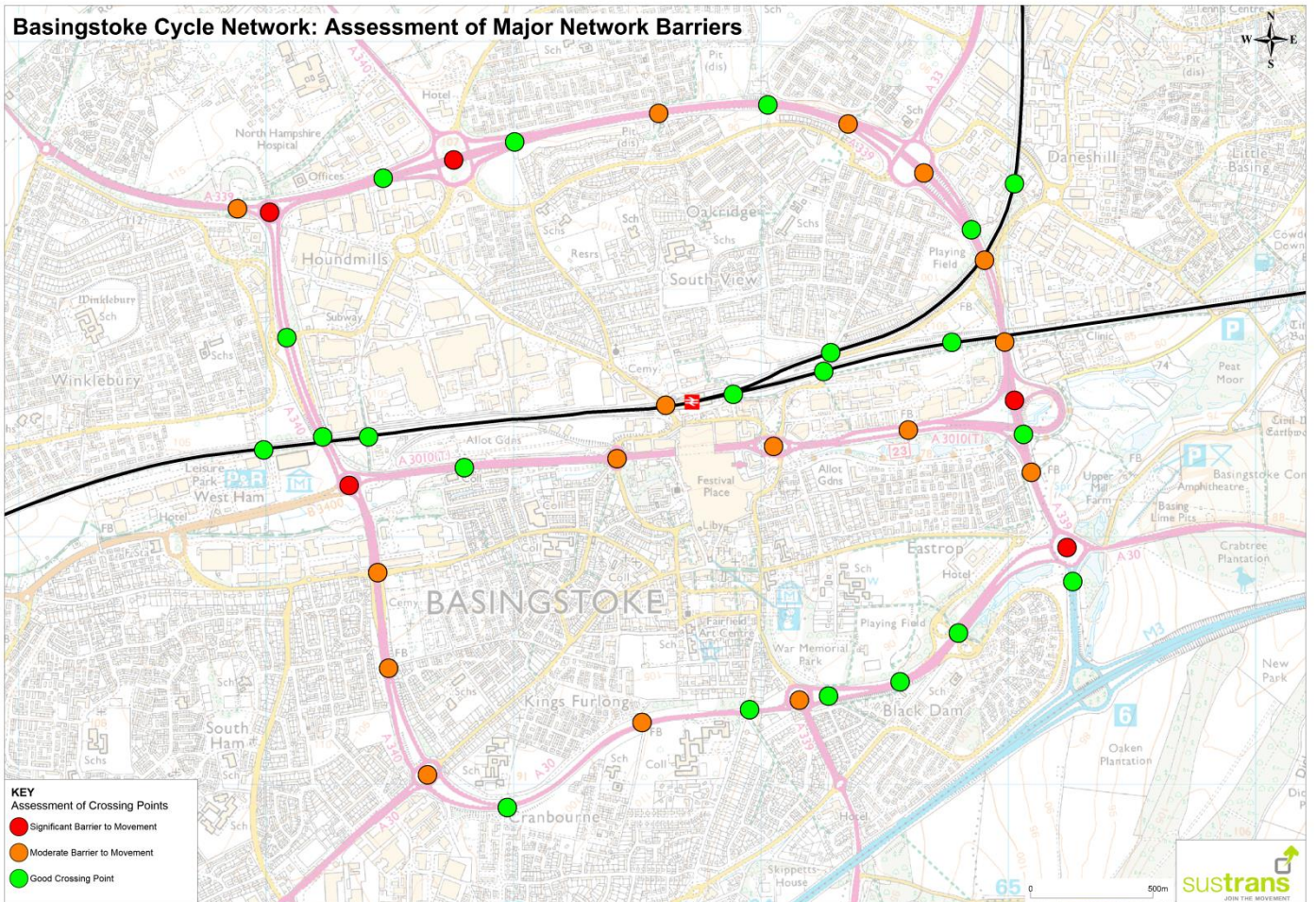
Most existing subways are suitable for shared use, but the footbridges are a little narrow and are not currently recommended as part of the strategic cycle network. We recognise that many of these bridges are already used for local cycle trips, but they would need to be replaced by wider structures to accommodate the increases in cycle traffic expected as part of this strategy. Sustrans design guidance for bridges and subways can be found in the Appendix.

The following table lists the various crossing points of the railways and main roads and their current status, where:

- Red = significant barrier to movement
- Orange = moderate barrier to movement
- Green = good crossing point

Ref	Location	Status	Notes
R1	Leisure Park	Green	Brick arch under railway on traffic-free path
R2	Houndmills	Green	Brick arch under railway on traffic-free path
R3	Chapel Hill/Vyne Rd	Orange	Busy road with no cycle facilities
R4	Station	Green	Access road to car parks
R5	Norn Hill	Green	Two wide footbridges over railway lines
R6	Campus	Green	New footbridge for local access to Campus site
R7	Gresley Road	Green	Wide bridge under railway on traffic-free path
A1	Thornycroft Rbt	Red	Busy junction with no cycle facilities
A2	Railway	Green	Narrow footbridge beside railway 1.7m wide
A3	Brunel Road	Green	Wide shared footway on road bridge
A4	Hazelwood Drive	Orange	Narrow subway with poor sight lines
A5	A339 & A340	Red	Busy junction with no cycle facilities
A6	Priestley Road	Green	Wide subway on traffic-free path
A7	Aldermaston Rbt	Red	Busy junction with no cycle facilities
A8	Sherborne Road	Green	Wide subway on traffic-free path
A9	Abbey Road	Orange	Narrow footbridge 1.7m wide
A10	Shakespeare Road	Green	Narrow subway with reasonable sight lines
A11	Forsythia <u>Walk</u>	Orange	Narrow footbridge 1.8m wide
A12	A33 & A339	Orange	Multi-stage crossing of busy roundabout
A13	Freemantle Close	Green	Narrow subway with reasonable sight lines
A14	Gresley Road	Orange	Busy road with no cycle facilities
A15	Railway	Orange	Dark subway beside railway
A16	A339 & A3010	Red	Busy junction with no cycle facilities

A17	Eastrop Park	Green	Wide subway on traffic-free path
A18	Barbel Avenue	Orange	Narrow footbridge 1.6m wide
A19	Black Dam Rbt	Red	Busy junction with no cycle facilities
A20	Black Dam Way	Green	Wide subway on traffic-free path
A21	Black Dam Way	Green	Wide shared footway on road bridge
A22	Whistler Close	Green	Narrow subway with reasonable sight lines
A23	Parkside Road	Green	Narrow subway with reasonable sight lines
A24	Hackwood Rbt	Orange	Narrow subways with poor sight lines
A25	Cliddesden Road	Green	Wide subway on traffic-free path
A26	Shrubbery Walk	Orange	Narrow footbridge 1.5m wide
A27	Cranbourne Lane	Green	Wide subway on traffic-free path
A28	Winchester Rbt	Orange	Narrow subways with poor sight lines
A29	Cemetery	Orange	Narrow footbridge 1.5m wide
A30	Worting Road	Orange	Cycle lanes on busy road
A31	Thornycroft Lane	Green	Wide subway on traffic-free path
C1	College Road	Green	Wide subway on traffic-free path
C2	Victory Rbt	Orange	Narrow subways with poor sight lines
C3	Festival Place	Orange	Footbridge 2.4m wide with poor access to north
C4	Eastrop Rbt	Orange	Narrow subways with poor sight lines
C5	Eastrop Park	Orange	Narrow footbridge 1.7m wide



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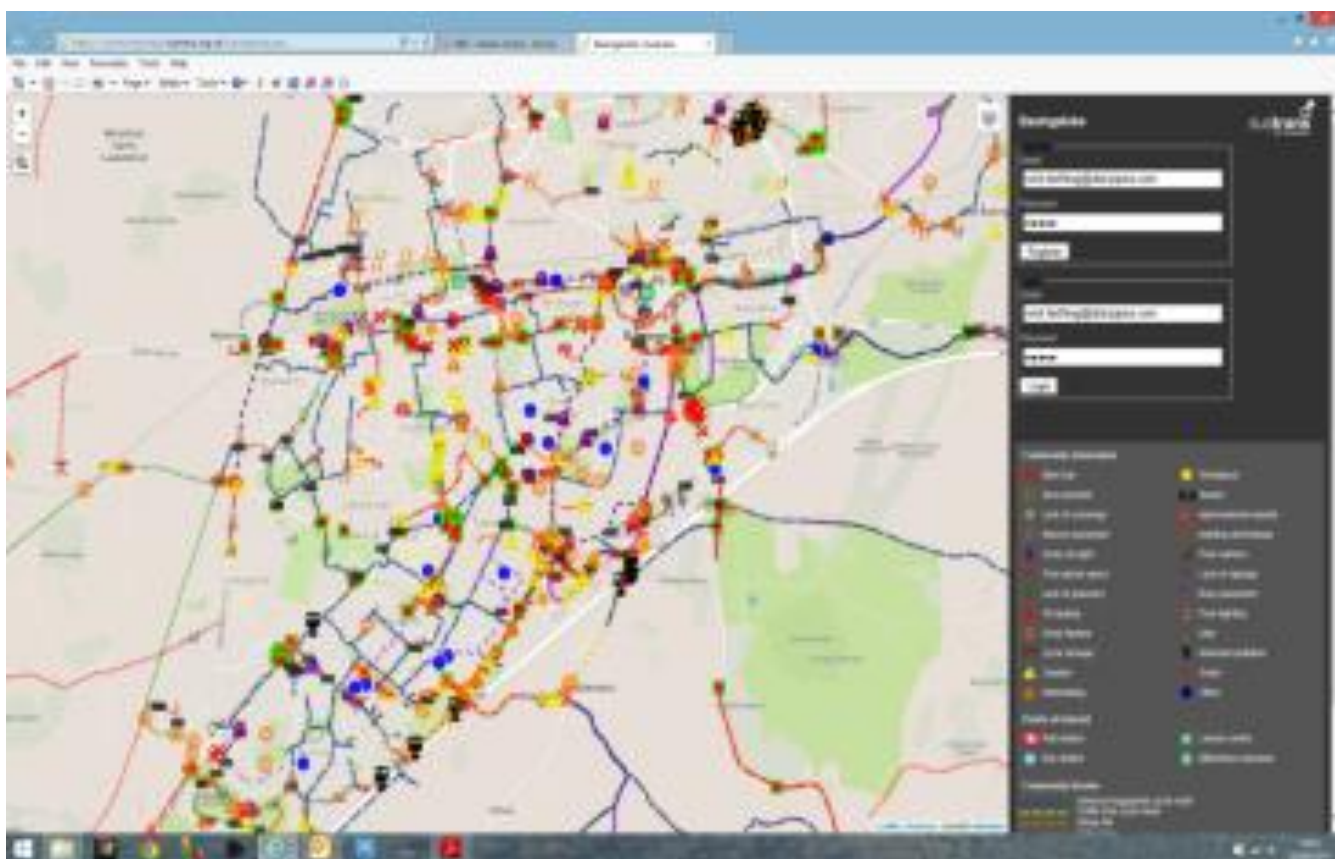
4.3 Consultation

To build a framework for creating an improved cycle network across the Borough and to determine current levels of cycling, together with issues affecting existing cyclists and matters that discourage more people from using bicycles for more of their current journeys, Sustrans in partnership with the Borough Council undertook a number of consultation exercises with local people, existing cyclists and cycle groups, together with Council officers.

A public event was held on 26 May 2015 at Festival Place Shopping Centre with the public asked to identify areas of cycle infrastructure that was both good and areas that required improvement or new infrastructure.

A follow up event was undertaken on 3 June 2015 at Carnival Hall Community Centre with the public again invited to comment on issues appertaining to cycling in and around the Borough and across Basingstoke town.

In addition to the face-to-face events, Sustrans created an online Community Mapping element to the consultation process, inviting members of the public to comment on elements of the existing road and cycle network requiring improvement, so as to improve and encourage more cycling.



From the online exercise, data has been collated in GIS format and layered into a set of maps, identifying issues referred to in section 4.1 above. Analysis of the data collected provided information on where cyclists are travelling and outlined routes where improvements to corridors are required. These include the removal of obstructions, a requirement for better signage to promote cycle access, together with signalised crossings at busy road junctions and cycle parking at destinations, including the town rail station and the Malls shopping centre.

Encouragingly, there were also elements reported as good or adequate, highlighting routes that are direct and away from busy roads, cycle parking locations and other related matters. The section below reports on those consultations in more detail and highlights issues raised throughout the process with areas for change identified. A vast number of good ideas have been highlighted through

the consultation process. Maps itemising the data collected during all of the consultations and the Community Mapping exercise are reproduced below.

The consultations have allowed clear and concise data to be collected during the process, ensuring close liaison with Basingstoke residents and others, recording issues on the existing cycle network and highlighting areas for improvement, new work and areas that are already fairly acceptable to existing users.

A vision for cycling in Basingstoke has emerged during the consultation process and this has created cross-cutting elements as outlined below. In creating a cycling culture for the town of Basingstoke and the wider Borough, consultees have suggested that cycling would then be seen as a viable alternative to the car for short journeys. Increased numbers of cyclists will lead to better acceptance of cycling across the town and Borough, provide “safety in numbers” and ensure motorists become more aware of cyclists and their requirements.

Increasing cycle numbers will lead to the need for more information on the existing and proposed cycle network together with new and improved mapping. This will highlight to all, that cycling is a safe and healthy means of travel. Branding of routes throughout the Borough with identified cycle corridors will make cycling easier to undertake, with routes branded to be clearer and safer to use.

Consultees expressed that facilities should allow unrestricted and complete cycle routes to, from, in and around the town centre. Respondents also cited a need for a consistent approach to cycle infrastructure provision, with links to key destinations such as areas of employment, hospitals, schools, colleges, leisure and sports centres and transport hubs.

Maintenance is a big issue for existing cyclists and also deters those that would like to cycle but are discouraged owing to poor surfacing on routes, together with overhanging foliage and other barriers referred to earlier. Through the consultation, it has been recorded that existing routes are poorly maintained during winter months, with wet leaves evident and no provision for salting during freezing conditions, as is the norm on the wider road network.

The table below is prepared from information collated through the public consultation exercises provides information on what are considered the barriers to cycling, together with possible solutions to alleviate the issues identified.

Who	Motivations	Barriers	Solutions
Children	Cycle to school, leisure, health	Parental concerns Perceived safety Equipment and maintenance Time Facilities Weather	Bikeability Training Bike It or similar
Leisure Cycling	Fitness and competition	Lack of facilities BMX tracks	Provide facilities
New residents (and developments) rural and urban	Cycle to work, leisure, school	Lack of sufficient and adequate cycle parking	Research suitable locations and increase provision
Potential Commuters	Two types - Confident generally on the road - Less confident or new cyclists	Facilities, storage, showers	Work with Employers to provide facilities Set up Travel Plan Forum
Women and under-represented groups	Fitness, Social		Breeze bike buddy
Commuters	A-B Cost Convenience	Storage Safety Lack of shower facilities at place of work Distance Need for car while at work Political will to address barriers	Car share Pool cars Business cycle forum
Families and recreational cyclists	Recreation activity Health benefits Financial benefits	Weather Safety skills and confidence Knowledge of bike maintenance Knowledge of local area /facilities (maps/storage/etc) Time!	Home delivery of shopping Availability of maps/information, provide facilities, cycle training leisure routes
Seasoned cyclists	Love it! Social Healthy activity Sharing knowledge Free to do	Limited knowledge	Networks Sharing knowledge
Schools and colleges	Healthy children Less congestion outside school/college	Safe routes Bike maintenance Storage School attitude Parent time/life styles	Safe routes Parking Cycle champion Vehicle-free zone Park and stride / walk Walking bus

4.4 Town Centre issues

Direct cycle journeys east and west of Festival Place are very difficult to undertake owing to the road network being designed purely for road traffic with no allowance for cycling. New Road to the east of the Retail Centre is one-way southwards with no safe cycle access north towards the Eastrop Roundabout. Access could be allowed via Chequers Road and Goat Lane to Eastrop Lane, thus providing a link to Eastrop Roundabout, but headroom is substandard through the roundabout subways and cycling is banned through here.

There is no access to the Bus Station from New Road. Furthermore, the pedestrian bridge over the A3010 Churchill Way, although at least 4m wide has no cycle access from the south with cycling banned to the north towards Alencon Link.

A route could be signed under the railway line from south to north at Bunnian Place adjacent the Queens Arms to provide a direct route from the northern station car park, south of the Allotments and via Regent Close to Norn Hill.

South of the rail station, a cycle link could be opened up running east and parallel with the railway to the southern end of Norn Hill, under the A339, past the Health Centre and linking to Swing Swang Lane.

The one-way road network east and south of Festival Place from Eastrop Roundabout south along New Road is very busy with road traffic and deters all but the most experienced cyclist. Cycling is banned along the pedestrianised section of London Road west of New Road, cutting off sustainable access to the shops and other facilities in this part of the town. There is no contra-flow on the one-way sections of New Road and Southern Road, requiring cyclists to take a long detour in fast-flowing traffic and, once again deterring most who would wish to cycle through these areas.

Cycle access to the west of Festival Place along Church Street is possible from the western end of the pedestrian section of London Road, but there is no decent connection to Alencon Link and the rail station and north towards Chapel Hill.

Finally, the useful link from the subways under the Victory Roundabout to the west of Festival Place and the adjacent parkland has no suitable link to the Anvil Theatre, Retail Centre and rail station.

As can be seen from the above, poor and non-existent cycle access around the town centre and north, south, east and west of the Retail Centre needs to be addressed, to encourage more people to cycle through and to, the important destinations in this part of the town.

4.5 Proposed Cycle Network

Combining the outputs from the community mapping exercise with an analysis of the existing cycle route network and the barriers to movement across the town, we have identified a number of strategic cycle routes radiating out from the town centre. A second stage will be to identify further linking routes to key destinations, largely based on existing cycle routes and footpaths.

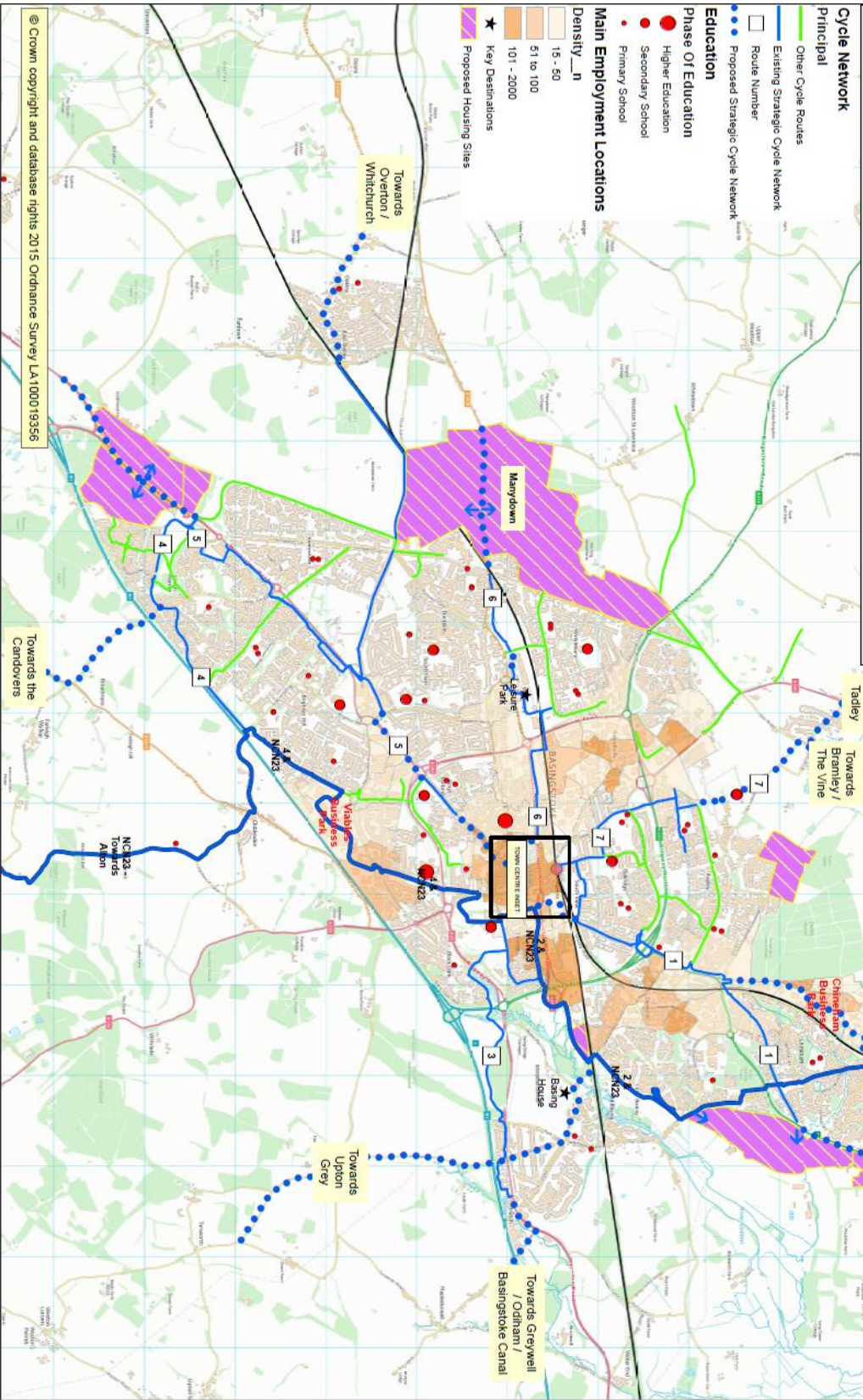
1. Reading Road: Town centre – Norn Hill – A33 Reading Road – old Reading Road – Chineham
Main issues: Narrow footways, poor crossing of Crockford Lane
2. NCN23 North: Eastrop Park – Little Basing – Pyott’s Hill – Chineham – Cufuade Lane – Bramley
Main issues: Poor crossing of Bowman Road
3. Old Basing: Town centre – Black Dam – Crabtree Plantation – Hatch (and onwards towards Greywell / Upton Grey)
Main issues: Poor surface at Crabtree Plantation, no footway to Greywell Road
4. NCN23 South: Town centre – Cliddesden Road – Jays Close – Hatch Warren Lane – Cliddesden Lane – Kempshott Park
Main issues: Use of New Road/Hackwood Road, side road crossings on Hatch Warren Lane, use of Beggarwood Lane
5. Winchester Road: Town centre - Winchester Road roundabout – Brighton Hill roundabout – Hatch Warren – Kempshott Park (with branch to Oakley via Pack Lane and onwards towards Overton / Whitchurch).
Main issues: Use of High Street, Winchester Road from New Street to Cordale Road, footway beside football ground, no footway Kempshott Lane to Beggarwood Lane
6. Worting: Town centre – Allotments – Milestones – West Ham – Golf Centre – Worting / Manydown.
Main issues: Eastrop roundabout to station, path and road beside Premier Inn, poor surface on West Ham Lane
7. Sherborne: Station – Sherborne Road – Everest Academy – Sherborne St John
Main issues: use of Church Street and station car parks, opening road at Everest Academy

A detailed map showing existing cycle routes and the proposed strategic network, along with key destinations and housing allocations is reproduced overleaf. The map is designed to be printed at A3. A full list of recommended works for each route is available in the Appendix together with cost estimates, which are summarised below. In addition to the routes listed above, the map highlights a town centre inset, within which further work is required to address existing access issues for cyclists.

Route	Length/metres	Cost estimate/£
Route 1: Reading Road	4,686	99,500
Route 2: NCN23 North	6,112	60,000
Route 3: Old Basing	4,451	168,800
Route 4: NCN23 South	7,520	130,000
Route 5: Winchester Road	5,906	138,300
Route 6: Worting	4,471	67,750
Route 7: Sherborne	3,738	9,000

Total	36,885	673,450
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Draft Proposed Strategic Cycleway Network For Comment



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5 Strategy Themes

5.1 Themes

As discussed in the introduction and supported through consultation our Cycling Strategy vision is **to create an environment that is a safe, attractive and practical choice for cyclists in the Borough**, so that more people are enabled to cycle more safely in the area, to encourage a shift towards more sustainable transport choices and healthy lifestyles.

In order to achieve this, a number of priority areas for action have been identified, namely:

1. Creating New Routes and Linkages – seeking opportunities to develop new routes and linkages which connect population centres to key services such as local schools, employment areas and transport interchanges in the main urban areas of Basingstoke and the wider Borough; and to promote leisure cycling through the identification and promotion of attractive longer leisure routes which connect to the main urban centres
2. Safer Cycling – ensuring infrastructure is well designed, at times prioritising routes at junctions and on quiet residential streets away from busy main roads and junctions as appropriate and providing road safety education
3. Improvements to Cycle Parking – identifying locations for additional cycle parking facilities and positioning them to maximise security
4. Promotion and Encouragement – raising awareness of cycling and its benefits amongst the community, working with Schools, Colleges, the Hospital, Businesses and other interested Parties
5. Maintenance and Signage – ensuring existing and any future facilities are well maintained and signed

Key objectives and intended primary outcomes have been identified for Basingstoke as an element of this Strategy and these are shown in Figure 9 below.

Objectives	Intended Primary Outcomes
<p>To encourage more people who live and work in Basingstoke to walk and cycle for local everyday journeys</p>	<ul style="list-style-type: none"> - Reduction in work-related car journeys. - Reduction in car trips for leisure and other journeys. - Increase in active travel modes. - Increase in adult physical activity levels - Reduction in CO₂ emissions from car travel - Reduction in congestion
<p>To encourage more people who live and work in Basingstoke to use public transport, and other forms of shared transport, for local and longer journeys</p>	<ul style="list-style-type: none"> - Reduction in work-related car journeys. - Reduction in car trips for leisure and other journeys. - Increase in public transport modes - Increase in car sharing modes - Reduction in CO₂ emissions from car travel - Reduction in congestion

To encourage visitors to Basingstoke to travel more sustainably to the town	<ul style="list-style-type: none"> - Reduction in CO₂ emissions from car travel - Reduction in congestion - Increase in sustainable transport modes
To link smarter choices delivery with planned infrastructure developments	<ul style="list-style-type: none"> - Improved awareness and usage of walking and cycling infrastructure - Improved consultation on walking and cycling infrastructure proposals - Maximisation of the shift towards more sustainable modes
To ensure effective stakeholder and community engagement	<ul style="list-style-type: none"> - Improved consultation on what works well for local communities - Embed behaviour change more effectively - Improved programme legacy

Figure 9: Objectives and Outcomes Table

The Cycling Strategy aims are identified in the table below, to make cycling safer, simpler, more attractive and to make the Borough a better place.

Simpler Signage	Safer	More Attractive	A better Place
Create a comprehensive network accessible to everyone	Reduce vehicle speeds to create a safer environment for cycling	Invest a suitable £ per head of population in line with best practice from Europe and England Cycle Cities	Make streets vibrant and improve public realm, by designing in cycling
Create a simple and easy to follow Cycle Map	Create cycle routes protected from traffic where appropriate	Target cycle promotion to employers, schools, colleges, developers	Create and improve cycle links from where people live to key destinations
Provide suitable facilities to support those who wish to cycle, including cycle parking	Maintain the cycle network on key routes ensuring safe infrastructure clear of obstructions	Make shorter journeys up to 5 miles attractive to undertake by bike	Fully integrate cycling with the wider transport network and encourage mutual respect between all road users
Make cycle trips convenient and direct through well designed, high quality networks	Make cycle training available to all, from School age Year 6 and upwards		

Figure 10: Table of Aims to increase Cycling across the Borough

5.2 Creating New Routes and Linkages

As discussed in section 4.1 the town and wider Borough of Basingstoke has a disparate cycle network that is good in some areas, well-built but not adequately signed to create a coherent network of routes. In other areas, routes are disjointed and confusing, discouraging use except for the determined and experienced user.

There is a desire for more people to cycle as is evident from the consultations undertaken as part of this project. In order to encourage cycling for both transport and leisure purposes it is vital that additional routes and linkages are created that are coherent, well signed, joined-up and link to a range of destinations.

To promote cycling for more journeys the Borough Council in partnership with Hampshire County Council (as the Highway Authority) will develop routes and linkages which connect residential areas with key destinations including:

- Employment areas and schools to encourage cycling to work and school;
- Key public transport interchange at Basingstoke rail station to capitalise on the high level of rail use and encourage cycling as part of longer multi-modal journeys; and
- Other key services such as health, shopping, libraries and leisure activities to encourage cycling as a mode of transport to access key services.

These route suggestions are focussed in and around Basingstoke town centre, Festival Place, the rail station and links to the wider employment sites and the Hospital. As the main urban area, these are likely to be where most short distance car journeys are undertaken and therefore where the greatest potential for modal shift exists.

Through close collaboration with the local cycling community and the consultation process referred to earlier in this report, a number of route improvements and linkages have been identified. Furthermore, Hampshire County Council's "Missing Links" Report of 2010 also refers. These initial ideas have been shown on the cycle network map in the Appendix.

New housing developments identified in Local Plans referred to earlier in this document, will be provided with direct and concise alignments that connect with existing and proposed cycle routes. This is to ensure a coherent and usable network is created and that new developments provide safe, suitable and convenient cycle access in line with Policy CN9 of the draft Local Plan. Furthermore, BDBC will work alongside HCC to ensure that cycling provision is integrated wherever possible into the design of Highways improvements and investment schemes.

It should be noted that these additional descriptions are based on initial investigations only. If funding was to become available they would need to be further examined, detailed designs drawn up, full safety audit prepared and public consultation undertaken.

The suggested routes and linkages are not exhaustive but represent a first phase in creating a coherent and comprehensive network. Additional routes will be identified to fill the gaps within the network and worked up by the Borough and County Councils into coherent proposals for timely delivery across the Borough. Separate work will be required to consider issues associated with the town centre to address the poor cross-town connectivity.



Short Term	Medium Term	Long Term
Promote more cycling with schools and colleges	Complete “missing links” from 2010 HCC report	Construct new links identified in Strategy
Prepare a list of routes for development	Improve cycle access to retail centre	Improve cycle access through existing ring-road
Improve signage	Improve cycle access to rail/bus stations	Improve cycle access to outlying Communities
Improve cycle connections to Communities	Improve cycle access to Schools/Colleges	Improve cycle access to and via new developments
Improve cycle access to and via new developments	Improve cycle access to existing and new hospitals	
Produce new cycle map for town and Borough	Improve cycle access to and via new developments	

5.3 Safer Cycling

Concerns over safety can be a significant deterrent from cycling. When identifying and designing routes, to maximise safety, the Local Authority will, in partnership with Hampshire County Council as Highways Authority, refer to the latest guidelines set out by Government and other relevant documentation such as the Department for Transport’s (DfT) Local Transport Note 2/08 entitled “Cycle Infrastructure Design” (LTN 2/08) and Manual for Streets 1 & 2, Transport for London (TfL) London Cycle Design Standards and Sustrans’ Handbook for cycle-friendly design.

It is recognised that cyclists have different levels of experience and that in identifying and designing routes, a balance must be struck between the needs of different users. The DfT identify a number of different categories of cyclist each of which requires a different level of support and encouragement.

These are detailed below.

Fast commuter – confident in most on-road situations and will use a route with significant traffic volumes if it is more direct than a quieter route;

Utility cyclist – may seek some segregation at busy junctions and on links carrying high speed traffic;

Inexperienced and/or leisure cyclist – may be willing to sacrifice directness, in terms of distance and time, a route with less traffic and more places to stop and rest;

Child – direct and largely off-road routes from residential areas to schools, even where a traffic-free option is available. Design needs to take account of personal security issues. Child cyclists should be anticipated in all residential areas and on most leisure cycling routes

Users of specialised equipment – includes users of trailers, trailer cycles, tandems and tricycles, as well as disabled people using hand cranked machines. This group requires wide facilities free of sharp bends and an absence of pinch points or any other features that force cyclists to dismount.

To benefit experienced cyclists, where highly trafficked roads are highlighted, the Local Authority should consider appropriate facilities including:

- Advanced Stop Lines at signalised junctions
- Dedicated Cycle Lanes
- Toucan crossings instead of Pelican crossings.


Consider	Possible actions	
First  Last	Provide for cyclists in the carriageway	Traffic speed/volume reduction
		HGV reduction
		Junction/hazard site treatment
		Reallocation of carriageway space
	Create new shared use routes	
	Convert pedestrian routes to shared use	

Figure 11: LTN 01/128 – Hierarchy of Provision

The Local Authority will work with the Police to improve the enforcement of speed limits in the District and look at the introduction of 20mph speed limit reductions at appropriate locations. Further, a



number of the route proposals in this study suggest converting existing footpaths/footways to shared use. Where conversions are sought, the Local Authority should consider the needs of people with disabilities

and should refer to guidelines set out in Local Transport Note 02/86 entitled “Shared Use by Cyclists and Pedestrians” (LTN 02/86). It is particularly important to consider security issues on traffic-free routes, especially where they do not benefit from existing street lighting and/or are not overlooked by houses. The Local Authority will investigate whether if additional lighting is required on a route by route basis.

Improvements in safety will also be pursued through road safety education. The Local Authority will promote road safety amongst various road users including young drivers, motorcyclists, and pedestrians. This information will be targeted towards raising mutual awareness amongst drivers, cyclists, and pedestrians. The Borough will lobby the County Council to continue to provide cycle training for all 10-11 year olds (year 6) through existing programmes

and, subject to sufficient funding, will work on expanding the scheme including developing adult cycle training programmes.

Short Term	Medium Term	Long Term
Design to latest Design Guides and other relevant Documents	Allow for the needs of a range of Cyclists from novice to experienced level	Amend road space to allow for increased Cycle provision
Provide new cycle routes and cycle access to schools and colleges	Provide crossings at major roads as identified in research work	Provide new cycle routes and cycle access to schools and colleges
Provide cycle training to pupils and students	Provide cycle training to pupils and students	Provide cycle training to pupils and students
	Provide new cycle routes and cycle access to schools and colleges	Provide cycle training to Adults
	Work with HCC to review speed of traffic on roads that form part of the cycle network	
	Provide cycle training to	

	Adults	
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5.4 Cycle Parking

A lack of secure cycle parking can be a significant deterrent to choosing to cycle.

The Local Authority will seek opportunities to provide improved and additional cycle parking in the District and in identifying locations for such facilities, the rationale will be to enable people to cycle to work and to school and improve access to key services. Therefore, emphasis will be placed on major destinations in the town centre and wider Borough, including, schools and employment areas, the Hospital, Festival Place and Basingstoke rail station.

The Local Authority will also encourage the provision of innovative and secure parking facilities in new developments as outlined in the Local Plans together with the provision of other trip end facilities such as changing rooms and showers at the workplace. Travel Plans for schools and workplaces will be encouraged and grant funding identified to provide sufficient on-site provision.

In selecting and positioning cycle parking facilities the Local Authority will seek to maximise safety and security ensuring parking guidelines adhere to those outlined in the LTN 2/08.



Short Term	Medium Term	Long Term
Identify existing Cycle Parking and plot on GIS system	Increase cycle parking across the Town Centre and wider Borough	Increase cycle parking across the Town Centre and wider Borough
Work with Partners such as Retail Centre and Train Operator to increase cycle parking	Encourage cycle parking at new developments	Provide cycle parking at bus stops along recognised bus corridors
	Encourage cycle parking at destinations, such as Milestones and Leisure Centre	

5.5 Promotion and Encouragement

It is recognised that improving cycling facilities alone will not dramatically increase the level of cycling across the Borough and that promotion of cycling and its health, environmental and economic benefits is also required.

The Borough Council will continue to work with Cycle Basingstoke as partner and representatives from other Organisations such as the CTC, Sustrans and British Cycling, and the “Breeze” organised group cycle rides.

The Borough Council will continue to support and promote cycling and lobby the County Council to provide a suitable level of funding from the annual transport budget. This is to ensure funding is in-line with the parameters set out in the Cycling and Walking Investment Strategy and the Cycle Delivery Plan which in turn will tie in with the Borough’s aspirations to emulate the successful Cycling Demonstration Towns programme referred to earlier in this document.

As outlined in section 2.3, cycling has already been included in a number of Borough and County Council policy documents and both councils should continue to promote cycling and its benefits in all strategies where an increase in the number of people cycling can make a significant contribution towards the achievement of the strategy aims.

Where funding allows, cycling will also be encouraged through the development of web and map based resources and continued support for national cycling events such as Bike Week. Both councils currently provide a range of web-based resources relating to cycling, including an interactive map detailing the Public Rights of Way and cycle routes in the area, and are committed to developing these further. The DfT are currently expanding their Cycle Journey Planner, an online facility which enables users to plan their cycle trips, highlighting the quietest, quickest or most recreational route NCN 23.

As part of the Cycle Strategy, the Borough Council has developed a revised cycle route map for Basingstoke. This new publication will be displayed at Basingstoke, Overton and Whitchurch railway stations and local schools and distributed during cycling training and promotional events. To encourage and facilitate sustainable travel choices Hampshire County Council should continue to work with and support individuals, employers, and other organisations in line with current LSTF “My Journey” in Basingstoke and “Bike It” schemes elsewhere across the County, so as to continue the promotion and encouragement of alternatives to car-use.

Short Term	Medium Term	Long Term
Lobby HCC for funding to support Cycle Strategy	Lobby HCC for funding to support Cycle Strategy	Lobby HCC for funding to support Cycle Strategy
Maintain “Bike Week”	Maintain “Bike Week”	Maintain “Bike Week”
Publish a new cycle network map	Work with existing employers to encourage on-site facilities that enable staff to cycle to work	Investigate cycle hire ‘pilot’
With partners promote cycling as a healthy activity and alternative mode		
Promote cycling as an alternative transport mode		

5.6 Maintenance and Signage

It is important that cycle facilities are adequately maintained and signed so that they remain both safe and attractive to users. The Borough Council will work alongside the County Council as Highways Authority to expedite the process for maintaining cycle routes. The Borough Council will provide an on-line link to the County Council fault reporting system, with sufficient information on the Borough website to ensure ease of use and clear reference to the relevant County Council weblink.

The Borough Council will also work closely with the County Council to ensure that new highway improvement and investment schemes are designed to take account of cycling needs and the future maintenance of these. This will also include the use of volunteers, such as the Cycle Basingstoke Group and Sustrans Volunteer Rangers, as well as essential dedicated contractors, to resolve any maintenance issues as they arise.

Volunteers and Rangers can assist in the maintenance of the cycle network in a number of ways, such as placing temporary signs, reporting faults, undertaking small scale vegetation clearance and organising work days for more ambitious maintenance projects.

A gritting system for all cycle and shared-use routes will be implemented as these routes can become inaccessible and dangerous to use during certain winter months and thus prevents many from using such routes and instead reverting to the motor car.

Useful destinations such as Schools, Libraries, Retail Areas, the Hospital, Bus and Rail Stations and Community Centres will be well-signed on the Basingstoke Cycle Network and a signing schedule will be prepared, together with a strategic cycle network created, to ensure routes are as user-friendly and accessible as possible to all.

Short Term	Medium Term	Long Term
Work with HCC to determine funding and maintenance regime	Determine winter maintenance and gritting regime with HCC	
Create online mechanism for public reporting of faults on cycle network	Provide bespoke cycle route signage on designated corridors	
Continue working relationship with Cycle Basingstoke, CTC, Sustrans and BREEZE		
Maintain signage		

5.7 Funding sources

Implementing the actions identified in this document, including the route proposals, will depend on securing the necessary funding and this is dependent on the prevailing economic situation. However, having an agreed Cycling Strategy in place will be a useful negotiating tool when seeking private and public sector funding. In order to deliver the objectives of the Strategy the Borough Council in partnership with the County Council will examine all possible funding avenues.

Organisation	Funding Source
EM3 Local Enterprise Partnership	Single Local Growth Fund
Hampshire County Council	Local Transport Plan—cross boundary opportunities
Basingstoke & Deane Borough Council	Section 106 Developer Contributions and Community Infrastructure Levy (CIL)
Hampshire County Council	Public Health Budgets
National Health Service	Clinical Commissioning Groups
Big Lottery Fund	Range of opportunities— updated regularly
Natural England	Aggregates Levy Sustainability Fund
Waste Operators	Landfill Tax Credit Scheme
European Structural Investment Funds	Various – updated regularly

Figure 12 List of Potential Funding Sources

Funding will be drawn down from a number of agencies and Figure 12 above highlights where funds could possibly be drawn from in the next 5-10 years

Funding will need to be addressed to ensure the Strategy is sufficiently resourced to deliver on the issues outlined in this document and a range of funding opportunities are currently available. The route to funds will change over time and the Borough Council will maintain close ties with the County Council, the EM3 Local Enterprise Partnership and other recognised agencies, to ensure sufficient funds are drawn at the appropriate time. The Borough Council will seek to raise funds from the sources identified above so as to raise substantial funds to match any funding arising from the Government's Cycling Delivery Plan.

Value for Money will be shown as measures to increase cycling can contribute to a wide range of social, economic and environmental objectives at a relatively low cost. Economic appraisal has shown high benefit cost ratios (BCR's) for investments in cycling, largely through congestion and health savings. Investment in the Cycling Demonstration Towns led to a 27% increase in cycling in just three years generating health benefits alone of £2.50 for every £1 spent. Area wide investment in the London Cycle Network has led to a return close to 4:1.

These results are not limited to capital projects. An evidence review for Bristol City Council concluded that small scale, local interventions can deliver even higher BCR's, averaging 19:1. An appraisal of Sustrans' personalised travel planning programme showed high economic benefits from reduced congestion, reduced absenteeism and increased physical activity with a BCR of nearly 8:1.

Short Term	Medium Term	Long Term
Identify funding streams	Build relationships with funders	

6 Action Plan

This Action Plan forms the basis of how we will deliver the Cycling Strategy and is broken down into sections of short, medium and long term, owing to the nature of the level of work required, with the elements taken from sections 5.2-5.6.

6.1 Creating New Routes and Linkages

To promote cycling for more journeys the Borough Council in partnership with Hampshire County Council (as the Highway Authority) will develop routes and linkages which connect residential areas with key destinations including:

- Employment areas and schools to encourage cycling to work and school;
- Key public transport interchange at Basingstoke rail station to capitalise on the high level of rail use and encourage cycling as part of longer multi-modal journeys; and
- Other key services such as health, shopping, libraries and leisure activities to encourage cycling as a mode of transport to access key services.

New housing developments will be provided with direct and concise alignments that connect with existing and proposed cycle routes. This will ensure a coherent and usable network is created with new developments providing safe, suitable and convenient cycle access in line with Policy CN9 of the draft Local Plan. Furthermore, BDBC will work alongside HCC to ensure that cycling provision is integrated wherever possible into the design of Highways improvements and investment schemes.

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
		Work with HCC to help deliver recommendations of their Missing Links Study (2010)	tba	Construct new cycle links/routes as identified in the proposed cycle network (4.5 of the draft Cycling Strategy) in partnership with HCC	tba
Work up and prioritise a list of cycle route improvements based on the proposed cycle network in partnership with Cycle Groups and HCC	20	Improve cycle access to retail centre	tba	Improve cycle access through existing ring-road	tba
Review and improve signage of existing routes	30	Improve cycle access to rail/bus stations	tba	Improve cycle access to outlying communities	tba
Publish new cycle map for town and Borough	3	Improve cycle access to Schools/Colleges	tba	Improve cycle access to and via new developments	Devel- opers
		Improve cycle access to existing and new hospitals	tba		
		Improve cycle access to and via new developments	Devel- opers		

6.2 Safer Cycling

In creating new cycle routes and linkages, the Local Authority will, in partnership with Hampshire County Council as Highways Authority, refer to the latest guidelines set out by Government and other relevant documentation such as the Department for Transport's (DfT) Local Transport Note 2/08 entitled "Cycle Infrastructure Design" (LTN 2/08) and Manual for Streets 1 & 2, Transport for London (TfL) London Cycle Design Standards and Sustrans' Handbook for cycle-friendly design.

Where appropriate, routes will be created to cater for all cyclists, such as the confident and **fast commuter, the utility cyclist** with some segregation at busy junctions and roads, **inexperienced and/or leisure cyclist** with a route with less traffic and more places to stop and rest. Young **Children** will be catered for with direct and largely off-road routes from residential areas to schools. Designs will take account of personal security issues.

Users of specialised equipment such as trailers, trailer cycles, tandems and tricycles, as well as disabled people using hand cranked machines will require sufficiently wide facilities free of sharp bends and an absence of pinch points or any other features that force cyclists to dismount.

To benefit experienced cyclists, where highly trafficked roads are highlighted, the Local Authority will consider appropriate facilities including:

- Advanced Stop Lines at signalised junctions
- Dedicated Cycle Lanes
- Toucan crossings instead of Pelican crossings.

Improvements in safety will be pursued through road safety education and the Local Authority will promote road safety amongst various road users including young drivers, motorcyclists, and pedestrians. This information will be targeted towards raising mutual awareness amongst drivers, cyclists, and pedestrians.

The Borough will lobby the County Council to continue to provide cycle training for all 10-11 year olds (year 6) through existing programmes and, subject to sufficient funding, will work on expanding the scheme including developing adult cycle training programmes.

Short Term	£1000s	Medium Term	£1000s	Longer Term	£1000s
Ensure that scheme designs are to latest design guides and other relevant documents	Officer time	Provide infrastructure that caters for the needs of a range of cyclists from novice to experienced level	tba	Review and amend road space to allow for increased Cycle provision	tba
Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba	Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba	Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba
Support cycle training programmes for children as undertaken by HCC		Support cycle training programmes for children as undertaken by HCC		Support cycle training programmes for children as undertaken by HCC	
Provide new cycle routes and cycle access to schools and colleges	50	Provide new cycle routes to schools and colleges	100	Provide new cycle routes and cycle access to schools and colleges	
		Support HCC and partners in	tba	Support HCC and partners in	tba

		encouraging and delivering cycle training for adults		encouraging and delivering cycle training for adults	
		Work with HCC to review speed of traffic on roads that form part of the cycle network	tba		

6.3 Cycle Parking

The Local Authority will seek opportunities to provide improved and additional cycle parking in the District and identify locations for such facilities, with the emphasis placed on major destinations in the town centre and wider Borough, including, schools and employment areas, the Hospital, Festival Place and Basingstoke rail station.

Local Authority will also encourage the provision of innovative and secure parking facilities in new developments together with the provision of other trip end facilities such as changing rooms and showers at the workplace. Travel Plans for schools and workplaces will be encouraged and grant funding identified to provide sufficient on-site provision.

In selecting and positioning cycle parking facilities the Local Authority will seek to maximise safety and security ensuring parking guidelines adhere to those outlined in the LTN 2/08.

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Identify existing cycle parking and plot on GIS system	less than 5	Increase cycle parking across the Town Centre and Borough	10	Increase cycle parking across the Town Centre and Borough	10
Work with Partners such as Retail Centre and Train Operator to increase cycle parking	20	Encourage cycle parking at new developments	Devel- opers	Provide cycle parking at bus stops along recognised bus corridors	10
		Encourage cycle parking at destinations	Officer time		

6.4 Promotion and Encouragement

The Borough Council will work with Cycle Basingstoke as partner and representatives from other Organisations such as the CTC, Sustrans and British Cycling, and the “Breeze” organised group cycle rides.

The Borough Council will support and promote cycling and lobby the County Council to provide a suitable level of funding from the annual transport budget. This will ensure funding is in-line with the parameters set out in the DfT Cycling and Walking Investment Strategy and the Cycle Delivery Plan which in turn will tie in with the Borough’s aspirations to emulate the previous success of the Cycling Demonstration Towns.

Where funding allows, cycling will be encouraged through the development of web and map based resources and continued support for national cycling events such as Bike Week will be catered for.

The cycle map will be displayed at local railway stations and local schools and distributed during cycling training and promotional events. To encourage and facilitate sustainable travel choices Hampshire County Council should continue to work with and support individuals, employers, and other organisations in line with current LSTF “My Journey” in Basingstoke and “Bike It” schemes elsewhere across the County, so as to continue the promotion and encouragement of alternatives to car-use.

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person	Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person	Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person
Support "Bike Week" and other related events	up to10	Support "Bike Week" and other related events	up to10	Support "Bike Week" and other related events	up to10
Work with existing employers to encourage on-site facilities that enable staff to cycle to work	Officer time	Work with existing employers to encourage on-site facilities that enable staff to cycle to work	Officer time	Investigate cycle hire 'pilot'	tba
Promote more cycling with schools and colleges	60				
In partnership with the health sector, cycle groups and HCC, promote cycling as a healthy activity and alternative transport mode	25				

6.5 Signage and Maintenance

The Borough Council will work alongside the County Council as Highways Authority to expedite the process for maintaining cycle routes. We will provide an on-line link to the County Council fault reporting system, with sufficient information on the Borough website to ensure ease of use and clear reference to the relevant County Council weblink. The Borough Council will also work closely with the County Council to ensure that new highway improvement and investment schemes are designed to take account of cycling needs and the future maintenance of these. This will include the use of volunteers, such as the Cycle Basingstoke Group and Sustrans Volunteer Rangers, as well as essential dedicated contractors, to resolve any maintenance issues as they arise.

A gritting system will be implemented to ensure shared-use traffic-free routes are accessible during certain winter months. Useful destinations such as Schools, Libraries, Retail Areas, the Hospital, Bus and Rail Stations and Community Centres will be well-signed on the Basingstoke Cycle Network and a signing schedule will be prepared, together with a strategic cycle network created

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Work with HCC to determine funding and maintenance regime	Officer time	Determine winter maintenance regime with HCC	5% of overall budget		
Create online mechanism for public reporting of faults on cycle network	5	Provide bespoke cycle route signage on designated corridors	5 per corridor		
Continue working relationship with Cycle Basingstoke, CTC, Sustrans and BREEZE	30				
Maintain signage	5				

The above information provides an overall summary of how the Cycle Strategy will be taken forward and the likely costs that the Strategy will incur over time. The sums quoted are an estimation of the work and costs likely to be involved and in certain circumstances a cost is difficult to define and is

shown as “tba” to be advised. As a consequence, further detailed feasibility work is likely to be required and these costs will be determined in due course. The table below is an amalgamation of all of the tables, for ease of reading.

BDBC Draft Cycling Action Plan					
New Routes and Linkages					
Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Work up and prioritise a list of cycle route improvements based on the proposed cycle network in partnership with cycle groups and HCC	20	Work with HCC to help deliver recommendations of their Missing Links Study (2010)	tba	Construct new cycle routes as identified in the proposed cycle network in partnership with HCC	tba
Review and improve signage of existing routes	30	Improve cycle access to retail centre	tba	Improve cycle access through existing ring-road	tba
Publish new cycle map for town and Borough	3	Improve cycle access to rail/bus stations	tba	Improve cycle access to outlying communities	tba
		Improve cycle access to Schools/Colleges	tba	Improve cycle access to and via new developments	Devel- opers
		Improve cycle access to existing and new hospitals	tba		
		Improve cycle access to and via new developments	Devel- opers		
Sub-total	53		tba		tba
Safer Cycling					
Short Term	£1000s	Medium Term	£1000s	Longer Term	£1000s
Ensure that scheme designs are to latest design guides and other relevant documents	Officer time	Provide infrastructure that caters for the needs of a range of cyclists from novice to experienced level	tba	Review and amend road space to allow for increased Cycle provision	tba
Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba	Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba	Work with HCC to ensure that cycling is considered and where possible prioritised in the design of new junctions and highways improvement schemes	tba
Support cycle training programmes for children as undertaken by HCC	tba	Support cycle training programmes for children as undertaken by HCC	tba	Support cycle training programmes for children as undertaken by HCC	tba
Provide new cycle routes and cycle access to schools and colleges	50	Provide new cycle routes to schools and colleges	100	Provide new cycle routes and cycle access to schools and colleges	tba
		Support HCC and partners in encouraging and delivering cycle training for adults	tba	Support HCC and partners in encouraging and delivering cycle training for adults	tba
		Work with HCC to	tba		

		review speed of traffic on roads that form part of the cycle network			
Sub Total	min 150		min 250		tba

Cycle Parking

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Identify existing cycle parking and plot on GIS system	<5	Increase cycle parking across the Town Centre and Borough	10	Increase cycle parking across the Town Centre and Borough	10
Work with Partners such as Retail Centre and Train Operator to increase cycle parking	20	Encourage cycle parking at new developments	Devel- opers	Provide cycle parking at bus stops along recognised bus corridors	10
		Encourage cycle parking at destinations	Officer time		
Sub Total	30		min 10		20

Promotion and Encouragement

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person	Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person	Investigate and seek funding opportunities to deliver all aspects of the action plan	£10 per person
Support "Bike Week" and other related events	up to10	Support "Bike Week" and other related events	up to10	Support "Bike Week" and other related events	up to10
Work with existing employers to encourage on-site facilities that enable staff to cycle to work	Officer time	Work with existing employers to encourage on-site facilities that enable staff to cycle to work	Officer time	Investigate cycle hire 'pilot'	tba
Promote more cycling with schools and colleges	60				
In partnership with the health sector, cycle groups and HCC, promote cycling as a healthy activity and alternative transport mode	25				
Sub Total	min 150		min 250		tba

Signage and Maintenance

Short Term	£1000s	Medium Term	£1000s	Long Term	£1000s
Work with HCC to determine funding and maintenance regime	Officer time	Determine winter maintenance regime with HCC	5% of overall budget		
Create online mechanism for public reporting of faults on cycle network	5	Provide bespoke cycle route signage on designated corridors	5 per corridor		
Continue working relationship with Cycle Basingstoke, CTC, Sustrans and BREEZE	30				
Maintain signage	5				

Sub Total	40		min 100		
Total	1.7m		1.7m		1.7m

As an overall budget, we will be guided by the “Get Britain Cycling” report, which recommends at least £10 per person per year. This equates to £1.72 million across the Borough.

7 Monitoring and Review

Monitoring of cycle trip rates in Basingstoke is currently undertaken by Hampshire County Council using automatic cycle counters (ACC) at locations across the town. The data reveals a slow but steady increase in cycling trips since 2010 to just over 1,000 daily trips (24 hour/7 day average). Other data on mode share is available through the Census and, as already discussed, this has revealed a low base of cycling in Basingstoke & Deane Borough, accounting for only 1.6% of all trips to work in 2011 across the Borough, rising to 3.5% for trips to work of less than 5 miles within the Basingstoke urban area.

In order to measure the success of this strategy and the actions set out under Strategy Themes (section 5) the Borough Council has set an ambitious target to double cycle trips over a 10-year period to 2025, in line with the Department for Transport's Cycling Delivery Plan (October 2014). This will be monitored using the data obtained through the ACC sites (refer to Appendix A for full details) available annually, with a comparison to be made with the 2021 Census data when available.

The results of the monitoring will be used to guide future revisions of this document. Reviews will include:

- an analysis of the data on cycling levels in Basingstoke;
- a review of the progress to date;
- exploring opportunities to develop proposals to meet the 'identified needs' in this strategy;
- additional proposals or policies where appropriate.
- location of ACC monitoring sites

The Borough Council will continue to work closely with local cyclists and other key stakeholders during this review process.