



NORTH WEST LEICESTERSHIRE



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NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

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Executive Summary

North West Leicestershire District Council, along with the majority of local authorities across England, has declared a climate emergency and set a goal for the District to be carbon neutral by 2050. The Council has a clear responsibility to lead and ensure that the District faces up to the challenges involved in meeting this target.

One way to do this and help reduce the consumption of fossil fuels is to create a sustainable transport network and to encourage change with regard to how people travel. The Government has set out its ambition to create sustainable travel networks across the country and to change people's mindsets making cycling and walking the natural choice for shorter journeys, or incorporating walking and cycling as part of longer journeys, by 2040.

Increasing the number of people cycling and walking will help tackle some of the most challenging issues we currently face as a society, including:

- ◀ tackling road congestion;
- ◀ improving air quality;
- ◀ resilience to climate change;
- ◀ addressing inequalities;
- ◀ supporting local economies/businesses, and
- ◀ improving health and wellbeing.

The nation's number one health challenge; obesity, is a major concern for local service providers. In North West Leicestershire, 69.7% of adults (age 18+) are classified as overweight or obese. This is higher than both regional and national averages.

Increasing the number of people who choose to walk or cycle, even if just for part of their journey, will have a positive impact on health and wellbeing (physical and mental). The benefits of regular physical activity are well known. It is estimated that health issues related to inactivity alone cost the NHS £billions every year. In addition, related issues such as sickness and premature death among the working age population impacts on society and the wider economy.

To create sustainable cycling and walking networks, the Government is encouraging local authorities to produce a Local Cycling and Walking Infrastructure Plan (LCWIP). These allow local authorities to take a long-term approach (typically over a 10-year period) to develop walking and cycling networks and routes to connect places that people need to get to, whether for work, education, shopping or for other reasons.

The first stage of North West Leicestershire District Council's LCWIP process is production of its Cycling and Walking Strategy (the Strategy). Knight Kavanagh and Page was commissioned to do this in Spring 2021.

This Strategy identifies and explores the factors which will influence and help ensure the right environment to enable people to choose to cycle and walk more. It identifies potential cycling route priorities and areas for investment to support walking. Proposed cycling routes link to the District's six key settlements (Ashby, Coalville, Kegworth, Castle Donnington, Ibstock and Measham) and relate to employment, leisure and daily destinations. There is also a focus on improving walking infrastructure in core areas within each of the six settlements.

Schemes and aspirations that extend beyond the Authority boundary (including those of Leicestershire County Council) are also recognised. These will underpin partnership work and maximise opportunity whilst ensuring cycling and walking-based connectivity for people looking to travel to and from destinations within and outside the local area.

Finally, the Strategy proposes a number of key behavioural change initiatives to encourage people to change to and further embed active travel habits. Many factors influence people's propensity to cycle and walk - and those most applicable to North West Leicestershire are set out.

The research and extensive local consultation which informs the priorities set out in this Strategy provide the Council with the foundations to draft its LCWIP.

This will focus on converting the priority schemes set out in the Strategy into reality. This means exploring them in greater detail, assessing design options, estimating costs, securing funding and managing their subsequent delivery. It will necessitate work across a range of council departments (e.g., leisure, health, planning, transport) as well as with external partners to ensure that schemes align with Strategy aims and that opportunities and funding are maximised.

Once produced the LCWIP will be the go-to document for the Authority to seek funding to ensure that North West Leicestershire has an effective sustainable cycling and walking network to cater for the active travel needs of current and future generations in the District.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

SECTION 1: INTRODUCTION AND BACKGROUND

This document is the Strategy which sets out the approach that North West Leicestershire District Council and partners intend to take at district level over the next 10 years to deliver on the Government's ambitions to make England a great walking and cycling nation. This, in turn, will provide the evidence base for the Authority to develop and publish a further document, which will be a Local Cycling and Walking Infrastructure Plan (LCWIP).

LCWIPs are designed to allow local authorities to take a long-term approach to the development of networks of walking and cycling routes that connect places that people need to get to, whether for work, education, shopping or for other reasons. They are based on evidence of existing and future travel patterns and current barriers to walking and cycling. LCWIPs include network plans for walking and cycling which identify preferred routes and core zones for further development, and a prioritised programme of infrastructure improvements for future investment.

The key outputs of a LCWIP are:

- ◀ A cycle and walking network plan identifying preferred routes and core zones for further development.
- ◀ A prioritised programme of infrastructure improvements which will drive future investment.
- ◀ To ensure that the proposed network continues beyond the Authority's boundary.
- ◀ To provide a report detailing the narrative behind the prioritisation of routes and schemes.

This Strategy identifies and explores the factors which will set the right environment to enable people to choose to travel by 'active modes' – cycling and walking. Examples include ensuring that cycle training opportunity is not just restricted to children within primary school and examining how technology can be best used to promote modal shift.

Getting more people to cycle and walk within North West Leicestershire (NWL) and beyond will:

- ◀ Enhance the area's profile as an attractive place to live, work and visit,
- ◀ Contribute to the drive to encourage residents and visitors to increase levels of physical activity,
- ◀ Develop healthier communities and
- ◀ Help reduce CO2 levels and harmful particulates, such as PM2.5.

Report structure

The structure of this strategy follows a similar structure to the recently published Leicestershire Cycling and Walking Strategy, to ensure consistency across the County. It is set out in the following chapters:

- ◀ Section 2: Scope and methodology
- ◀ Section 3: North West Leicestershire district profile
- ◀ Section 4: Policy context
- ◀ Section 5: Cycling and walking engagement
- ◀ Section 6; Vision and objectives
- ◀ Section 7: Cycling priorities
- ◀ Section 8: Walking priorities
- ◀ Section 9; Measuring Impact
- ◀ Section 10: Encouraging behavioural change
- ◀ Section 11: Next steps.

SECTION 2: SCOPE AND METHODOLOGY

Scope

As mentioned, the key purpose of the strategy is to develop the evidence base for a future LCWIP, which will in turn, provide the platform for the Authority to source funding through Central Government to improve local cycling and walking infrastructure.

The LCWIP will be produced in line with NWL's Local Plan, which acknowledges future developments, such as key housing growth and areas of business development. Therefore, future routes and areas can be developed in conjunction with known proposed developments.

Via consultation and the gathering of evidence from the Local Plan, this strategy identifies potential cycling routes and areas for investment to support walking. Proposed cycling routes link to the six key settlement areas and relate to employment, leisure and daily destinations. In addition, there is also a focus on core areas within which the intention is to improve walking infrastructure in each of the six settlements.

It is also important to note that the Strategy recognises schemes and developments beyond the Authority's boundary, ensuring that there is connectivity for people accessing destinations outside NWL for a variety of reasons.

Finally, the Strategy presents key behavioural change initiatives to consider when encouraging a modal change. There are many factors which can encourage more people to consider cycling and walking, and those most applicable to NWL are set out.

Methodology

To develop this strategy and, in so doing, provide opportunities to create a positive behavioural change programme, the following has been undertaken:

- ◀ Literature review of all relevant documentation, including NWL's Local Plan and the current cycling strategies for Ashby, Kegworth and Coalville.
- ◀ Participation in a range of consultation sessions with various stakeholders, to ascertain key destinations for cycling and walking both within and beyond the Authority. A full list of consultees is listed in Appendix A.
- ◀ Produce an online survey to allow people from the wider community in NWL to express their views and opinions.
- ◀ Use has been made of the Propensity to Cycle Tool (PCT), a model which identifies potential commuter cycling routes.
- ◀ A series of maps have been produced identifying where investment should be focused to support cycling and walking. These focus on the key six areas of Ashby, Coalville, Ibstock, Measham, Kegworth and Castle Donington; and include the following:
 - Cycling maps incorporating proposed routes with key destinations.
 - Walking maps displayed as heat maps to indicate where priorities for investment could be focused.
- ◀ Consultation with neighbouring local authorities to gain insight into and a fuller understanding of current schemes and future proposals in the areas surrounding NWL, to ensure that, wherever possible, these programmes are integrated with the cycling and walking aspirations identified in this strategy.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

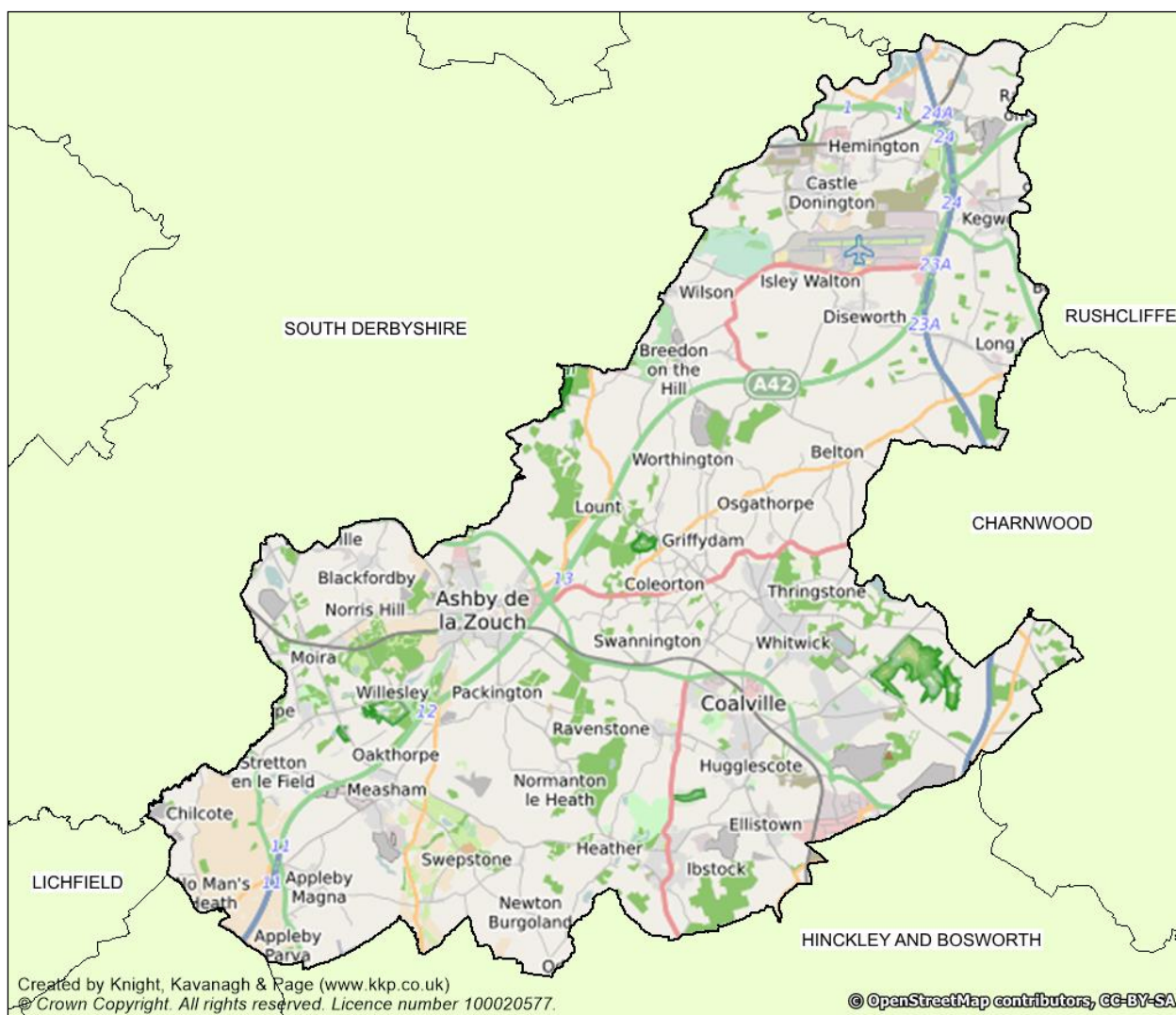
SECTION 3: NORTH WEST LEICESTERSHIRE DISTRICT PROFILE

Geographic and demographic context

NWL is in the East Midlands, located in the heart of England. It has six key main towns, including Ashby and Coalville. The M1 motorway runs north to south through the east of the Authority, and East Midlands Airport, which is a strategic freight centre for the country, is in the north of the district. Due to its strategic location, NWL accommodates some large employment areas, including the East Midlands Gateway (north of the airport) and the new Jaguar Land Rover site (south of Measham).

The south of NWL contains the National Forest within which there are several key leisure destinations, including Hicks Lodge and Conkers Visitors Centre. The Authority borders five others, the longest border shared with the largest of these: South Derbyshire.

The North West Leicestershire District Council area

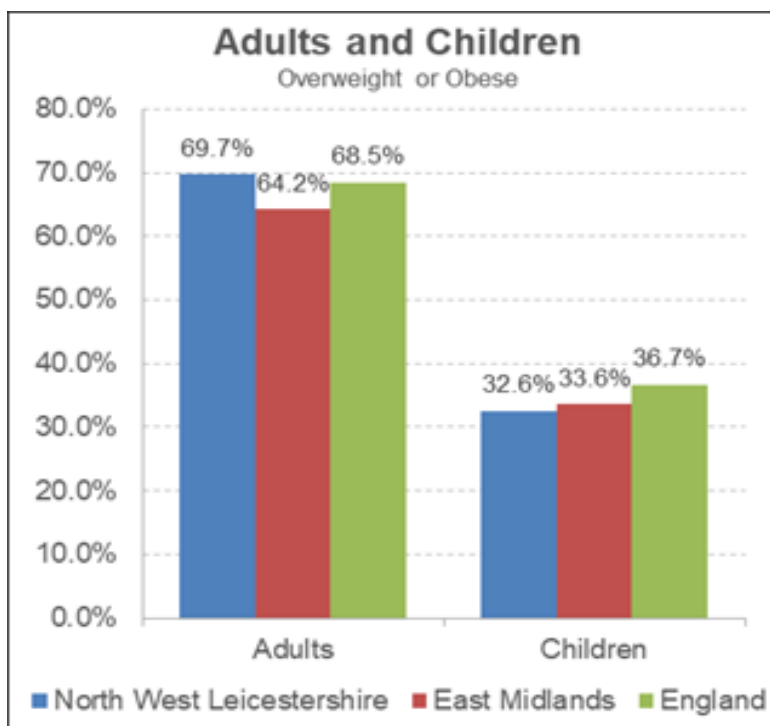
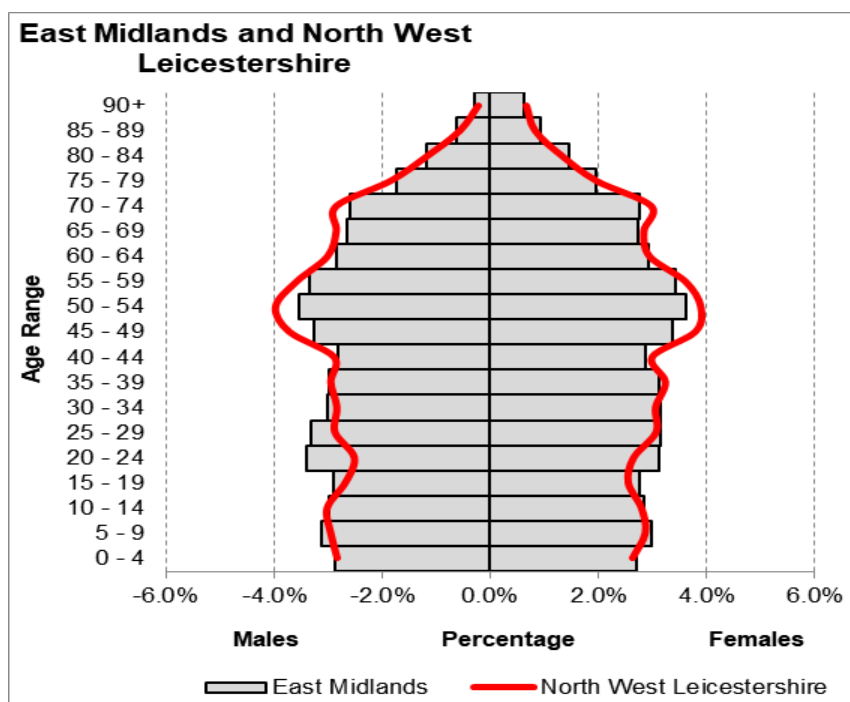


NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

The population of NW Leicestershire is currently 103,611. As is shown in this diagram, the Authority has slightly more females than males (male: 51,236, female: 52,375).

It has a lower proportion of 20-24 year olds (16.8%), than the East Midlands region (18.7%) but slightly more people aged 50-54 (15.4% compared to 13.8%).

Population age structure in NWL compared to the regional average



The nation's number one health challenge – obesity – is a major concern for the Authority's local service providers. In 2018/19, 69.7% of adults (age 18+) in NWL were classified as overweight or obese. This is higher than both the regional and national averages

Healthy weight issues begin at an early age and by year six at school, 32.6% of NWL's pupils were either overweight or obese in 2019, which is slightly below both regional and national averages. There is clearly a role for cycling and walking to play in helping to address such health concerns across the Authority.

Current levels of cycling and walking

In NWL, current levels of cycling and walking are lower than the national average. The percentage of adults in the Authority that cycle at least three days per week was 2.4% in 2018/19. This is lower than the national average of 3.1%. Similarly, the percentage of adults walking for at least three days per week was 18.5% in 2018/19 - this is lower than the national average of 22.7%.

SECTION 4: POLICY CONTEXT

It is important for any Cycling and Walking Strategy to link to national and regional programmes and agendas, particularly in relation to transport, the environment, behaviour change, health and physical activity.

Almost all local authorities across England, including North West Leicestershire District Council, have declared a climate emergency, and set a goal to become carbon neutral by 2050. The Council has a responsibility to lead in this area to ensure that North West Leicestershire plays a crucial role in meeting this challenge. One way to reduce the consumption of fossil fuels and achieve this target is to create a sustainable transport network supported by a behavioural change programme.

Increasing the number of people choosing to walk or cycle, even just for part of their journey, will also have a positive impact on people's health and wellbeing (physical and mental). The benefits of regular physical activity are well known. It also has wider benefits. It is estimated that health issues related to inactivity alone cost the NHS billions per year. In addition, it costs society and the wider economy due to sickness and premature death among people in the working age population.

NWLDC acknowledges the need to increase active travel through the NWL Health and Wellbeing Strategy (2018 – 2028). A key aim of this is to provide every incentive to encourage people to build walking and cycling into their everyday lives in the context of journeys to work, to school, to shop and for leisure purposes. This is to be achieved by focusing on improving the current network via, for example, better infrastructure segregation and building active travel into future developments ensuring that cycling and walking are a go-to mode of travel, rather than a secondary alternative.

Several national, regional and local strategies and documents identify the need, challenges and benefits of walking and cycling.

National context

Local Cycling and Walking Infrastructure Plans (2017)

In 2017 the Government published its first Cycling and Walking Investment Strategy. This sets out the Government's ambition to make walking and cycling the natural choices for shorter journeys or as part of longer journeys. To achieve this, it is acknowledged there will need to be sustained investment in cycling and walking infrastructure, as well as partnership work within and between local bodies, the third sector and the wider public and private sector to build a local commitment.

Local and regional authorities are being encouraged to develop LCWIPS, in partnership with other strategic organisations, to determine a long-term approach to local cycling and walking networks, ideally over a 10-year period. Collectively these form a vital part of the Government's strategy to increase the number of trips made on foot or by cycle.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

LCWIP development process

Stage	Name	Description
1	Determining Scope	Establish the geographical extent of the LCWIP, and arrangements for governing and preparing the plan.
2	Gathering Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	Network Planning for Cycling	Identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the type of improvements required.
4	Network Planning for Walking	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritising Improvements	Prioritise improvements to develop a phased programme for future investment.
6	Integration and Application	Integrate outputs into local planning and transport policies, strategies, and delivery plans.

Gear Change: A bold vision for cycling and walking (2020)

The contention of this strategy is that cycling and walking can help tackle some of the most challenging issues facing society today; improving air quality, combating climate change, improving health and wellbeing, addressing inequalities and tackling road congestion. Despite fewer people travelling overall during the COVID pandemic, there has been a 100% increase in weekday cycling and walking. On some weekends, that increase has been around 200%. The Government is keen to build upon this opportunity before people slip back to old behaviours.

The Government's stated vision is to make England a great walking and cycling nation ensuring that cycling and/or walking become the first choice(s) for travel with half of all journeys in towns and cities being cycled or walked by 2030. To achieve this, it has established four key themes:

- ◀ Better streets for cycling and people: the ambition is to create thousands of miles of safe, continuous, direct routes for cycling in towns and cities, physically separated from pedestrians and motor traffic, serving the places that people want to go.
- ◀ Putting cycling and walking at the heart of transport, place-making, and health policy: spending will be significantly increased to create a long-term cycling and walking programme and budget, similar to the roads programme. In addition, new local and strategic A road schemes include appropriate provision for cycling.
- ◀ Empowering and encouraging local authorities: this will result in significant increased funding for local authorities and also new powers to enforce against moving traffic offences such as disregarding one-way systems or entering mandatory cycle lanes.
- ◀ Enable people to cycle and walk more and protect them when doing so: there will be a drive to offer more cycling training opportunities for both adults and children through the Bikeability programme, resulting in increased confidence to cycle. In addition, there will be more of a focus to work with the NHS and other partners, incentivising GPs to prescribe walking and cycling into individual health plans.

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CYCLING AND WALKING STRATEGY

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

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

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

LTN1/20 also stresses that design should be inclusive, beginning with the principle that all potential cyclists and their bikes should be catered for in all cycle infrastructure design and that authorities which bid for government funding for cycling and walking infrastructure, must ensure that their designs comply with LTN1/20.

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

This document sets out why active travel is so important due to its role as a form of daily physical activity. It details how even small increases in physical activity among those who are the least active can bring great health benefits. Many benefits of physical activity are recognised, including lower death rates, lower risk of heart problems and depression. It highlights that inactivity directly contributes to one in six deaths in the UK. Furthermore, over one quarter of adults in England reportedly do fewer than 30 minutes of physical activity a week with the concomitant impact on people's health and wellbeing.

Motorised transport is recognised as having many benefits although the cost of road transport to society is still high, contributing to immediate and longer-term health hazards and health inequalities such as:

- ◀ Increased disease burden due to reduced levels of physical activity.
- ◀ Road traffic collisions and injuries.
- ◀ Air pollution.
- ◀ Noise.
- ◀ Reduced social cohesion and increased social isolation for many.

The UK is demonstrably behind many European countries in respect of levels of active travel and the impact this is having on the nation's health, including in relation to childhood obesity. Recent analysis of *Active People Survey* data has shown that people who cycle for travel purposes are four times as likely to meet physical activity guidelines than to those who do not.

Given the trends observed in countries with the high levels of active travel and low obesity rates, investment in both walking and cycling infrastructure and behaviour change programmes can be expected to deliver low cost, high-value dividends for individual health, the NHS, the transport system and the economy as a whole.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Both Bristol and Cambridgeshire are cited as successful examples of increasing active travel as a result of improvements to the road network, e.g., reducing speed limits for motorised transport and changing behaviours and attitudes towards cycling and walking. In Bristol, cycle commuting rose by 94% between 2001 and 2011 and commuting on foot by 40%.

Active Design: Planning for health and wellbeing through sport and physical activity, Sport England (2015)

Sport England's Active Design looks at the opportunities to encourage sport and physical activity through the built environment in order to support healthier and more active lifestyles. It sets out ten principles that should be considered during urban design to promote environments that offer individuals and communities the greatest potential to lead active and healthy lifestyles.

Ten principles of active design



All these link to values associated with active travel. The principles of *Walkable Communities* and *Connected Walking & Cycling Routes* directly reference active travel. Others, such as *Activity for all*, *Co-location of Community Facilities* and *Network of Multifunctional Open Space* also relate strongly to active travel. They reference the need for areas to be accessible to all and multifunctional, with a range of facilities serving a wide variety of community needs. This will reduce the number and length of trips needed to access facilities increasing the likelihood that people will, thus, walk or cycle.

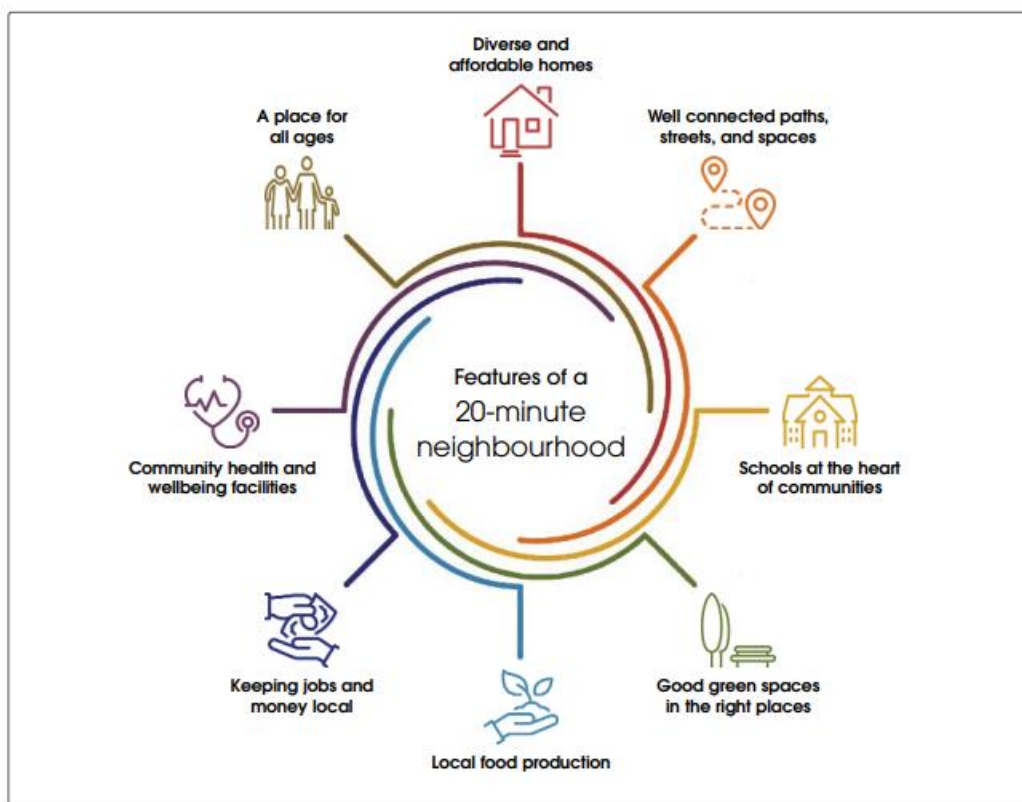
Active Design should be promoted through all planning activity, including local and neighbourhood plans, using clear policy support within the National Planning Policy Framework (NPPF) and its supporting Planning Practice Guidance (PPG). Many Active Design principles are already implicit within overlapping disciplines related to open space and landscape, transport, access and design.

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20-Minute Neighbourhoods, Town and Country Planning Association (2021)

The growing idea of the '20-minute neighbourhood' is a way of describing a complete, compact and connected neighbourhood, where people can meet their everyday needs within a short walk or cycle. The Town and Country Planning Association (TCPA) have been working with partners to explore and introduce the idea to the wider planning system in England.

Features of 20-minute neighbourhood



Regional and local context

Leicestershire's Cycling and Walking Strategy

Leicestershire County Council is committed to increase levels of active travel across the county and has set three targets, identified in its strategy, to meet the challenges of improving public health, air quality and congestion over the next 10 years:

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

To achieve this, it is looking to create change, by using two levers; **Infrastructure** and **Enabling and Encouraging** across the County. Infrastructure will consider things including improving way markings and public realm and creating dedicated cycle infrastructure. The lever of Enabling and Encouraging will focus on behavioural change elements, including promoting cycle training for all and the delivery of regular promotional events. The County Council will work with all regional authorities to create this change.

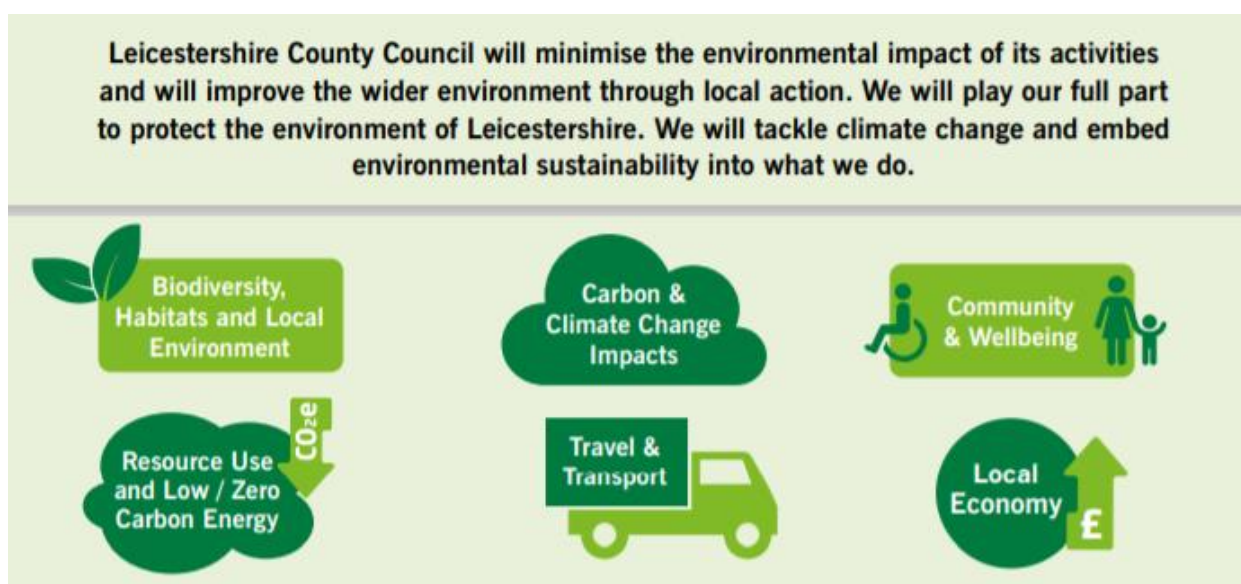
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Leicestershire County Council: Environment Strategy 2018 – 2030: Delivering a better future

There are clear drivers for action to protect and improve the environment and to tackle climate change at a global, national and local level. The County Council is building on its longstanding commitment to the environment and taking action to; reduce the impact of its operations on the environment, its contribution to climate change and to ensure its assets are resilient to the effects of climate change. The diagram below sets out the Strategy's aim and vision.

To reduce carbon emissions through travel and transport, the County Council will work with all nine local authorities to enhance the County's green infrastructure and to ensure this is integrated across the County.

Leicestershire County Council: Environment strategy's vision and aims



Leicester & Leicestershire 2050: Our vision for growth (Strategic Growth Plan)

The vision is that the county will have established itself as a driver of the UK economy, exploiting opportunities for linkages across its diverse economic base, supporting its urban and rural centres, and taking advantage of its exceptional location. It focuses on four key matters:

- ◀ Delivering new housing
- ◀ Supporting the economy
- ◀ Identifying essential infrastructure, and
- ◀ Protecting our environment and built heritage.

As part of this growth strategy, developing a good infrastructure is key. The Strategy identifies several key projects which will support the conurbation's growth. These include the A46 priority growth corridor and the A5 expressways, which should both be built by the early 2030s. This is in addition to other key projects, including HS2.

Given the scale of development and the number of projects, there will also be a focus to increase sustainable transport, including the development of an integrated safe cycle network both within and between urban areas, to support the growing population.

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North West Leicestershire Local Plan (2017)

The vision of the Local Plan is to transform the Authority from a former coalfield area characterised by environmental degradation, a struggling economy and poor connections into a place fit for the 21st century. To achieve this, the Council has a number of objectives, including the development of high-quality green infrastructure network across the Authority and beyond. A good quality green infrastructure network is important because it can provide many social, economic and environmental benefits, enhance health and wellbeing and improve air quality.

Through working with key organisations, NWLDC plans to review and upgrade the current Green Infrastructure network. It will also ensure that any new development is supported with high quality green infrastructure, in the same way that grey infrastructure (e.g., roads and sewers) is required to be developed or enhanced in line for any new development. The Local Plan also lists proposed housing growth areas over the next five years. It is important to recognise these, as they will influence future proposed routes or investment to encourage future sustainable travel. Key growth areas include¹:

- ◀ South East Coalville (Coalville Urban Extension) - 3,500 dwellings (estimated population of 8,400)
- ◀ Money Hill, Ashby - 2,050 dwellings (estimated population of 4,900)
- ◀ Land north and south of Park Lane, Castle Donington – 900 dwellings (estimated population of 2,160)
- ◀ Measham Waterside Development - 450 dwellings (estimated population of 1,080)

Local Cycling Strategies

There are two local cycling strategies produced by the District Council. These are:

- ◀ Ashby Cycling Strategy (2016)
- ◀ Coalville Cycling Strategy (2012)

Both follow a similar format which is to:

- ◀ Identify key destinations within and surrounding the towns.
- ◀ Review the existing network and identify provisional gaps.
- ◀ Provide proposals, in relation to the current network, connecting to destinations.

In addition, Ashby Town Council has produced a draft Cycle Strategy (2021) which, similar to the 2016 document, identifies the potential cycle network in and around Ashby de la Zouch. The priorities for the Town Council includes:

- ◀ Connecting the town centre to Hicks Lodge - The proposed route would connect the town centre to Hicks Lodge via Willesley Recreation Ground.
- ◀ Nottingham Road - Develop a safe cycle route to connect users to the town centre and towards Lount in the opposite direction.

Kegworth Cycling and Walking Strategy (2021)

¹ National occupancy rate of 2.4 persons per dwelling has been used to calculate estimated populations.

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Sustrans produced a cycling and walking strategy for Kegworth that investigates current journeys and forecasts future development helping to inform part of the evidence base for delivering new and improved routes.

Following the LCWIP guidance, the Strategy has identified demand using the Propensity to Cycle Tool (<https://www.pct.bike/>) and overlaid this with the current network to identify current gaps in provision and possible investment opportunities.

As part of strategy development, the current network was reviewed to assess its quality. Recommendations have been made in respect of where investment is required to ensure that cycling follows the Local Transport Note 1/20 (LTN1/20). The strategy process also incorporated a review of key pedestrian routes in the town centre and made recommendations for improvements.

Interim Coalville Transport Strategy (2021)

Coalville is the principal town of the North West Leicestershire District. As such, it is identified by the District Council and Leicestershire County Council as a key area for significant growth and regeneration in the period up to 2031. This includes 4,300 new dwellings in the Coalville Urban Area. As part of this growth, through the latest interim Coalville Transport Strategy, the Local Authority applied for additional funding to support the infrastructure in the area, with a focus on the A511 from the A42 to the M1. The revenue was from the Major Road Network (MRN) fund.

Work has already begun, with several highway projects completed and more planned in the future to reflect the growth. As part of the series of schemes there is also a priority to improve cycling and walking infrastructure in and around the corridor which this strategy references.

National Forest: Heart of the Forest Strategy (2021)

The latest masterplan for the Heart of the Forest (covering 10 square miles at the heart of the National Forest) is a conceptual plan with clear proposals to positively develop and improve the forest landscape for the benefit of local communities and visitors. These proposals include:

- ◀ Create a visitor hub and gateway to the National Forest at Hicks Lodge.
- ◀ Identify sites for accommodation throughout the Forest - including pods and lodges.
- ◀ Utilise the lakes for wild swimming, beach, kayaking and other unpowered water sports.

North West Leicestershire: The Climate Emergency

The Local Authority has set a target for the whole District to become carbon neutral by 2050 and this report focuses on the measures required to achieve net zero greenhouse gas emissions. These measures include:

- ◀ Retrofit of existing authority owned buildings or buildings operated by the Council (e.g. Council's offices) to become more sustainable.
- ◀ Installation of wind turbines on Council's land.
- ◀ Devise and implement plans for every green space owned by the council to enrich carbon capture and storage.
- ◀ Ensuring electric charging points are ubiquitous throughout the Authority, especially at strategic car parks.

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High Speed Rail 2

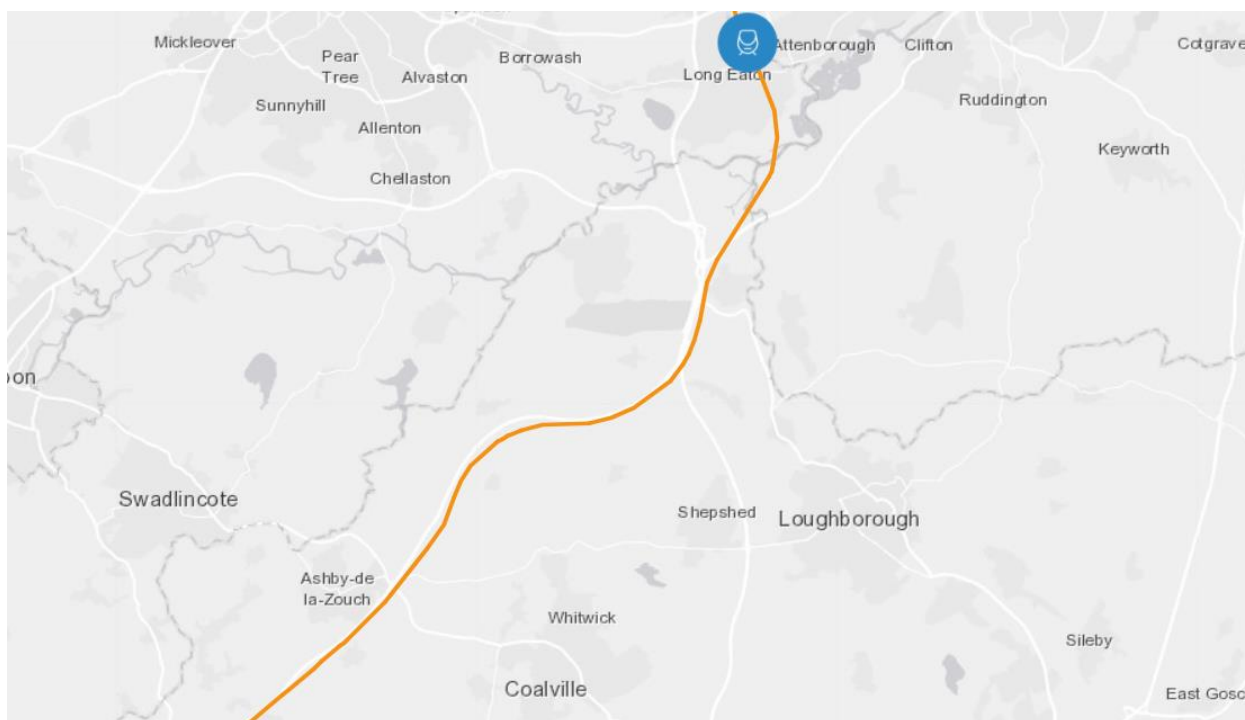
High Speed 2 (HS2) is currently the largest rail infrastructure project in Europe.

It is being developed in three phases:

- ◀ Phase 1: Will connect London with Birmingham
- ◀ Phase 2a: Will connect Birmingham with Manchester
- ◀ Phase 2b: Will connect Birmingham to East Midlands Parkway.

The proposed Eastern leg of Phase 2b from West Midlands to East Midlands Parkway travels through the north of the District. The route is illustrated in image below. It is uncertain how the proposals listed in the strategy will be affected by HS Rail 2, however, once further details of the rail route are known, the LCWIP will assess scheme impact.

High Speed Rail 2 route through North West Leicestershire



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

SECTION 5: CYCLING AND WALKING ENGAGEMENT

A range of individuals and organisations have been engaged to ensure this strategy considers and reflects a wide range of views. These were captured via four phases of consultation:

- Public consultation: An online survey was established to allow an opportunity for the public to have its say on where priorities should be directed towards to supporting cycling and walking. The list of questions are presented in Appendix B.
- Stakeholder engagement: All interested parties, including, local cycling clubs, rambling organisations and strategic bodies were invited to take part in virtual face to face consultation to discuss their views on cycling and walking.
- Town and parish councils; A specific session was undertaken to identify the key cycling and walking destinations within all town and parish councils, as viewed by parish clerks and local elected members.
- Neighbouring authority engagement: These were consulted with to understand the current and future ambitions they have for cycling and walking.

A summary of the consultation findings are presented below.

Public consultation

The online survey secured the views of 166 respondents, thereby providing data with a confidence limit² of +/-6.1%. Consequently, while the data is indicative of public opinion and behaviour it is recommended that its results are not used in isolation but are taken as support for a wider range of evidence and opinions gathered.

An online survey was conducted summer 2021 exploring the following:

- Residents current purposes for cycling and walking.
- Key destinations for these journeys.
- What improvements would encourage more people to cycle and walk in the future.

Overall, most people surveyed cycle for leisure (94%) and walk for general exercise purposes (92.4%).

Over half of respondents walk to do everyday activities (54.6%). With less than one quarter cycling to do everyday activities (24.1%).

A lower proportion of respondents' cycle (17.5%) or walk (20%) to/from work and/or /school.



² represents how often the true percentage of the population who would pick an answer lies within the confidence limit

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

To encourage increased levels of cycling, respondents were keen to see better cycling provision both on highway and also for off road journeys. Respondents were also keen to see better cycle parking infrastructure, including safe cycle parking at destination points.

What are the most important ways to encourage people to cycle more?

Response	Percentage
Better highway provision, including segregated highways	84.6%
Better cycle parking at specific venues	53.1%
Route markers	34.0%
Availability of E-Bikes, as a way of encouraging beginners to cycle	27.8%
Finance schemes to help people purchase bikes	27.2%
Improved opportunities for cycle training	19.8%
Other (please state)	14.2%

To encourage people to walk more, respondents wished to see safer routes including better lighting and safer public realm. In addition, they wanted better pedestrian links between public transport nodes to encourage multi modal journeys and to discourage people from using cars.

What are the most important ways to encourage people to walk more?

Response	Percentage
Safer routes, including well lit paths, etc.	72.5%
Better highway design - surfaces/wider pavements	45.6%
Better public transport links to key areas to encourage more people to leave their car at home	40.9%
Improved pedestrianised areas in town centres	36.8%
Other (please state)	12.3%

Stakeholder consultation

A wide range of key organisations and local interest groups were consulted with. These included local cycling clubs, rambling organisations and strategic bodies (such as the NWLDC, the County Council and the Primary Care Network). A list of all stakeholders is in Appendix A.

Information ascertained from these sessions included local knowledge of current network and a range of ideas about where and how investment should be directed to improve integration. It has also meant that this strategy is underpinned by a strong understanding of the nature and impact of current initiatives to encourage more people to become active and what may be required in the future to expand and improve these programmes.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CYCLING AND WALKING STRATEGY

Parish and Town Councils, and ward consultation

The parish/town councils for the six main settlements along with local ward members were met with (virtually) to discuss existing provision, issues and aspirations relating to cycling and walking. For all other parishes, a survey was sent.

In addition, a specific one-off event was organised to ensure the views of all elected district council members were captured as part of the work.

The session was formed around the following themes:

- ◀ Perceived key destinations for cycling and walking within your ward.
- ◀ What other initiatives would increase the level of cycling and walking in the locality and across NWL?

For those who could not attend the open consultation forum, an online survey was available

Key destinations identified through the stakeholder engagement are set out in Section 7. In addition, each scheme per area is ranked in terms of development priority. For example, in Ashby, the link from the town centre to Hicks Lodge has been listed as the most important project.

Answers to the second question were in keeping with the public consultation responses, with safer, practical infrastructure required within all key urban areas a high priority. In addition, there was a focus on ensuring routes link up with future housing growth areas, as identified in the Local Plan. For example, the proposed Coalville Urban Extension will have over 2,000 new dwellings.

Neighbouring local authority consultation

All the surrounding neighbouring local authorities were consulted. Differing responses were received as some local authorities do not have aspirations or plans which affect NWL. The table below sets out any relevant aspirations of neighbouring local authorities.

It must be noted that the projects listed below are only proposals, and no detailed feasibility work has been undertaken. It will be the responsibility of NWL to work with these authorities, to ensure that the listed projects are integrated with projects within the Authority's boundary if and when they may happen.

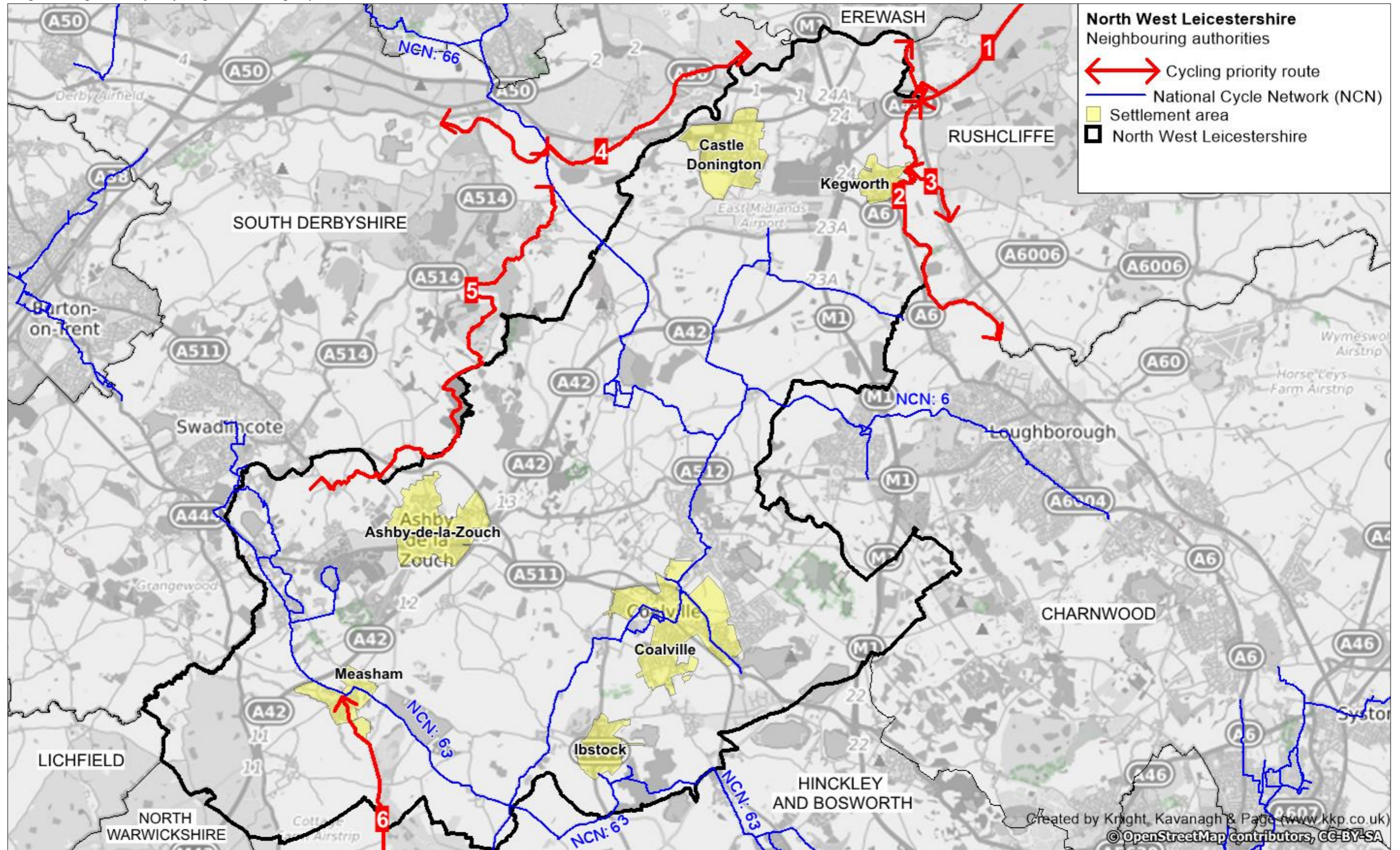
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Neighbouring local authority aspirations

Ref	Authority	Scheme	Route details
1	Rushcliffe	Upgrade A453 with dedicated cycle lanes	Upgrade the A453 with dedicated cycling infrastructure from the Airport/Enterprise Gateway to Nottingham. This proposal will require support from NWLDC to complete the route. Scheme will also support the proposal for Long Lane, creating links with Kegworth, East Midlands Parkway and the new Power Station development.
2	Rushcliffe	Create additional links onto the Soar Valley Trail	The River Soar, which links Leicester to the River Trent is a popular river walk/cycle route. Rushcliffe Council would like to see improved links off the route, enhancing it to destinations such as Kegworth and Castle Donington.
3	Rushcliffe	Develop a cycle link from Kegworth to Sutton Bonington (Nott's University)	Kegworth has a strong student population. Providing a safe link to Sutton Bonington would encourage more students to cycle from the town to the campus.
4	South Derbyshire	Upgrade of the Trent Valley Way through South Derbyshire.	The River Trent runs through the south of the authority of South Derbyshire. The Authority has ambitions to upgrade the path to support cycling and walking.
5	South Derbyshire	Connecting NCN 6 with the NCN 63 with a dedicated route	The proposed route will consist of a spur off the NCN 6, which will connect to the NCN 63 in Swadlincote. The route will run north of Ashby.
6	Hinckley and Bosworth	Upgrade Ashby Canal towpath surface for cycling and walking.	HBC has plans to upgrade the Ashby-de-la- Zouch Canal Towpath which runs north to south. It begins in Measham and runs through to Nuneaton. HBC would like to upgrade the path to create a leisure link between Market Bosworth and Hinckley.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Neighbouring authority's cycling and walking aspiration



SECTION 6: VISION AND OBJECTIVES

The following vision and objectives could look to be agreed with key strategic partners.

Vision

For North West Leicestershire to become a district where walking and cycling are safe, accessible, and obvious choices for short journeys. This will be achieved by creating a safe, attractive, integrated cycling and walking network, and by using a range of behavioural change initiatives.

Objectives

Create a highway infrastructure to support and encourage cycling and walking for all.

To develop an accessible, safe cycling and walking network, with relevance to and links with employment, leisure, education and everyday destinations. This network will be underpinned by the following objectives - to:

- ◀ *Ensure that current and future networks are of a high standard*
There is a need to guarantee that the current network is brought up to, and future cycling and walking infrastructure is developed at, a high standard - to ensure that people feel safe and confident using these networks. This includes excellent road/track/path surfaces, correct, visible and easily understood signage and adequate lighting. This will necessitate a technical review of the current network and upgrading where present provision is rated unsatisfactory.
- ◀ *Strike an appropriate balance between the needs of all road users*
Whilst safe and integrated cycling and walking infrastructure is required, there is also a need to ensure that urban (and all) areas still offer appropriate access for other road users. Where needed, safe segregation or improved traffic calming measures should be implemented. Over-restricting access to certain road users could adversely affect the local economy and those who may have limited accessibility of walking and cycling networks
- ◀ *Make all new schemes and infrastructure optimally inclusive and accessible to all*
Cycling and walking should be available via an infrastructure designed to be inclusive. For example, feasible cycle paths should be sufficiently wide to accommodate adaptive bikes and walking infrastructure should be suitable for people with a visual impairment, i.e. with tactile pavements.
- ◀ *Integrate existing and future networks with public transport hubs*
Integrating walking and cycling with public transport is essential wherever possible to make it easier for people to leave their cars at home and build active travel into regular journeys to work or school. This includes developing high quality walking routes and providing secure cycle parking infrastructure at public transport hubs.
- ◀ *Work with key destination venues/agencies to secure their support for cycling and walking.*
Work with strategic destination venues (i.e., major shopping and leisure centres, workplaces and schools) to make cycling and walking a preferred choice of transport when travelling to and from them. This includes reviewing physical infrastructure and making sure that options such as safe cycle parking/storage, access and changing facilities are available.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Work with key partners to create a greener infrastructure

To develop an attractive cycling and walking network, partnership work across a range of platforms will be required. This includes active collaboration with key organisations such as Sustrans with regard to design principles and links with provision in neighbouring authorities to ensure that networks extend beyond NWL's authority boundary.

Ringfencing funding to support cycling and walking infrastructure

It will be essential to ensure that local growth funding, such as Section 106 receipts, is ringfenced to support local cycling and walking infrastructure, particularly where it is directly physically aligned and/or relevant to a particular development. In addition, any related central government funding also needs to be ringfenced.

Developing and supporting behavioural change processes and opportunities

It is important to ensure that improvements in infrastructure are accompanied and supported by appropriate behavioural change initiatives. This relates directly to the ambition to influence people's attitudes to walking and cycling and helping to address barriers and/or build upon motivating factors that will enable them to make positive active travel and/or physical activity habit changes.

This can include offering cycle training to all residents (rather than limiting this to just children) or working with local primary care trusts to expand cycling and health referral programmes. The range of possible initiatives is discussed in more detail in Section 9.

It must be noted that any listed behavioural change initiative is intrinsically linked with the need to develop a high quality, safe cycling and walking network. Without a high-quality network, any behavioural change initiative will not be as successful.



SECTION 7: CYCLING PRIORITIES

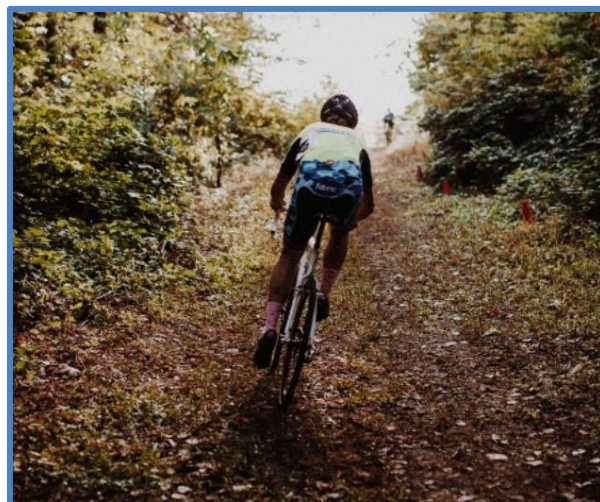
Introduction

This section identifies the cycling priorities for the six key urban areas. As mentioned earlier in the strategy, these are informed by the consultation and prioritised based on importance and potential impact.

Each scheme has been prioritised along with the type of journeys it would support, which are defined as the following:

- ◀ Everyday journeys: trips to the shops, visiting friends,
- ◀ Employment: accessing sites for employments.
- ◀ Safer routes to school: travelling for education.
- ◀ Leisure: walking or cycling for exercise purposes.

The priorities also take account of the National Propensity to Cycle Toolkit (PCT).



Propensity for Cycle Toolkit (PCT)

This is an online interactive planning support tool to provide an evidence base to inform investment in cycling. Based on modelling, it considers which commuting trips could most likely be able to switch to cycling. Based on Census data it offers four different scenarios of change. These were designed to help develop understanding about which areas and routes have the highest potential for cycling under different sets of assumptions. These assumptions include:

- ◀ **Government target** - assumes that cycling levels double nationally and uses trip distance and hilliness to predict which trips would switch.
- ◀ **Gender equality** - models the trips generated if women have the same propensity to cycle a given trip as men.
- ◀ **Go Dutch** - draws on Dutch Travel Survey data to estimate what cycling levels would be observed if England acquired Dutch cycling infrastructure and Dutch cycling culture but kept its current trip distances and hilliness.
- ◀ **E-bikes** - takes Go Dutch even further and uses additional data on how e-bike ownership encourages longer trips and overcomes hilliness.

To illustrate this model, the Go Dutch scenario has been presented across the six settlement areas in the table below. This helps to analyse the routes which have the greatest propensity to increase cycling. The last column details the increase in cycling should that route be upgraded to a standard similar to the infrastructure and behaviour found within the Netherlands.

It must be noted that using this tool is only one element of the overall process and the data used as part of the modelling is from 2011 Census. The data does not pick up the current quality of routes, links to education and if any new housing/employment areas have been created.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Go Dutch scenario

Area	Proposed route	% Increase of people likely to cycle
Coalville	Coalville to Ellistown	32.7%
Ashby	East to West Town Centre improvements	32.8%
Kegworth	Sutton Bonington/Castle Donington and Long Eaton.	4.6%
Measham	Local journeys/Swadlincote	17.3%
Ibstock	Local journeys	42.6%
Castle Donington	Local journeys	48.0%

All the identified routes are illustrated in the maps below. These are numerically ranked in terms of which route has the highest propensity for change (one being the highest). The top-ranking routes are depicted in blue, with the remaining routes in red.

Cycle route prioritisation

Routes are prioritised based on the importance of the need and on the impact the route will have to increasing modal shift. This has been agreed through consultation with NWLDC officers and ward councillors. There are no set timescales with the priorities being identified to help be ready if/when funding is available.

The tables also detail the following considerations:

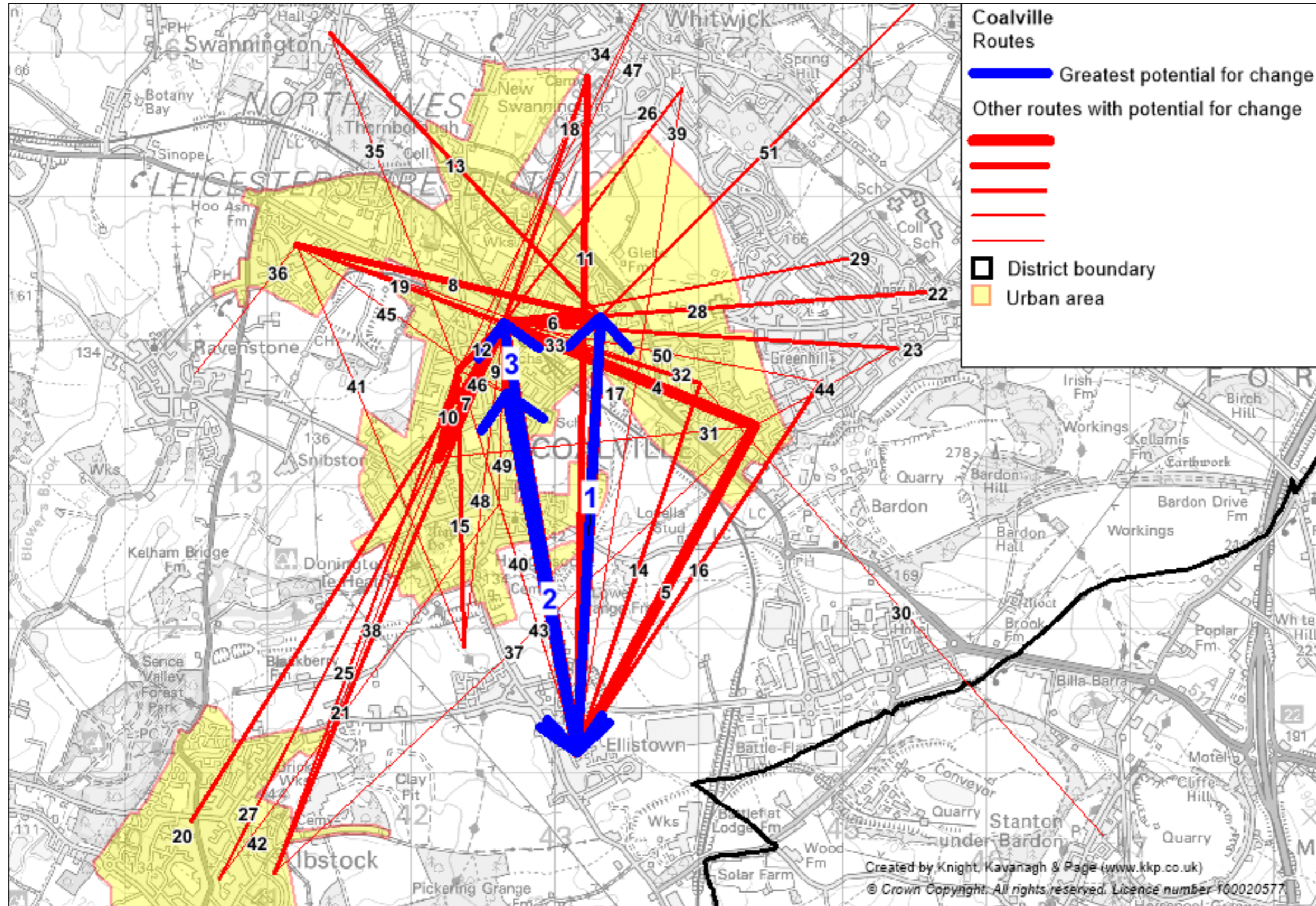
<p>Linking in with the existing network and key destinations:</p> <p>It is important to ensure the routes listed link up with the existing network along with key destinations. These include the current National Cycle Network of which two, NCN 6 and NCN 63, pass through NWL. In addition, there is a need to ensure routes connect to key destinations such as employment, education and leisure destinations.</p>
<p>Acknowledging current cycling strategies:</p> <p>Three local cycling strategies currently exist in Ashby, Kegworth, and Coalville. These strategies list the priorities for these respective areas. It is important to ensure that this strategy acknowledges and complements the priorities listed in these existing documents.</p>
<p>Ensuring routes are accessible for all:</p> <p>It is important to guarantee that routes are accessible for all users. Accessibility will ensure that cycle lanes/paths are wide enough for all types of bikes, steps and other obstacles are limited, and that barriers and potholes are reduced.</p>
<p>Acknowledging neighbouring authority's priorities:</p> <p>Consultation was undertaken with all neighbouring local authorities to understand their priorities for cycling and to ensure that the proposals in this strategy link with neighbouring LA's priorities. See previous chapter.</p>

Summary of cycle network proposals

The final map in this chapter displays all projects overlaid with the current National Cycle Network. It is hoped that this will illustrate the future integrated aspirations of the Authority.

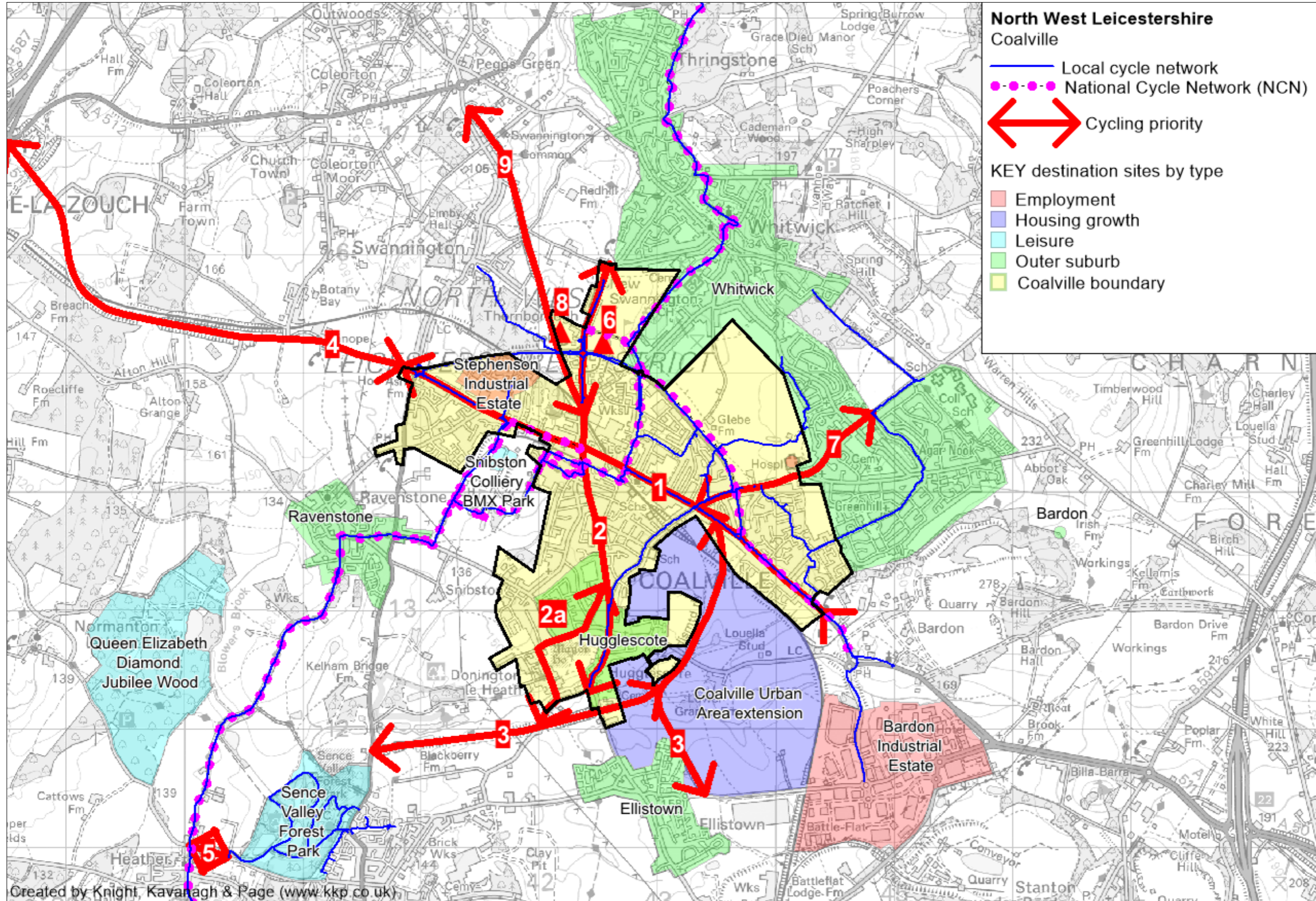
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Coalville Propensity to Cycle map



**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
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Coalville proposed cycle routes



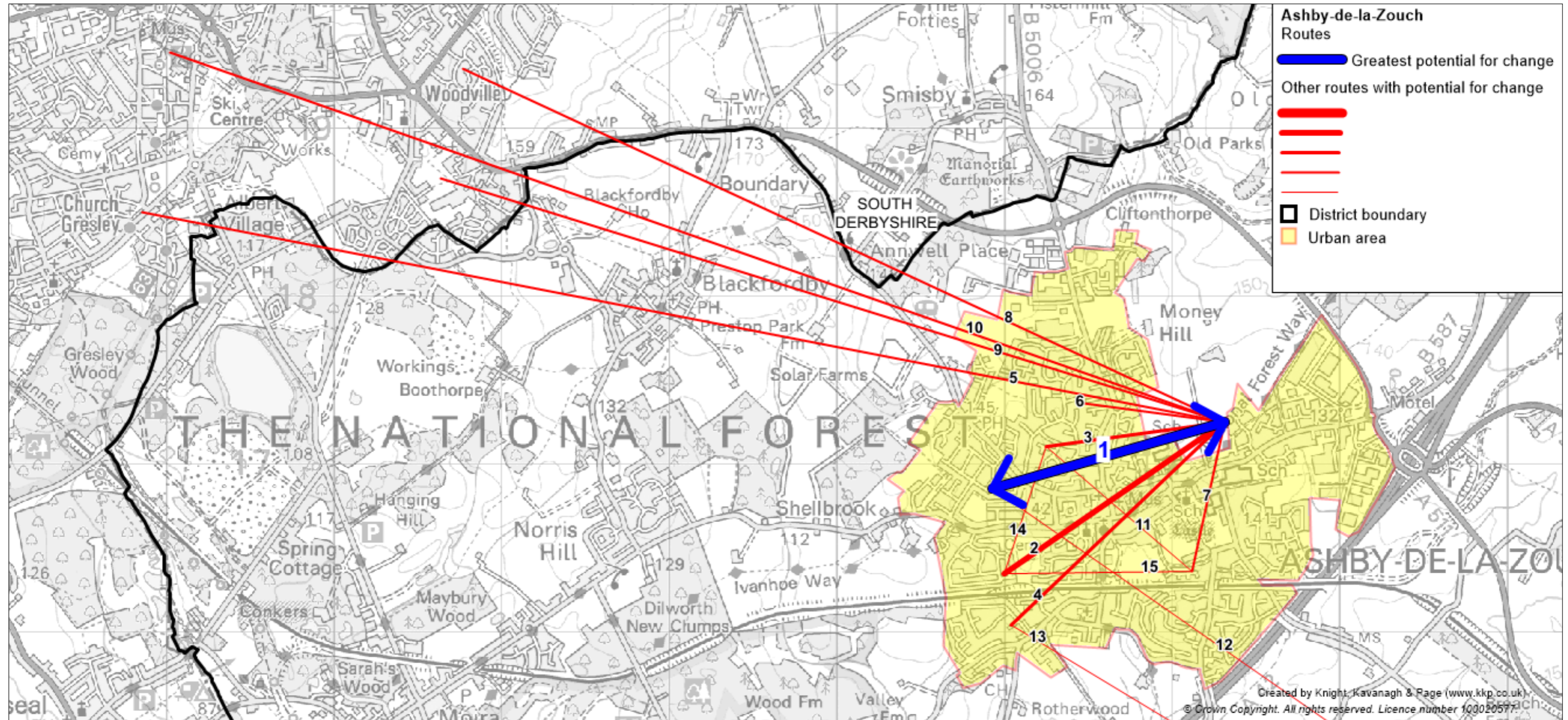
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Coalville proposed cycle routes

Priority	Route number	Scheme	Route details	Objective	Measuring the impact	PCT model ranking	Cycle network provision	Coalville Cycling Strategy
1	1	East to West route through Town Centre	Improve east/west cycle provision through the town centre. This will link existing provision on the A511. This should also be supported by additional traffic calming measures.	Provide an east west route through the Town Centre.	Leisure Employment Safe Routes to School Daily Journeys	4, 6, 8	Parts of the route with current on highway cycle provision and small sections also link with the NCN 52.	There is a proposed route covering the east/west link currently. This is referenced as scheme 22a/b/c. Proposed diversion around back of Coalville but route should aspire to be direct along route 1.
2	3	Coalville to Hugglescote/ Ellistown/Sence Valley	As part of the Coalville Urban Area Extension there are plans to upgrade the disused LMS line (London, Midland and Scottish Railway Line) to support links to Sence Valley/Ellistown/Bardon Industrial estate for both cycling and walking. Access along the current line also needs to be addressed (a fence currently prevents access).	Provide off road routes between the town centre to Ellistown/Sence Valley upgrading former rail line. This will be linked with two major housing growth areas; Hugglescote Grange and Swinfen Vale which will result in 2,700 new dwellings being delivered over the next 10 years.	Leisure Employment	1, 2, 3.	No existing network.	No current proposals
3	2, 6, 8	North to South through the Town Centre	Improve cycle provision on Belvoir Road/Central Road/ Mantle Lane between the junction of Central Road/ Forest Road to the junction of A511. Similar with option 1, this should be supported by additional traffic calming measures.	Provide a north south route through the Town Centre. This would also ensure there is a link from the town centre to Stephenson College, the new Leisure Centre and Whitwick. It will also link in with any redevelopment of Hermitage Rec Ground.	Leisure Employment Safe Routes to School Daily Journeys	7, 9, 10	No existing network.	Scheme 13 and 27 addresses some of the north/south link, however, the proposal is not fully integrated with the Town Centre.
4	4	Coalville to Ashby	Strategic link required between Coalville and Ashby	Provide a safe off-road route between the two towns, creating a strategic link along the A511.	Leisure Employment	n/a	No existing network.	No current proposals
5	7	Coalville to Coalville Community Hospital/Castle Rock School	Direct link from the town centre north east providing links from Coalville to Coalville Community Hospital and also two educational establishments.	Encourage cycling as a mode of choice from the centre of town to the hospital and major educational establishments.	Employment Daily Journeys Safe Routes to School	28	This proposal would provide the link between the current provision on the A5111 and Meadow Lane.	The enhancement is covered through proposal Route 17.
6	5	Sence Valley Forest Park	Spur off the current NCN 52 to link to Sence Valley.	Create an integrated network between the destination site and the current network.	Leisure	20	NCN runs along the site.	No current proposals
7	9	Connecting Coalville to the Cloud Trail	Utilising the disused rail line north west of Coalville to connect to the Cloud Trail.	This route will link Derby to Coalville.	Leisure	n/a	Create a spur off the NCN 6	No current proposals
8	2a	Link to 1620s house	Spur creating link to 1620s house, a tourist destination in Coalville	Providing an additional leisure route option from route number 2, which will link the tourist destination into the current proposed network	Leisure	n/a	No existing network.	No current proposals

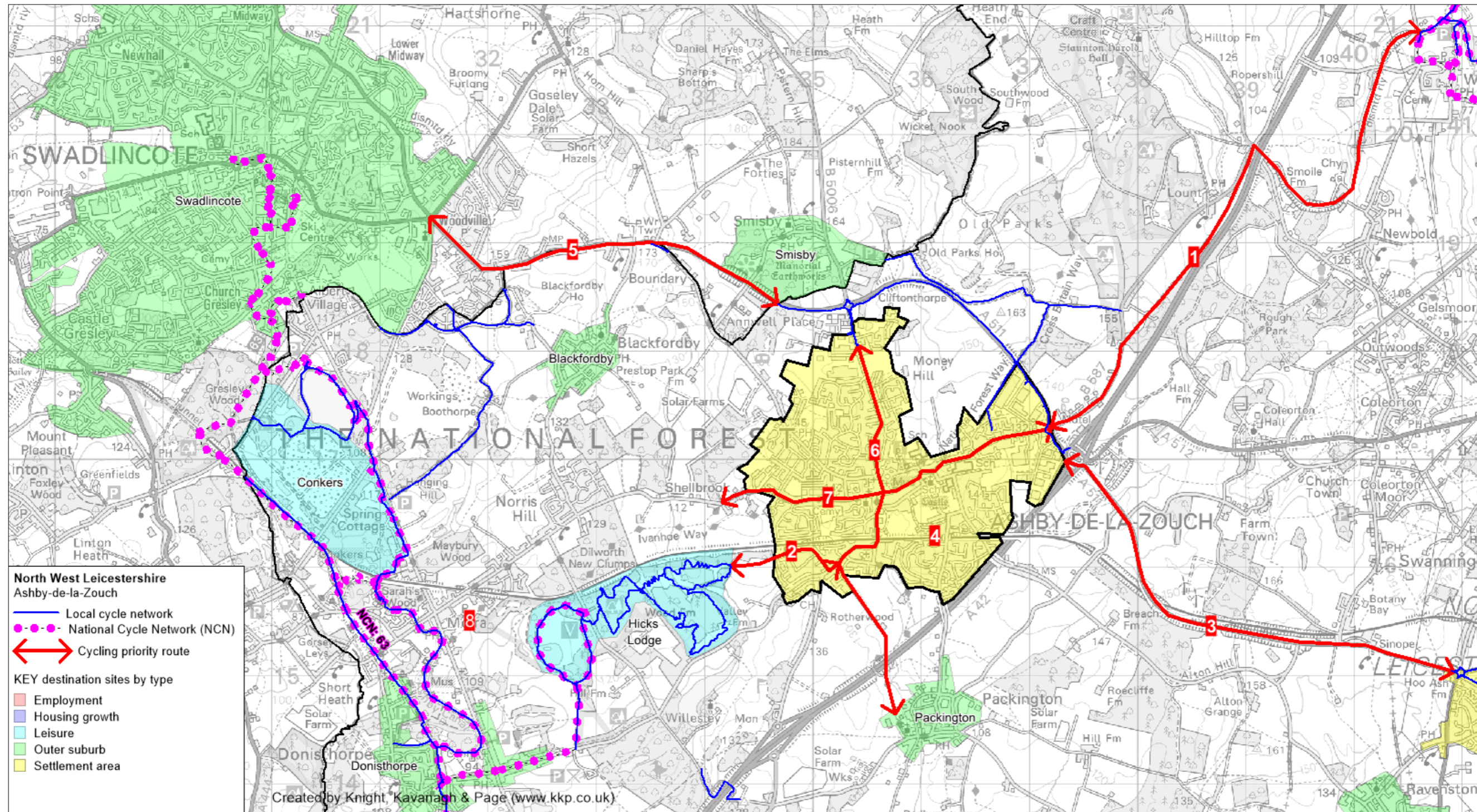
**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
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Ashby Propensity to Cycle map



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Ashby cycling proposals



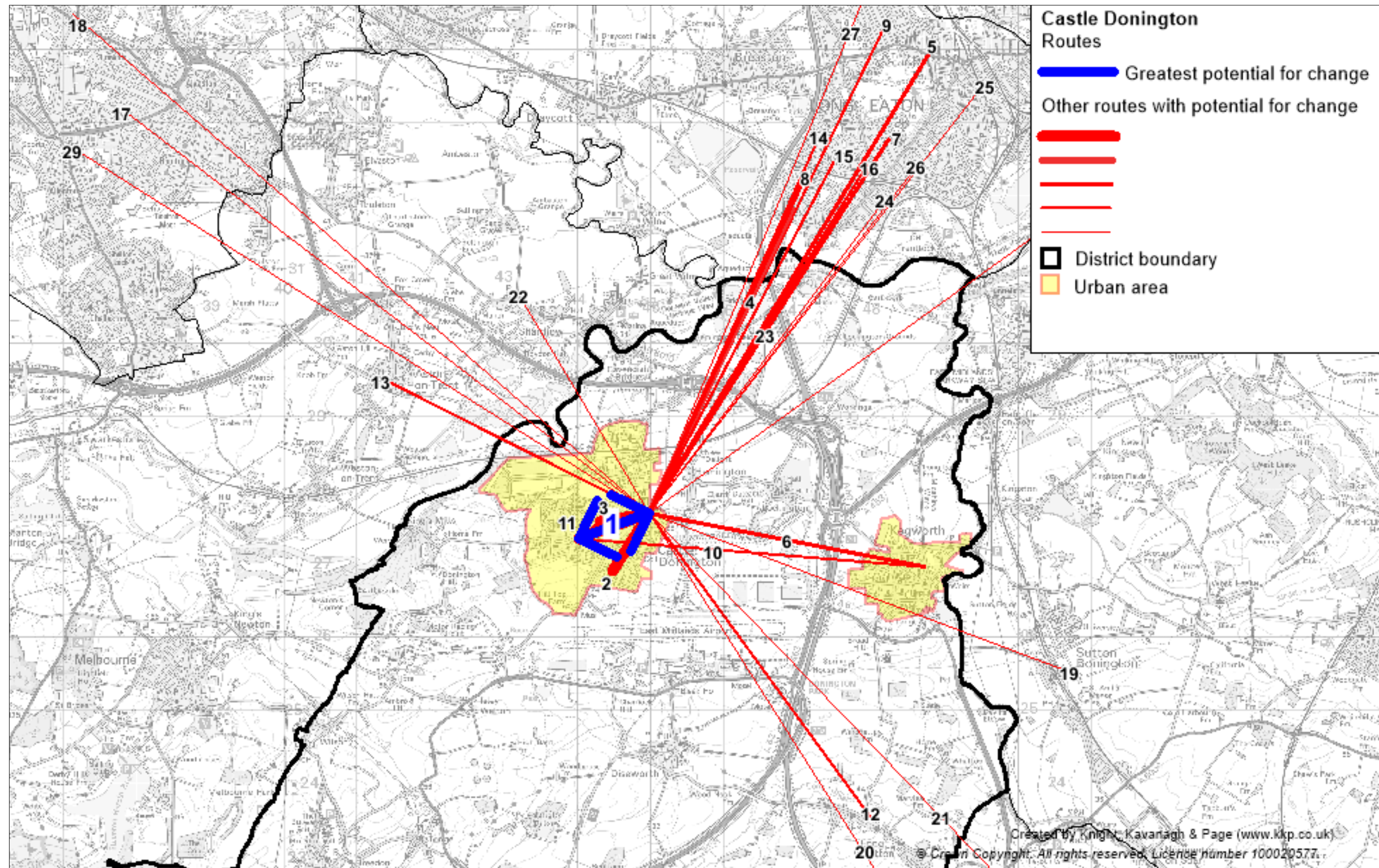
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Ashby cycling proposals

Priority	Route number	Scheme	Route details	Objective	Measuring the impact	PCT model ranking	Cycle network provision	Ashby Cycling Strategies (District Council and Town Council)
1	2	Hicks Lodge	Connecting the Town Centre with Hicks Lodge via Ridgeway Road.	Provide a safe off-road route linking the Town Centre to Hicks Lodge. This can provide additional links to Conkers and other leisure attractions in the National Forest.	Leisure Daily journeys	n/a	Will connect with local cycle network in Hicks Lodge and NCN 63.	Key route listed in both strategies, however, both strategies present different route options.
2	6 & 7	Review Town Centre cycling infrastructure	Consider keys routes which prioritise cycling. Main focus should be to improve the north/south and east/west options for the Town Centre to ensure they are cycling friendly.	<p>There is a need to create a safe cycling environment in the town centre. It does not seem feasible to provide traffic free routes due to the existing design of the town. However, consideration to installing traffic calming measures to slow the traffic down is providing a safer environment may benefit access to the following destinations, including:</p> <ul style="list-style-type: none"> o Ivanhoe Business Park o Ashby business park (east) o Ashby Leisure Centre o Ashby School o Ivanhoe College <p>It has also been requested that, as part of the Town Centre improvements, Northfield Connection Pathway be widened to support cyclists.</p> <p>Creating a positive cycle network will also allow future routes to leisure destinations surrounding the Town Centre to be considered. These destinations include; Calke Abbey and Staunton Harold.</p>	Employment Daily journeys Leisure Safer Routes to School	1,2,3,4,6	n/a	The District Council presents several route options for the Town Centre, including a north-south route through the Town Centre utilising Hood Park. The Town Council strategy highlights specific options to improve cycling and walking, including infrastructure improvements to Brook Street to support both cyclists and walkers.
3	1	Cloud Trail Extension	Linking the current Cloud trail from Worthington to Ashby Town Centre, using the former rail line.	NCN6 currently runs from Derby to Worthington. It is proposed that the route could be extended to Ashby Town Centre. A local interest group is already exploring opportunities regarding route direction and Sustrans is aware of this proposal.	Leisure Employment	n/a	NCN6 extension	Listed as a priority in the Town Council strategy.
4	3	Link to Coalville	Providing strategic link to Coalville connecting the two towns. Opportunity to explore a segregated cycle link along the A511.	Connecting two main towns together with a safe cycling link.	Leisure Daily Journeys Employment	n/a	n/a	n/a
5	5	Link to Swadlincote	Providing a strategic link to Smisby and Swadlincote. Possibility of using A511 as a direct link.	Connecting Ashby to areas in the west, including the main town of Swadlincote.	Employment Daily journeys	5, 10	Partial local cycle network on A511.	
6	4	Providing options from (proposed) Ashby railway station- part of potential re-opening of the Ivanhoe Rail Line.	Should the Ivanhoe rail line re-open, there is an opportunity to create a new station in Ashby. If this happen, sustainable travel options to and from the proposed station should be considered.	There is a proposal to convert the former Leicester to Burton (Ivanhoe line) railway line into a passenger line. As part of this, Ashby could have a new station, however, no location for this station has been identified. Cycling and walking routes to the station could be enhanced to support all users, including commuters, and leisure journeys.	Leisure Daily journeys	n/a	n/a	
7	8	Infrastructure improvements within the National Forest	Upgrade of network surface and improvements to signage within the National Forest network.	The National Forest is one of the key leisure destinations within the Authority. Ensuring route surfaces and way markers are of a suitable standard to encourage more people to cycle to, and within, the Forrest's network is important.	Leisure	n/a	n/a	

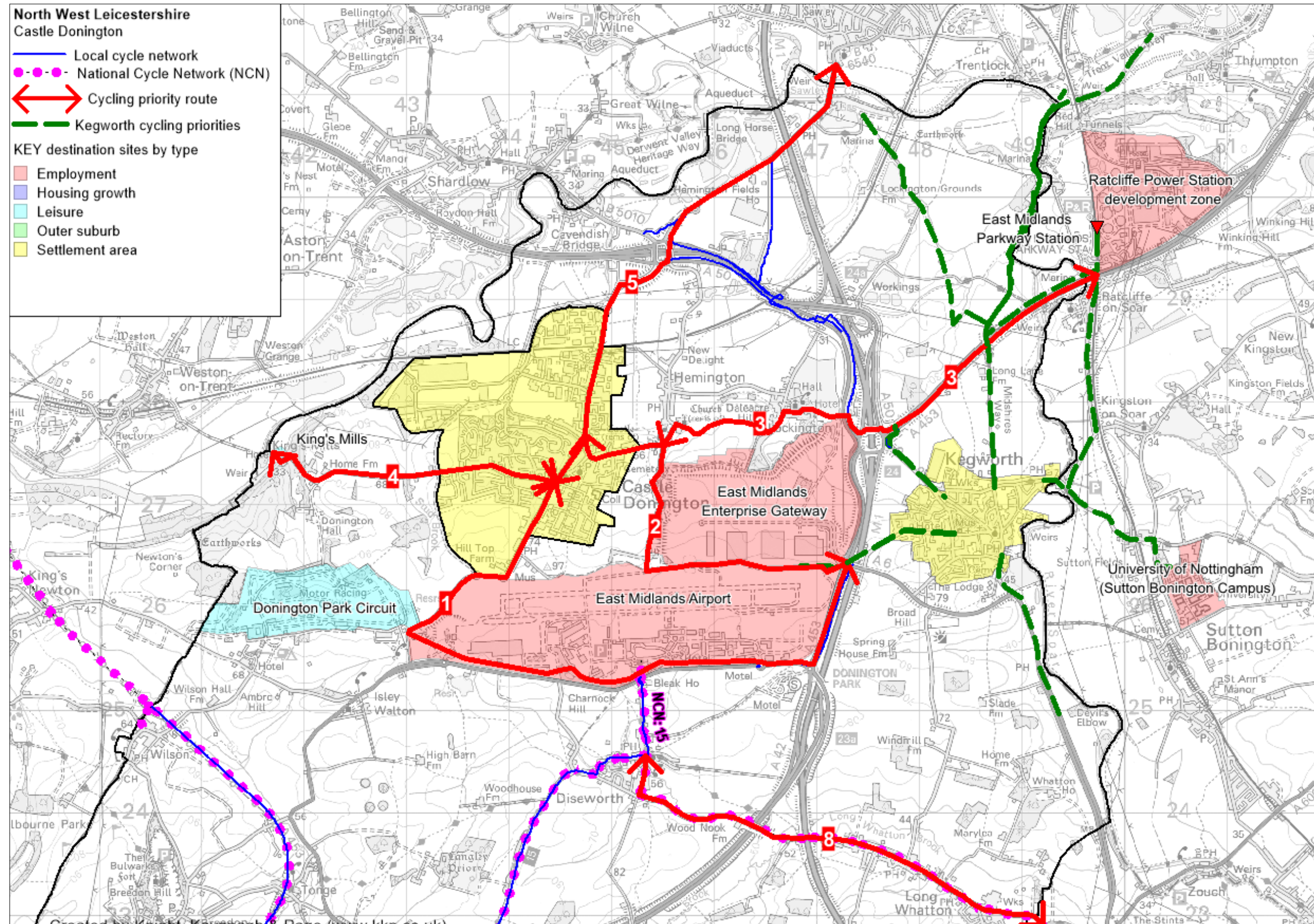
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Castle Donington Propensity to Cycle Map



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Castle Donington cycling proposals



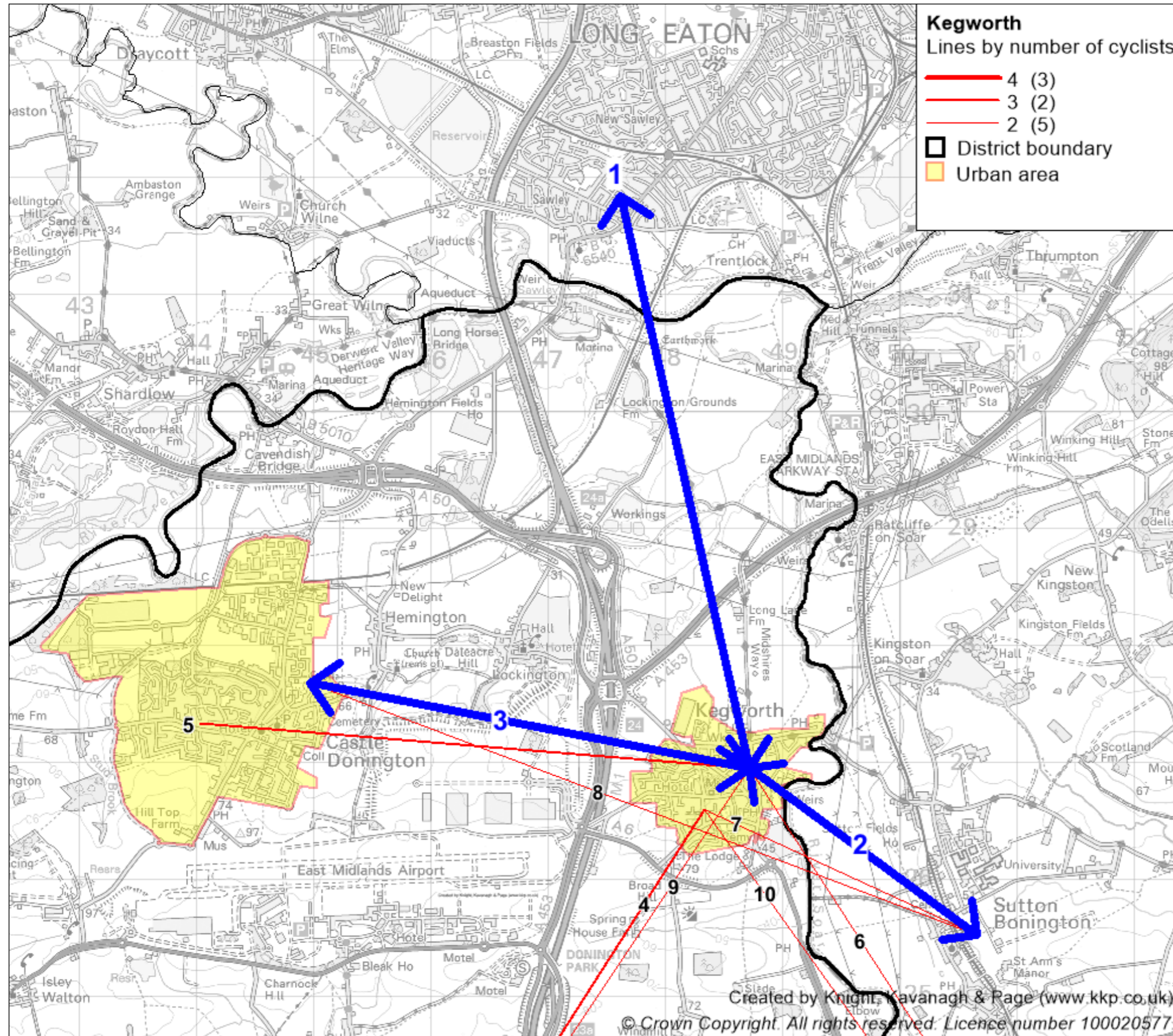
**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
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Castle Donington cycling proposals

Priority	Route number	Scheme	Route details	Objective	Measuring impact	PCT model ranking	Cycle network provision
1	1 & 2	Green way around the Airport/EMEG	<p>Creating a sustainable link between Castle Donington with the Airport and East Midlands Gateway.</p> <p>The current Airport trail provides a circular route around the Airport and the Enterprise Gateway. This could be upgraded to support cycling. The current network also requires linking to Castle Donington, with several options including the High Street and Diseworth Lane.</p>	<p>Enhancing the current network will provide direct links for workers to key employment destinations. It will also provide leisure links for people wishing to visit the airport and its surrounds.</p>	<p>Employment Leisure</p>	n/a	<p>There is a dedicated Airport link, which connects the airport with the Gateway. This needs to be enhanced with additional links to both Castle Donington and Kegworth. NCN 15 currently links in with the current airport link.</p>
2	3	Linking Castle Donington to Ratcliffe on Soar	<p>Linking route numbers 1 and 2 up to East Midlands Parkway and the future development at Ratcliffe Power Station. This route also provides residents of Hemington and Lockington improved links between Kegworth and Castle Donington.</p> <p>This would be a joint project with Rushcliffe Council.</p>	<p>Providing a link east to west connecting the Parkway station, Castle Donington, gateway/airport and Nottingham.</p> <p>It will also provide local links to Hemington/Lockington. This will also support the aspiration of Rushcliffe Council in providing a direct link from Nottingham.</p>	<p>Employment Everyday journeys Leisure</p>	n/a	n/a
3	4	Linking Kings Mills	<p>Providing a link west from Castle Donington to Kings Mills and beyond.</p>	<p>Create a link from Castle Donington west. This will provide options for commuters in South Derbyshire to access Castle Donington and also the large employment area.</p>	<p>Employment Everyday journeys Leisure</p>	n/a	n/a
4	5	Creating a link north to Sawley and beyond.	<p>Providing opportunities north from Castle Donington, linking to Sawley. Opportunity to upgrade the B6540. Consultation indicates that a cycle friendly bridge will need to be developed when crossing the River Trent.</p>	<p>There is a major employer in Sawley (Aldi distribution), which employs people from Castle Donington and Kegworth. Opportunity to connect the two areas to encourage sustainable travel.</p>	<p>Employment Everyday journeys Leisure</p>	n/a	<p>The section from the A50 to the boundary is already classed as a local cycle route.</p>
5	8	Strategic link to Loughborough	<p>Connect Long Whatton to Diseworth with a dedicated cycle route. This network can then continue through to Loughborough, ultimately connecting the town with EMEG/Castle Donington.</p>	<p>Long Whatton & Diseworth Parish Council would like to connect the two villages together with a dedicated cycle path, as the M1/A42 splits the parish. This route could link the employment areas to the north and also south to Loughborough.</p>	<p>Employment Everyday journeys Leisure</p>	12, 20, 21	n/a

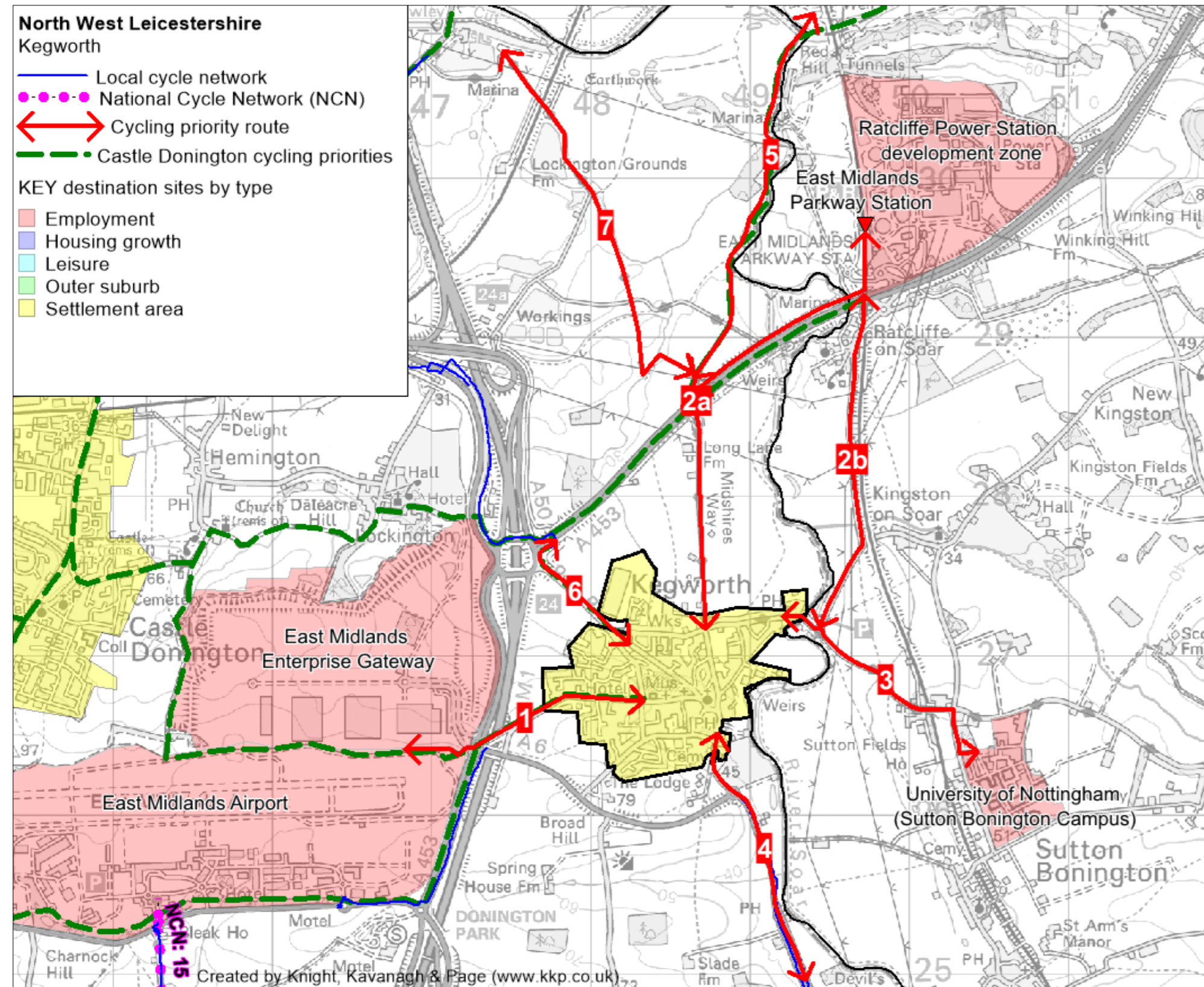
**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
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Kegworth Propensity to Cycle map



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Kegworth cycling proposals



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

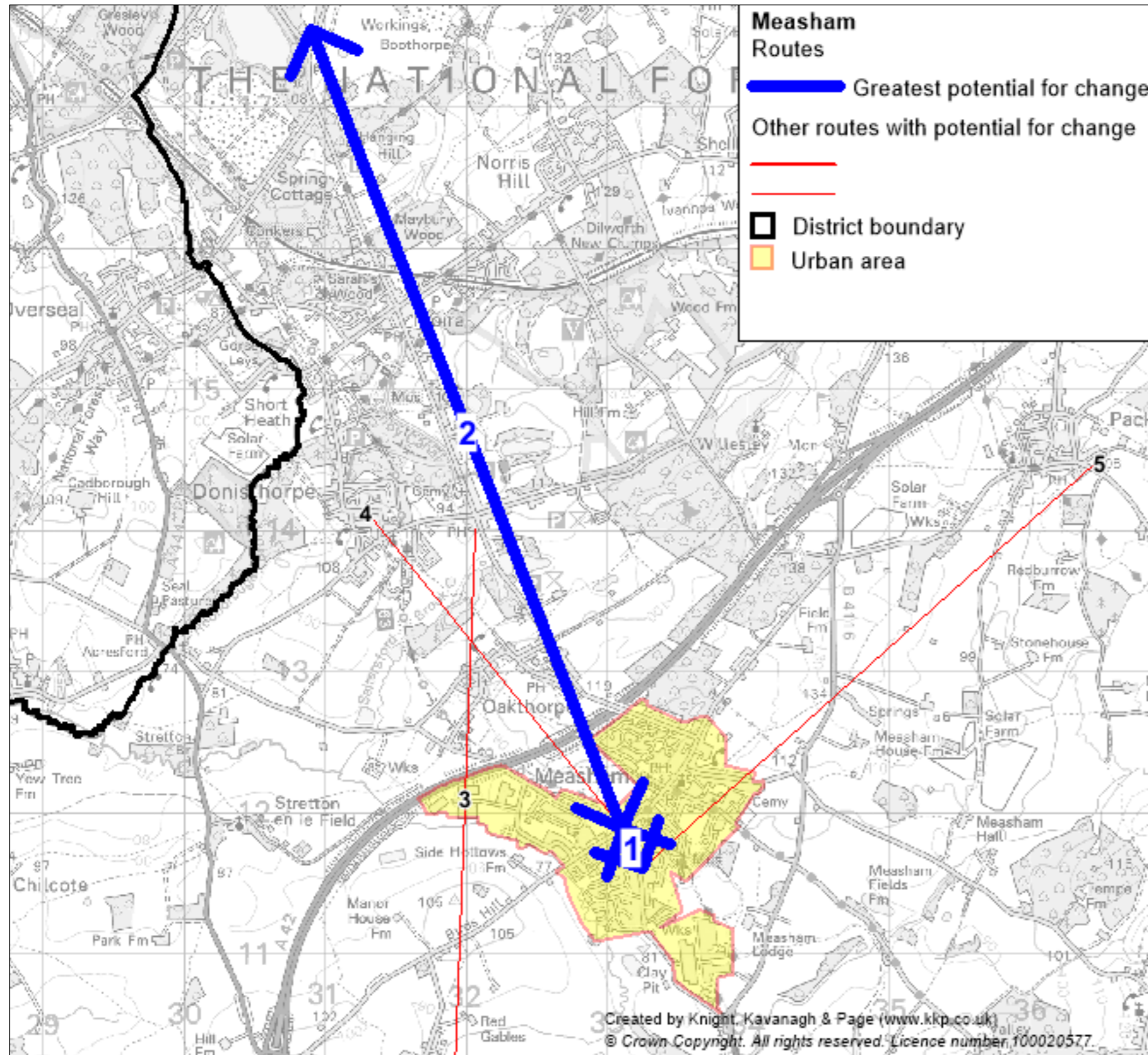
Kegworth cycling proposals

Priority	Route number	Scheme	Route details	Objective	Promotes	PCT model ranking	Kegworth cycling strategy
1	1	Southern link between Kegworth and Castle Donington/East Midlands Gateway	Providing a safe route west across the M1 to link Castle Donington and several key employment areas. This will link into the Airport Link upgrade (See Castle Donington priorities).	East Midlands Gateway along with the Airport provides many employment opportunities for residents in Kegworth. In addition, this will also link Kegworth with Castle Donington.	Everyday journeys Safer routes to school Employment Leisure routes.	2	C-9/C-12
2	6	Northern link between Kegworth and Castle Donington/East Midlands Gateway	Similar to above, however, this provides a northern link option from Kegworth to the Airport and EMEG.	See above. It must be noted that an existing cycle route already exists between the M1 and Kegworth. The priority will be to review this and also provide a safe link across the motorway junction.	Everyday journeys Safer routes to school Employment Leisure routes.	3	C-3
3	2a/2b	Strategic link to East Midlands Parkway	Providing a link between East Midlands Parkway and Kegworth.	East Midlands Parkway is recognised for its strategic importance. It is also to be a station within the HS2 network. it is recommended that an improved cycle link is developed to provide residents from Kegworth direct and safe access to the station. Two options are identified for consideration.	Everyday journeys Safer routes to school Employment Leisure routes.	n/a	C-8
4	3	Strategic link west/east	Linking Kegworth with Sutton Bonington (Notts Uni Campus).	There is a strong university population in Kegworth. This link will provide a safe route for students residing in Kegworth.	Everyday journeys Safer routes to school Employment	3	C-5

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

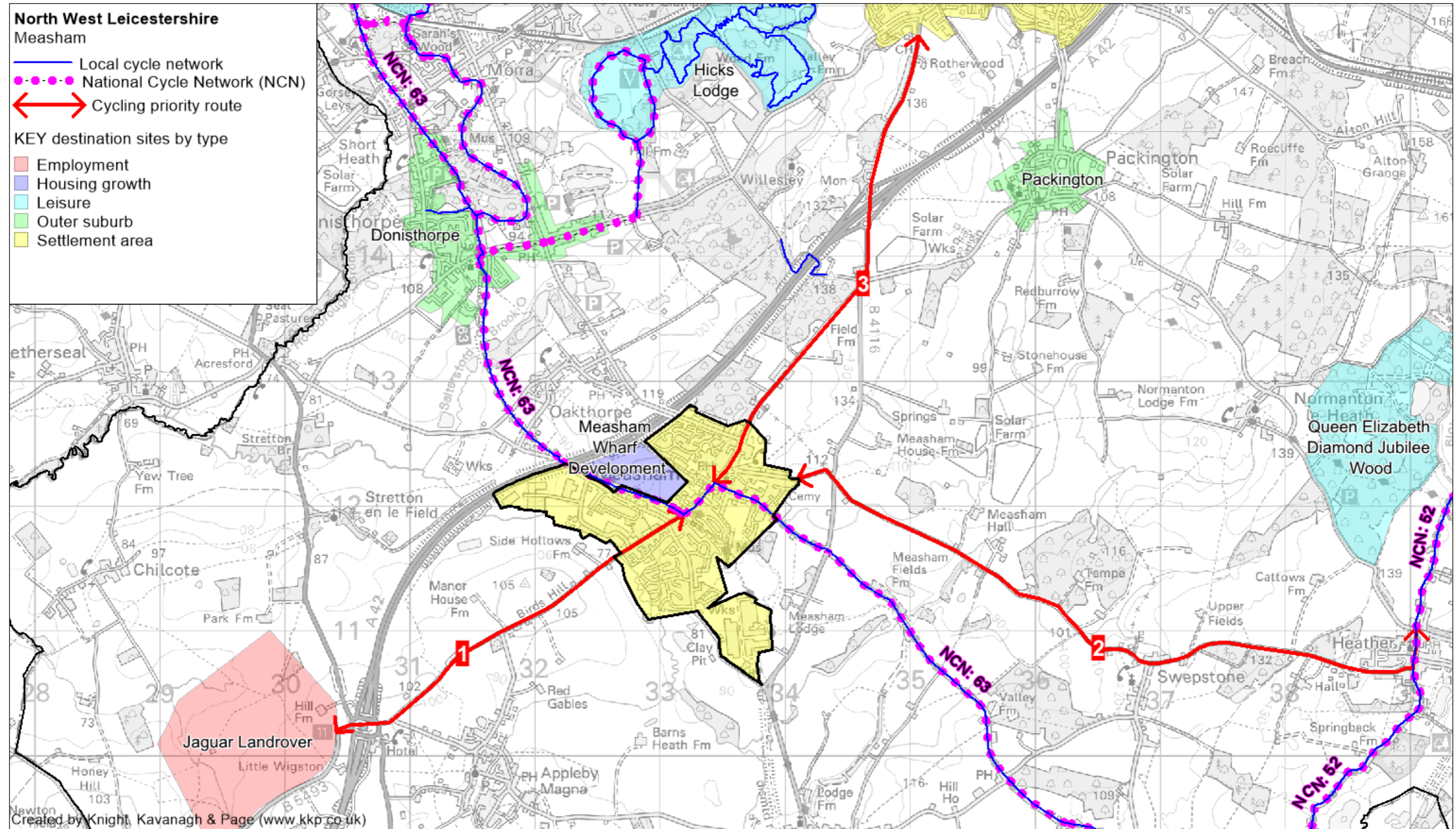
Priority	Route number	Scheme	Route details	Objective	Promotes	PCT model ranking	Kegworth cycling strategy
5	5	Strategic link northeast	Upgrade of Long Lane (beyond the A453) to become a cycling route. Consultation indicates that a cycle friendly bridge will be required when crossing the River Trent.	A northern link will connect Kegworth to several destinations, including, the new development at Ratcliffe Power Station and also Nottingham. This will also dovetail with Rushcliffe Council's ambition to upgrade the A453.	Everyday journeys Safer routes to school Employment Leisure routes.	1	C-8
6	7	Strategic link northwest	Upgrade of Long Lane (beyond the A453) and Radcliffe Lane to become a cycling route. Consultation indicates that a cycle friendly bridge will be required when crossing the River Trent	A north western link will connect Kegworth to Sawley and beyond. This will be of particular importance to residents who work in the Aldi distribution centre.	Everyday journeys Safer routes to school Employment Leisure routes.	1	n/a
7	4	Link to Loughborough	Utilising the A6 Derby Road to create links from Loughborough (and surrounds) to Kegworth, and onto the airport/East Midlands Gateway. This would be a joint project between Rushcliffe Council and NWLDC, creating a link between the two areas.	To create a link from Loughborough (Charnwood) north, supporting links to Kegworth and the Gateway/airport.	Everyday journeys Employment Leisure routes.	n/a	C-2/Existing cycle routes on the A6.

Measham Propensity to Cycle map



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Measham cycling proposals



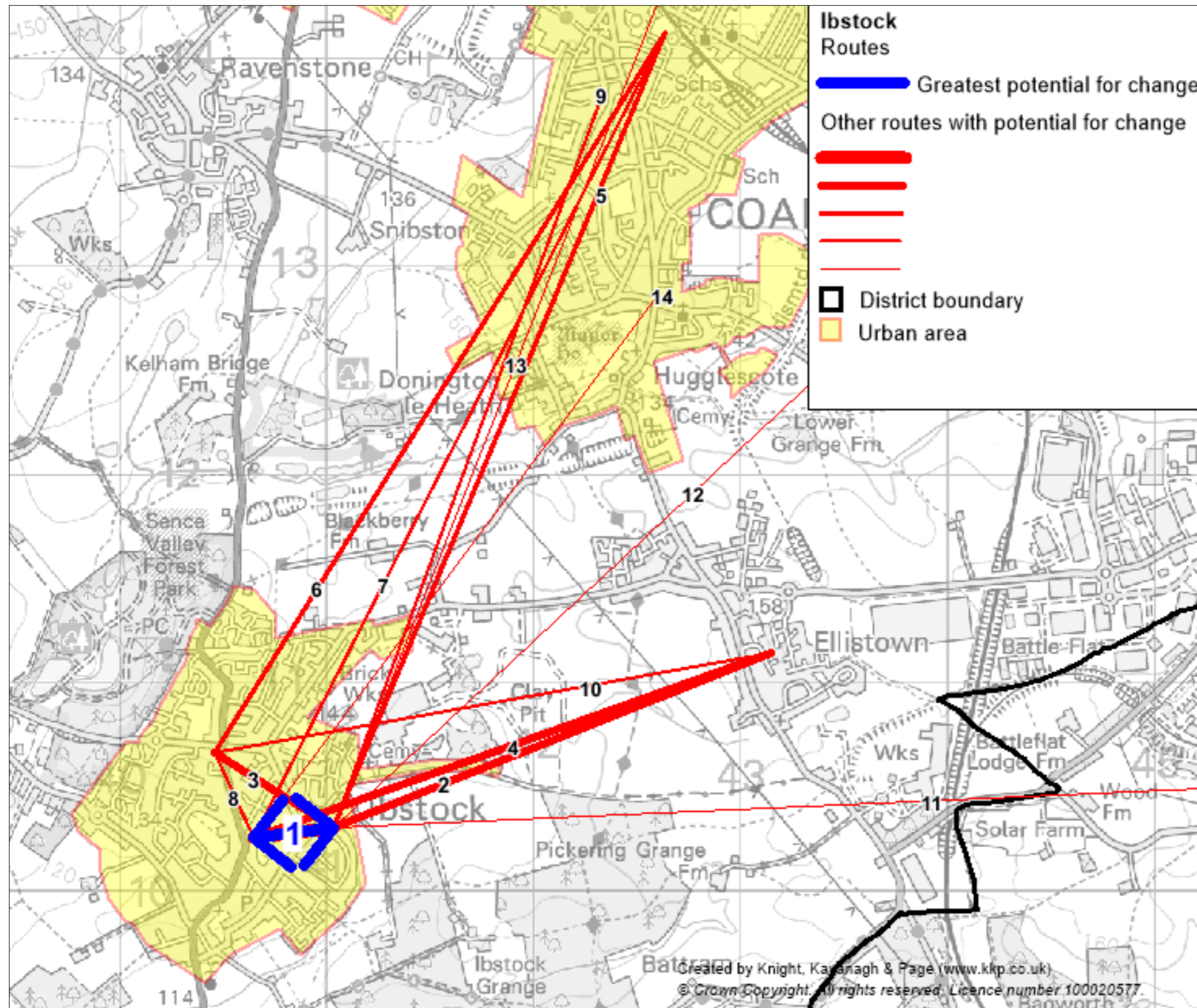
NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Measham cycling proposals

Priority	Route number	Scheme	Route details	Objective	Promotes	PCT model ranking	Cycle network provision
1	2	Strategic link to Ibstock	East/west link connecting Measham to Ibstock, using Sweystone Road.	Linking the two towns of Ibstock and Measham will provide safe access to a number of key employment sites between the two areas, and also destinations such as Sense Valley.	Employment Leisure Everyday routes Safer Routes to School	n/a	
2	3	Strategic Link to Ashby	Northern link road to Ashby, utilising Measham Road, with a safe crossing through the A41 junction.	Strategic route linking Ashby and Measham, will provide options for accessing key employment areas, and also destinations including the Ashby Woulds Heritage Trail.	Employment Leisure Everyday routes Safer Routes to School	n/a	
3	1	Creating a link between the new Jaguar Land Rover site and Measham	Direct route using Tamworth Road. It will be important to ensure the crossing of the A42 is safe and direct.	Creating a link will provide options for employers working at the new site living in Measham, Ibstock and Ashby. It could also create a network which can support links to Westman Industrial Estate and Ashby Woulds Heritage Trail. This route could also support the proposed dwellings as part of the Measham Warf Development/Ashby Canal restoration. It is anticipated that the new development at Measham Warf will be completed within the next three years.	Employment Leisure Everyday routes	n/a	Provide links with NCN 63.

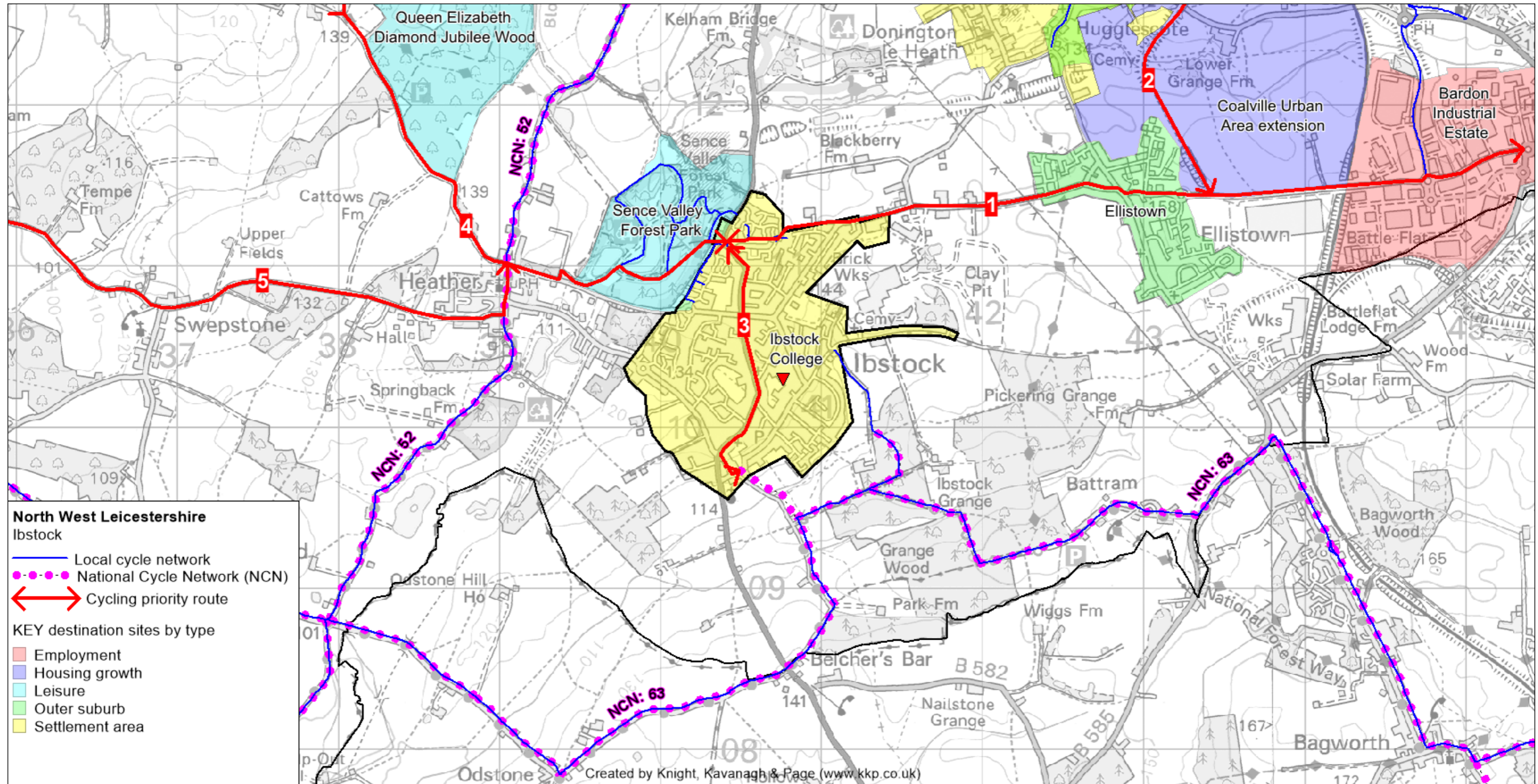
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Ibstock Propensity to Cycle map



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

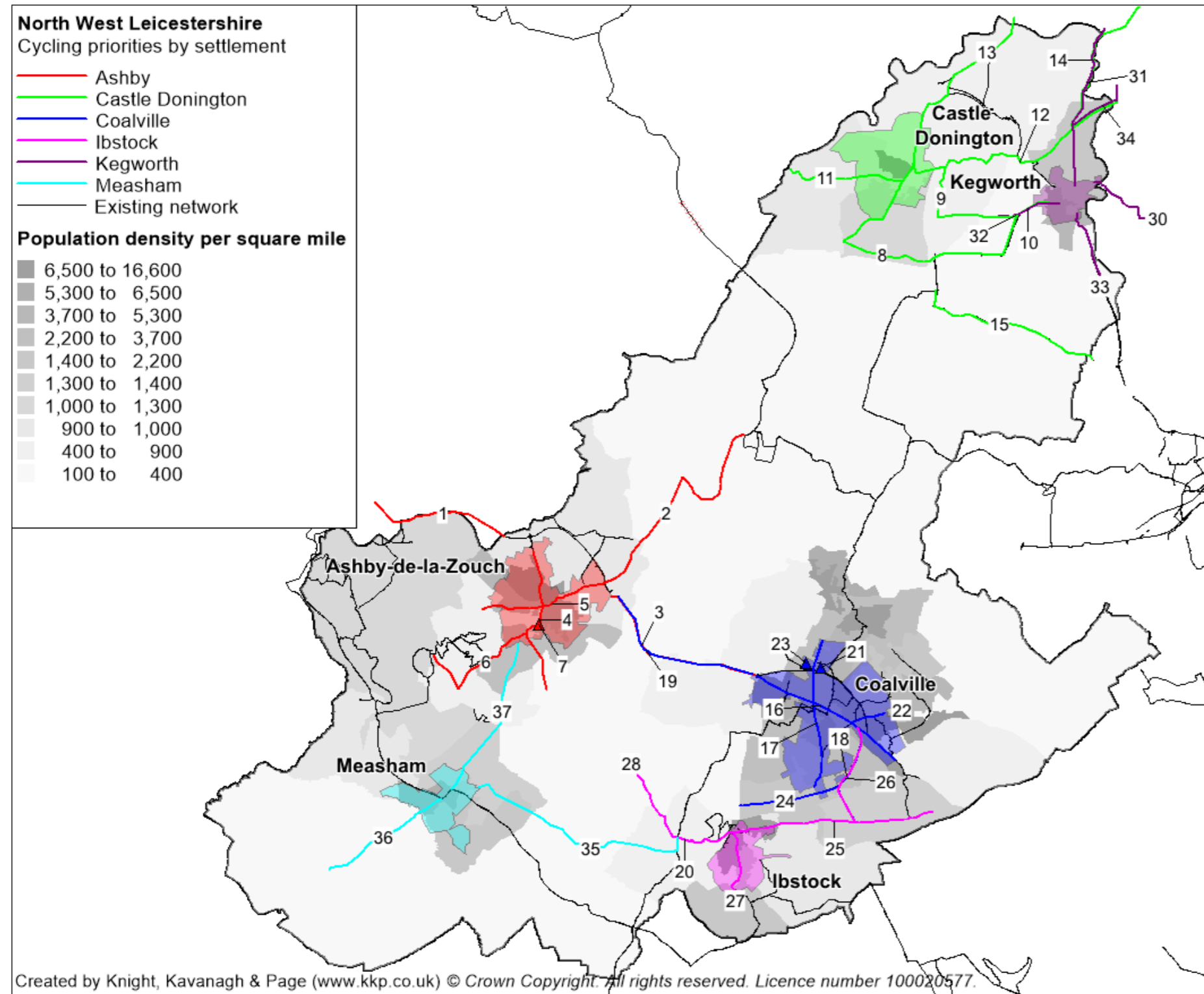
Ibstock cycling proposals



Ibstock cycling proposals

Priority	Route number	Scheme	Route details	Objective	Promotes	PCT model ranking	Cycle network provision
1	3	Route through the town centre	A North /south link through town centre, which can also link up with the existing NCN63. Route could use the A447.	Creating a north/south route will create links from the NCN to the town centre, Ibstock College and also Sense Valley.	Employment Safer routes to school Everyday Journeys Leisure Routes	1	
2	1	Ibstock to Ellistown and Bardon Hill Industrial Estate	Creating a link from Ibstock to Ellistown and Bardon Hill Industrial Estate- utilising Leicester/ Beveridge Roads.	Creating an east/west link from Bardon Hill will create links for employment (Amazon warehouse), plus students (from Ellistown) accessing Ibstock Community College.	Employment Safer routes to school Everyday Journeys	2, 4	
3	2	Strategic link to Coalville	Utilising the former LMS line north of Ellistown to Coalville.	Upgrading the former LMS line will create a strategic link, between Coalville and Ibstock whilst also supporting all new residents as part of proposed Coalville Urban extension.	Employment Safer routes to school Everyday Journeys Leisure Routes	5, 6, 7, 9	
4	4	Strategic link to Ashby	Strategic link to Ashby, which will also link Sence Valley up with the Queen Elizabeth Diamond Jubilee Wood. Option would be to upgrade Heather Lane.	Create a strategic link between Ibstock and Ashby, which will also create links with Sence Valley Forest Park and also the QE Diamond Jubilee Wood.	Employment Everyday Journeys Leisure Routes	n/a	
5	5	Strategic link to Measham	Strategic link to Measham using Swepstone Road.	An east/west link providing access between Ibstock and Measham. With a major employer (Jaguar Landrover) factory being built in Measham, this route will provide options for commuters accessing the new site.	Employment Safer routes to school Everyday Journeys Leisure Routes	n/a	

Proposals overlaid with existing network (NCN Network only)



Proposal	Description	Settlement
1	West link to Swadlingcote	Ashby
2	Cloud trail extension	Ashby
3	Strategic link to Coalville	Ashby
4	Town centre traffic calming zone	Ashby
5	Town centre traffic calming zone	Ashby
6	Link to Hicks Lodge	Ashby
7	Link to proposed Ashby Station	Ashby
8	Greenway around EMEG/East Midlands Airport	Castle Donington
9	Greenway around EMEG/East Midlands Airport	Castle Donington
10	Strategic link to Kegworth	Castle Donington
11	West link to King's Mills	Castle Donington
12	Future development at Ratcliffe Power Station	Castle Donington
13	Upgrade at Long Lane North	Castle Donington
14	Northern link to Sawley	Castle Donington
15	Diseworth/Long Whatton/Loughborough	Castle Donington
16	East to West through town centre	Coalville
17	North to South through town centre	Coalville
18	Coalville to Hugglescote/Ellistown	Coalville
19	Coalville to Ashby	Coalville
20	Link to Sence Valley	Coalville
21	Coalville to new leisure centre	Coalville
22	Coalville Community Hospital	Coalville
23	Stephenson College	Coalville
24	Sence Valley	Coalville
25	Eastern link route	Ibstock
26	Strategic link to Coalville	Ibstock
27	North / South link through town centre	Ibstock
28	Strategic link to Ashby	Ibstock
29	Strategic link to Measham	Ibstock
30	Strategic link East	Kegworth
31	Long Lane upgrade North	Kegworth
32	Strategic link West	Kegworth
33	Strategic link South	Kegworth
34	Link to Power Station & EM Parkway	Kegworth
35	Strategic link to Ibstock	Measham
36	Link South from Measham	Measham
37	Strategic link North to Ashby	Measham

SECTION 8: WALKING PRIORITIES

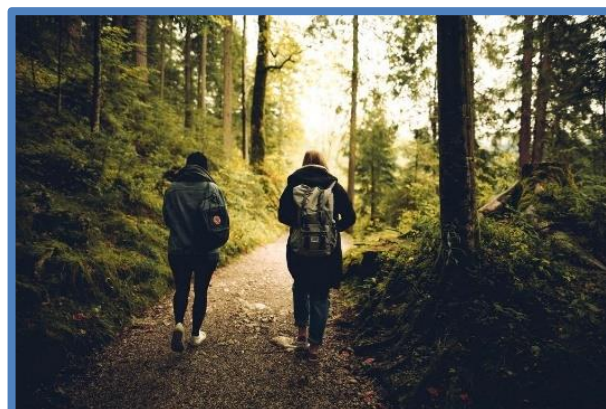
Introduction

The following section presents the heat maps for the respective six key urban areas. Heat maps were developed by identifying the key walking destinations within each area, and then applying a radial catchment of 800m from these destinations.

Where radials overlap, (indicated through darker colours) there is a greater emphasis to focus on for potential walking infrastructure priorities and enhancement. The darker colours represent locations where it is deemed that people are more likely to walk. The table below sets out the colour code hierarchy.

Mapping key:

	High priority
	Medium priority
	Low priority



Identifying the key destinations

Each area has a list of key destinations which are accessible by foot, which have been identified through consultation.

These include the following:

- ◀ All educational sites, including primary schools.
- ◀ Key leisure sites, including parks and the local leisure centre.
- ◀ Main high street/shopping areas.
- ◀ Other key destinations, including major employers and tourist destinations.

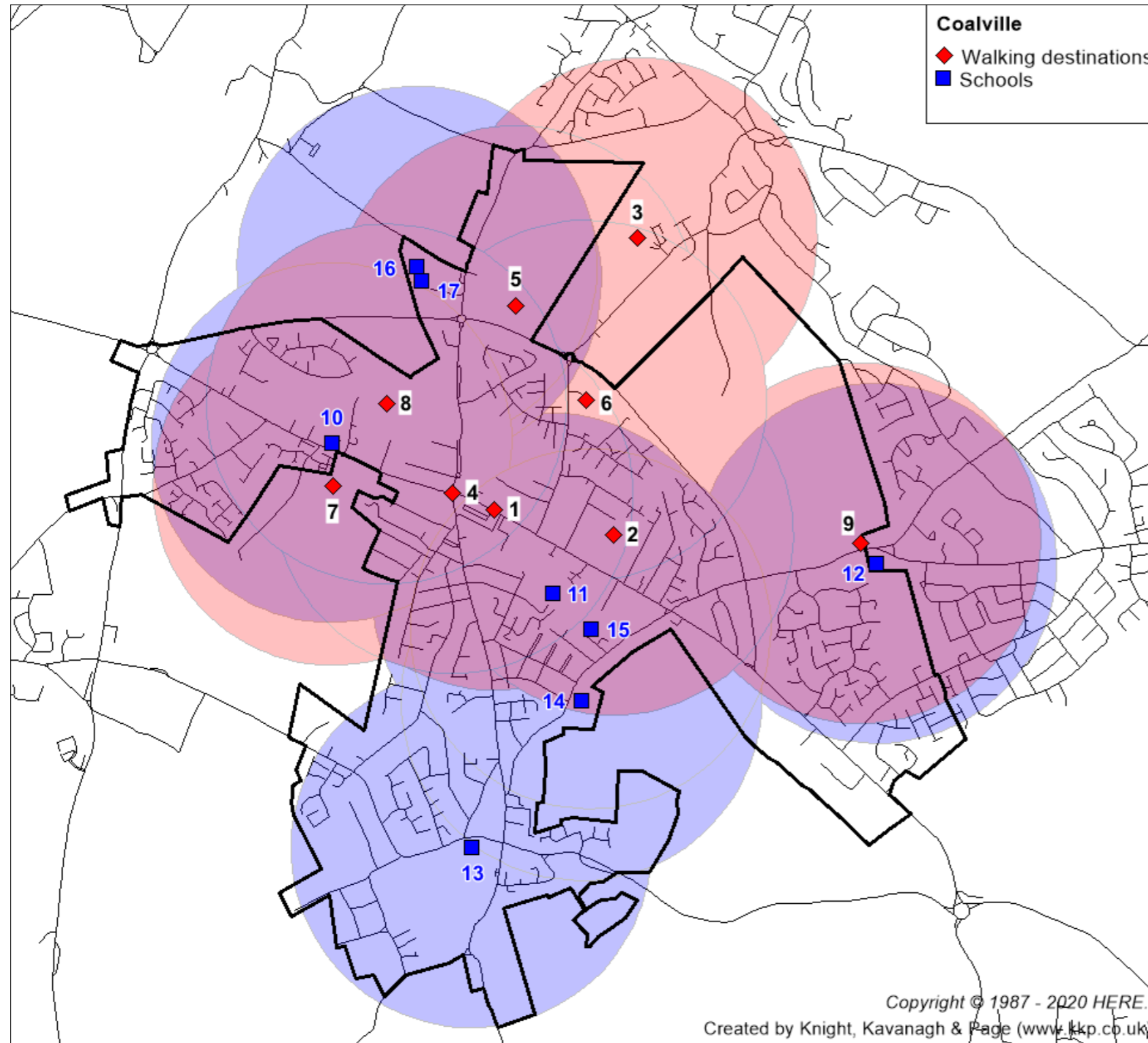
Ensuring towns and major urban areas are accessible for all

It important to ensure when identifying priorities to support walking that infrastructure is inclusive for all. These include crossings (including tactile paving) should remain free of obstacles and barriers and all footways should aim to be step free.



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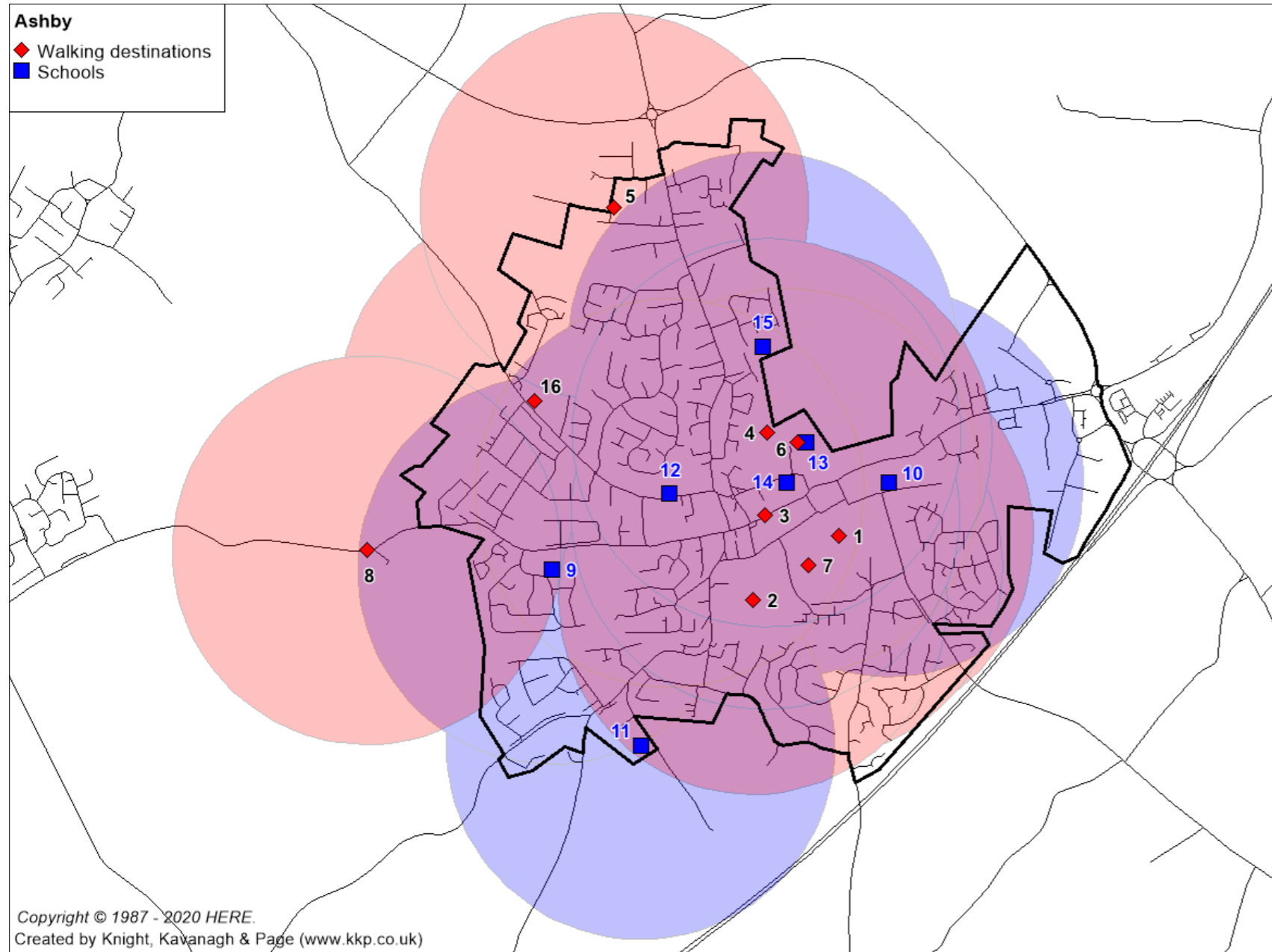
Coalville walking heat map



ID	Walking destination
1	Bus and Coach Station (Family Centre)
2	Coalville Park
3	Hermitage fishing lake & recreation ground
4	High Street
5	Leisure Centre (new)
6	Morrisons/Whitwick Retail Park
7	Snibston Colliery Park
8	Urban Forest Park
9	Broom Leys Surgery
10	All Saints Church of England Primary School, Coalville
11	Belvoirdale Community Primary School
12	Broom Leys Primary School
13	Hugglescote Community Primary School
14	Newbridge High School
15	Saint Clare's Catholic Primary School, Coalville, Leicestershire
16	Stephenson College (Part of the SMB Group)
17	Stephenson Studio School

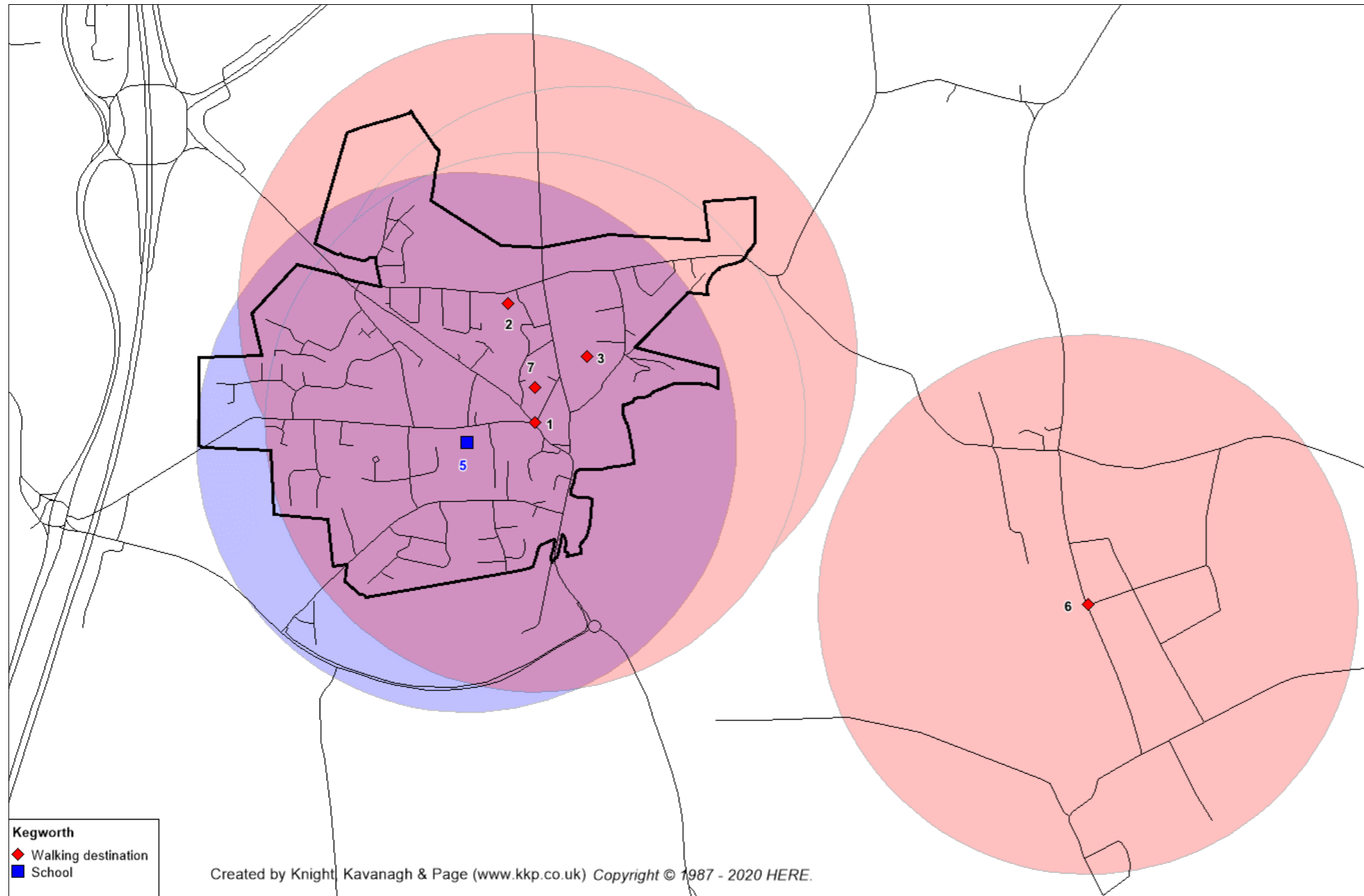
**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
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Ashby walking heat map



ID	Walking destination
1	Ashby de la Zouch Castle
2	Bath Grounds
3	High Street
4	Hood Park Leisure Centre + Hood Park
5	Ivanhoe Business Park
6	Ivanhoe College
7	Memorial Grounds, Ashby de la Zouch + Castle
8	Prestop Park
9	Ashby Hill Top Primary School
10	Ashby School
11	Ashby Willesley Primary School
12	Ashby-de-la-Zouch Church of England Primary School
13	Ivanhoe College Ashby-De-La-Zouch
14	Lewis Charlton Learning Centre
15	Woodcote Primary School
16	Castle Medical Group

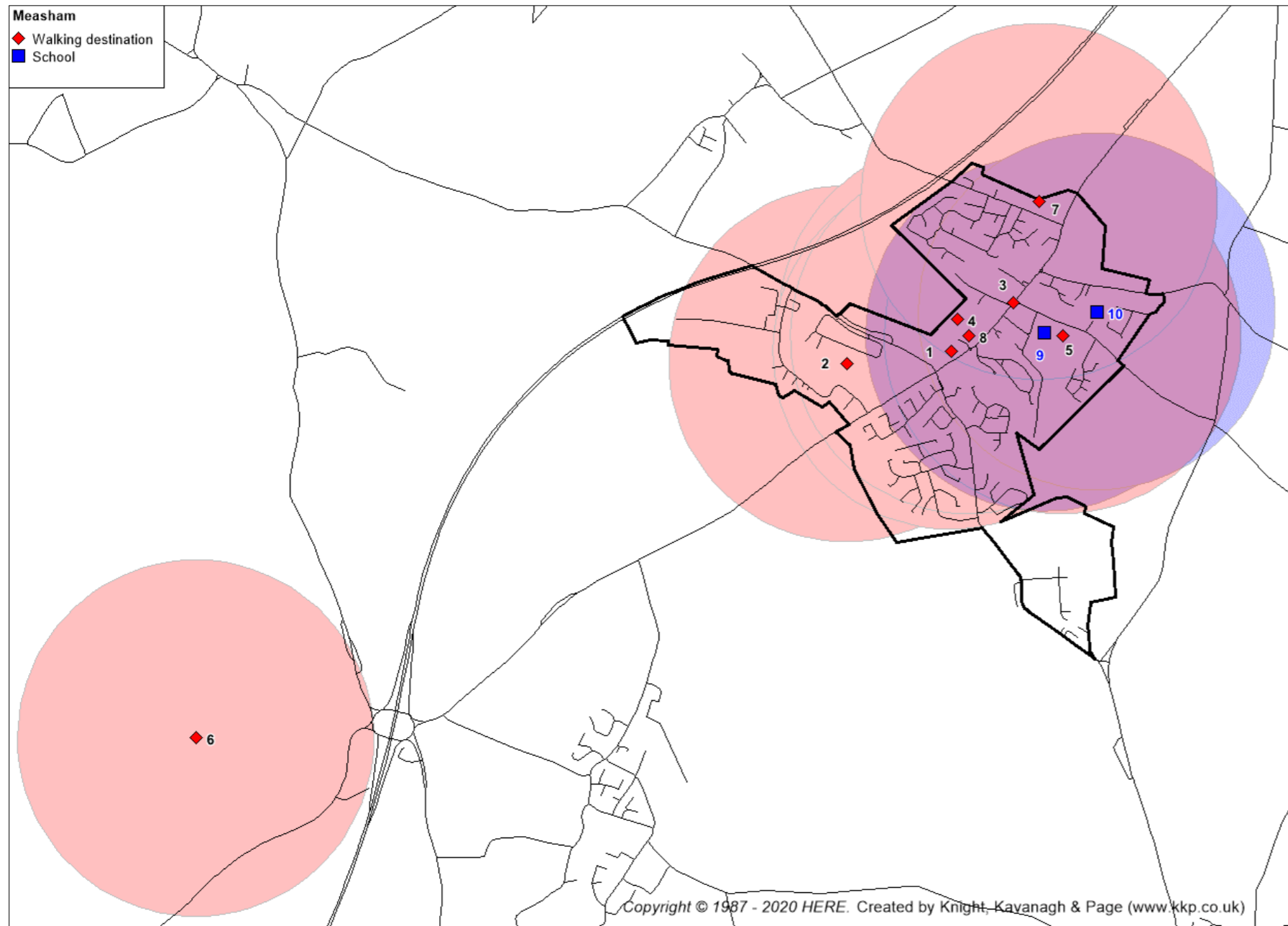
Kegworth walking heat map



ID	Walking destination
1	Kegworth High Street/Market Street
2	Kegworth play area
3	Kegworth village hall
5	Kegworth Primary School
6	Sutton Bonington Campus
7	Orchard Surgery

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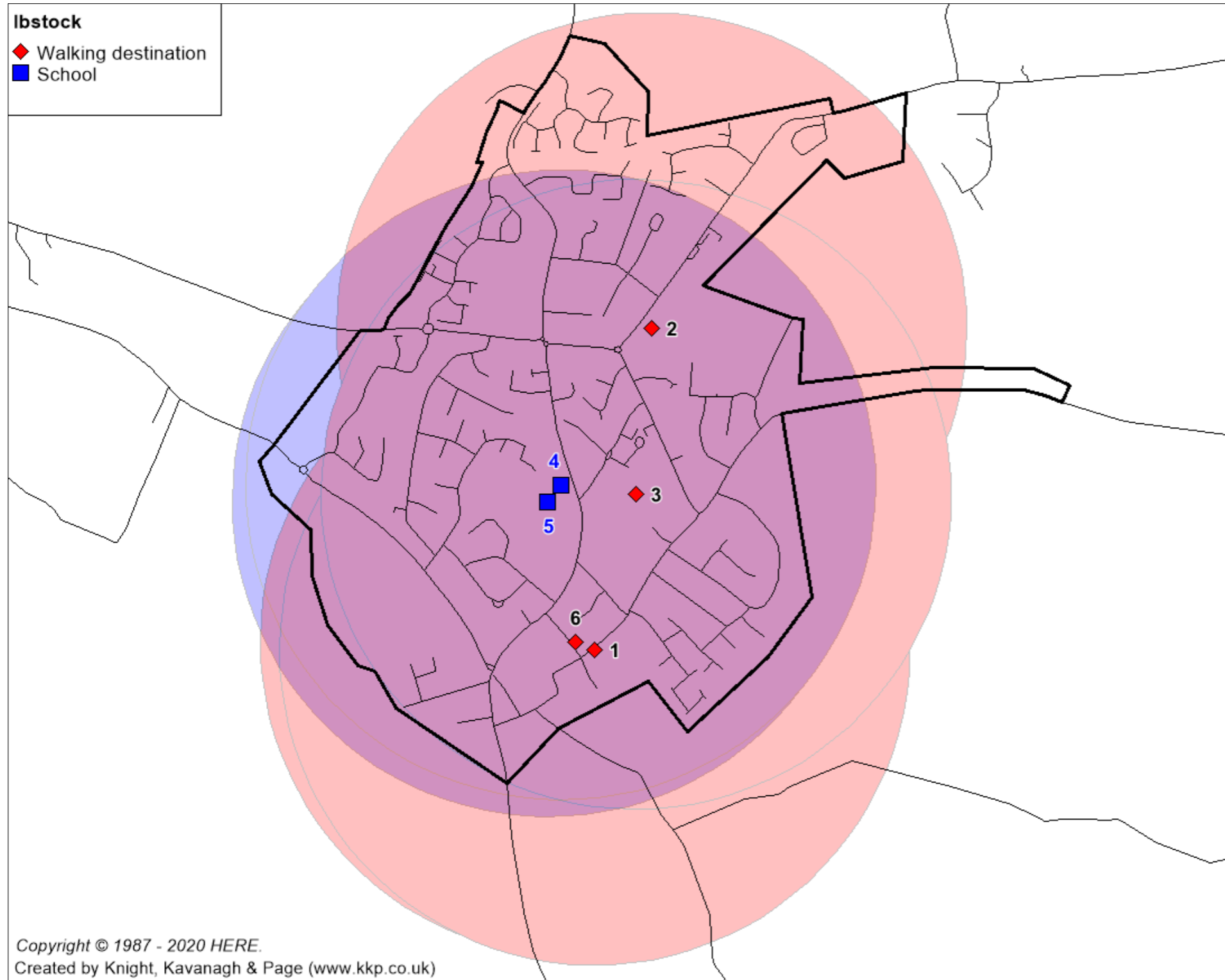
Measham walking heat map



ID	Walking destination
1	Ashby Woulds Heritage Trail
2	Industrial estate to the south
3	Measham High Street
4	Measham Leisure Centre
5	Measham Park
6	Proposed Jaguar Landover site
7	Wooded area to the north- with Cafe
8	Measham Church of England Primary School
9	St Charles Catholic Primary Voluntary Academy
10	Measham Medical Unit

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Ibstock walking heat map

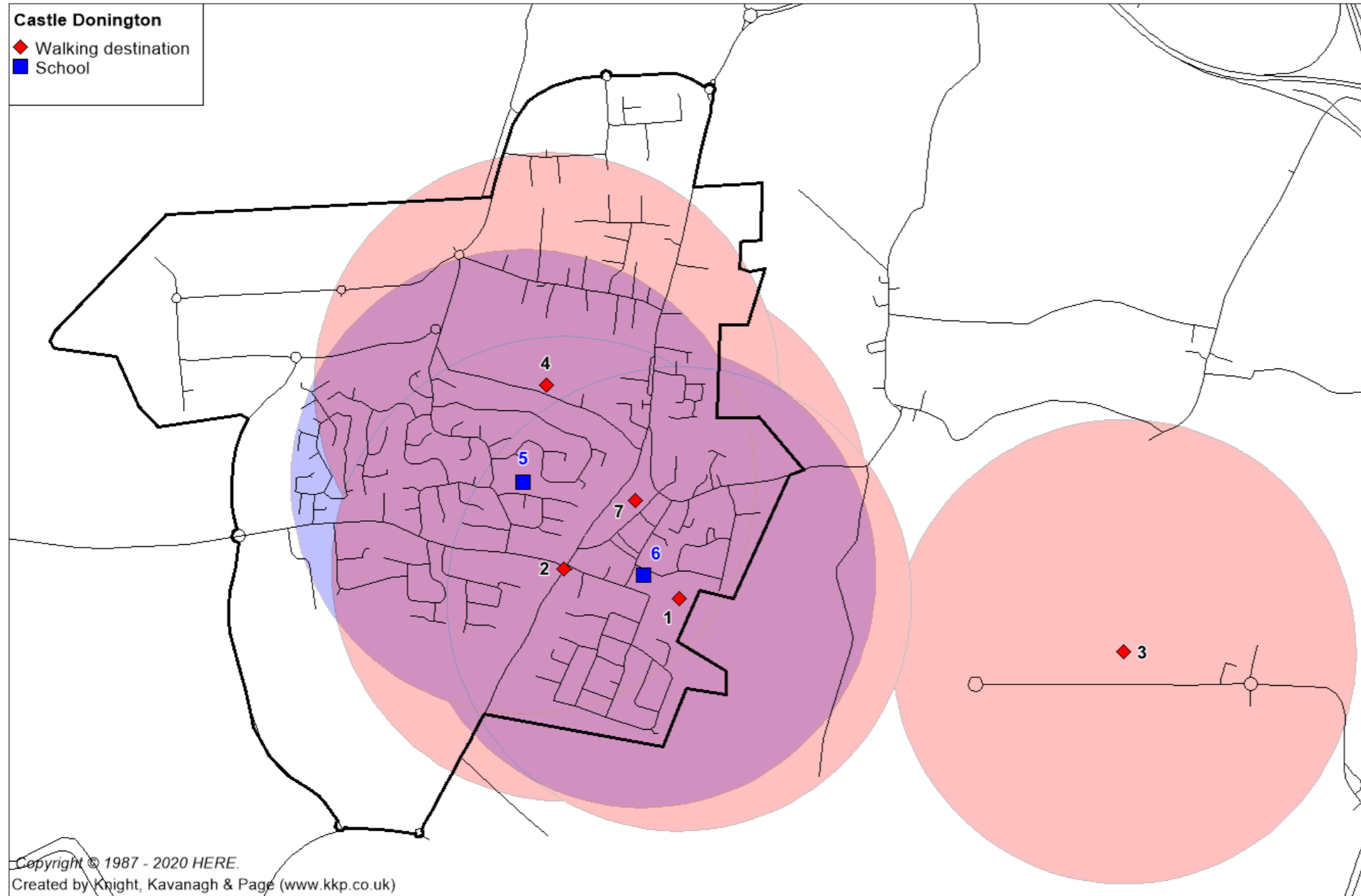


ID	Walking destination
1	High Street
2	Leicester Road Play Park
3	Ibstock Leisure Complex/Ibstock Community College
4	Ibstock Junior School
5	St Denys Church of England Infant School, Ibstock
6	Ibstock & Barlestone Surgeries

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Castle Donington walking heat map



ID	Walking destination
1	Castle Donington College/Leisure Centre
2	Castle Donington High Street
3	East Midlands Gateway
4	Spital Park Pavilion
5	Orchard Community Primary School
6	St Edward's Church of England Primary School
7	Castle Donington Surgery

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Initial walking priorities to consider as part of the LCWIP

As well as identifying the key areas of focus in the urban areas, the following priorities were identified via the series of consultation sessions conducted. Consultation outcomes and proposed priorities are listed for per each urban area:

Area	Priorities
Ashby	<p>Improve links from Bath Grounds crossing South Street and accessing the town centre.</p> <p>Improve pedestrian crossing points at the roundabout crossing Bath Street/Market Street/Kilwardby Street.</p> <p>Improve pedestrian links crossing Brook Street/Market Street.</p> <p>National Forest Trail – Ivanhoe Way is currently not well maintained- improve surface quality.</p> <p>Integrate the Cloud Trail with 089 footpath at Money Hill.</p>
Coalville	<p>Review and improve all crossing points across main roads within town the centre.</p> <p>Install a new walking route across Scotland’s Playing Field linking in with the upgrade of the former LMS line.</p> <p>As part of the Coalville Urban Area Extension there are plans to upgrade the disused LMS line (London, Midland and Scottish Railway Line) to support links to Sence Valley/Ellistown/Bardon Industrial estate for both cycling and walking.</p>
Measham	<p>Create walking links from the new development at Measham Wharf development to the village centre and the canal.</p>
Castle Donington	<p>Long Whatton – Diseworth: take the opportunity to create a multi-use route accommodating both cycling and walking.</p> <p>(General comment: many existing walking trails are not suitable for prams and wheelchairs as they are often overgrown).</p>
Kegworth	<p>Kegworth to Castle Donington – walking route is difficult to navigate the bypass (A6).</p> <p>Improved walking route to Sutton Bonington (Nottingham University).</p> <p>Crossing required at the junction of Station Road/Sidelea/Long Lane.</p>

SECTION 9: MEASURING IMPACT

It is important to assess the impact that proposed cycling and walking projects will have in order to demonstrate value and justify investment. However, this can be challenging, due to the lack of available data. It is also potentially costly, due to the methods involved.

The following are examples which could be used to help measure the impacts at different stages of project delivery. The indicators are not an extensive list, and it should be acknowledged that other options may exist.

Travel plans

Travel Plans are a means of understanding demand for cycling and walking through the process of surveying people. It must be noted that active travel-plan based surveying tends to be most appropriate and useful when there is a destination point. For example, a place of employment, school, or a leisure destination.



Using a survey, existing travel patterns and latent demand can be ascertained prior to any infrastructure project commencing. Once a project has been delivered, a second survey can be undertaken to calculate the impact of the infrastructure investment (i.e., change in travel modes, satisfaction levels etc).



For example, the proposal linking Hicks Lodge to Ashby Town Centre could be assessed by surveying a sample of visitors pre-project to gauge existing demand and relevant travel patterns. Once the project has been implemented, a second survey with the same group could be undertaken to determine the impacts. This could also be implemented at/with schools or other key destinations within proximity to a proposal.

Method of monitoring: cycle counters/video surveillance/bike usage

Similar to the travel plan evaluations noted above, installing bike monitoring counters along certain routes is another method of gathering numeric user number measures as part of an impact assessment of individual projects.

For example, once a project is chosen, a traffic counter could be installed prior to and after completion to measure the change in user numbers. This is only applicable to existing routes where cycling already occurs prior to project delivery. This method is more numeric than travel plan surveys as it produces objective data rather than subjective data.



Another way would be to work with schools to assess the number of pupils (and staff) who cycle. This could take the form of a single annual question or termly survey (which might also differentiate between summer and winter propensities) not dissimilar to a travel plan evaluation (see above). Other simple processes include counting the number of bikes parked in school bike racks at key times (or, for other groups at other destinations). Measurement at/via schools could, for example, be undertaken prior to and following development of/improvement to a specific route (which it is thought will have an impact on cycling levels) and when it has been publicised (pre and post project). Alternatively, this could be undertaken as an initial baseline audit (for all schools or key destination sites) which can be revisited annually or at set intervals (preferably during spring/summer months).

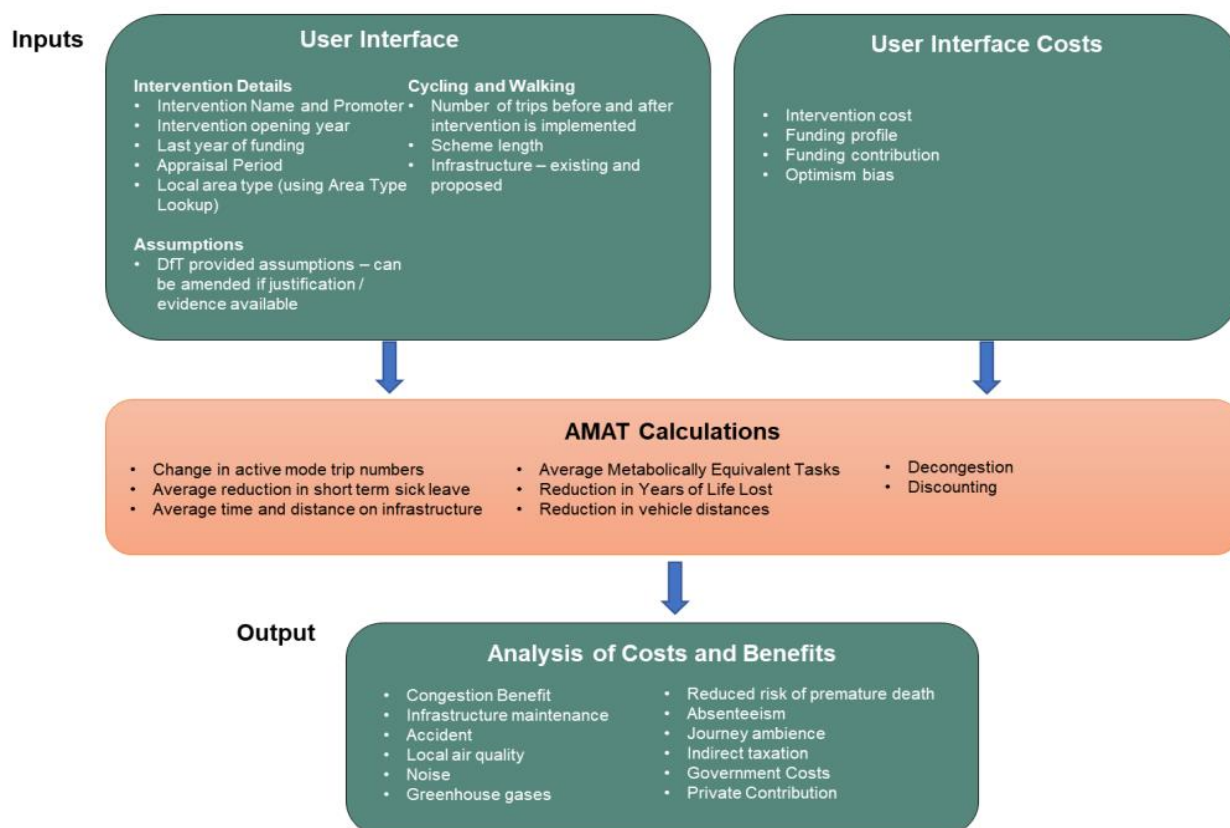
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Active Mode Appraisal Toolkit

The Active Mode Appraisal Toolkit³ allows councils to calculate the economic impact of a proposed cycling and walking route interventions. This is a more advanced (spreadsheet based) model and is used as part of any funding bid as part of a LCWIP process. The toolkit can calculate the following:

- ◀ **Health improvements** from increased levels of physical activity in terms of reduced mortality risk and lower work absenteeism;
- ◀ Improvements to **journey quality** as a result of providing the perception of a safer or pleasant journey whilst using walking and cycling infrastructure;
- ◀ Impacts associated with **modal shift** away from cars and taxis including improvements in traffic congestion, greenhouse gas emissions, air quality, noise, accidents, infrastructure maintenance, and changes to indirect tax revenues as a result of a reduction in distance travelled by these modes.

It does not, however, calculate time savings, morbidity impacts or accident-related impacts from a change to cycling and walking related trips.



Although the process undertaken and the calculations produced are more advanced than the previous two methods, the initial data required for this process includes the estimated total cost of a project along with current modal data for the route in question. Therefore, the design concept needs to be in a more advanced stage to use this measurement method.

³ Department for Transport

SECTION 10: ENCOURAGING BEHAVIOURAL CHANGE

Introduction

Although developing high quality, accessible walking and cycle infrastructure is important to encourage more people to travel sustainably, this needs to be supported by schemes, programmes and guidance designed to raise awareness about and drive adoption of active travel related behavioural change.

Behaviour change relates primarily to (often gradually) changing people's attitudes, beliefs and perceptions using a 'nudge' technique. This aims to support the progressive alteration of people's behaviour and can be delivered via a range of different measures. The following section lists the measures which should be considered:

Improving the confidence of all existing (and 'intending') users

Improving confidence and knowledge of riding in a range of environments is important to encouraging modal shift. Currently, cycle training is only available for children at primary school. This offer needs to be expanded to include children at secondary school, those in further education and adults. Refresher and top up classes need to be available to all too.

Training needs to be expanded not just to include how to ride safely on the highway. Learning about core elements of bike maintenance (e.g., how to change a tyre and tighten brake cables) would also clearly be advantageous in respect of increasing individual confidence, perceptions of safety and to help to both increase and maintain the number of people cycling.

Timing of courses (and other support) is also critical to ensure maximum increase in modal shift. For example, offering cycle training during spring months will help increase regular cycling during the summer where, arguably, propensity to cycle is greatest.

Provision of easy-to-use information, including interactive mapping

Ensuring all information, including promotional material and on-line journey planning, is up to date and relevant. This includes the ability to access online maps and smart devices with journey planners to make it easier for people to plan and track their journey. Examples include encouraging people to utilise new websites such as Slow Ways, which has developed downloadable walking routes which people can access.



Partnership work to encourage more use of cycling and walking

Partnership work between and across a range of organisations can be a great way to encourage increased levels of cycling and walking whilst improving health at the same time. For example, GP referral schemes now incorporate both cycling and walking in referral programme using local volunteers or locally trained activators.

It can also provide opportunities engage with specific groups, which increases opportunities and awareness. For example, engaging with certain charities such as Wheels for All, which promotes cycling through the use of adaptive bikes for those with disabilities.



Utilise smarter technology to set challenges and allow people to achieve personal goals

The introduction of smart watches and activity apps has had an impact and can encourage people who have not previously cycled or walked to be more active via these forms of movement. Creating walking challenges making use of apps such as *mapmywalk*. can motivate people to walk more on an entirely informal basis, without facing the perceived pressure of being in a group or competitive environment with others.

Another example is the initiative; *Beat the Street*. This is an interactive challenge which turns towns into giant games. Interactive card readers are placed across urban areas, and individuals accrue points every time they walk or cycle past these readers. The more points they gain in a fixed time period the more opportunities they have to win prizes.

Encourage the use of E-bikes and E-scooters

E-bikes can be the catalyst to a fairer, better society, easing air pollution and can help older people and the less fit switch from four wheels to two.

NWL needs to work with a variety of organisations to promote the use of E-bikes and ensure that the infrastructure is suitable to support them. These include ensuring that its own bike to work scheme (and those of other employers in the Authority) covers E-bikes and that key destination points, such as town centres, are adapted to optimise the ease of their use.

Promoting e-scooters is also something the Authority could consider in the future to reduce the need for car travel. It must be noted, however, that the use of e-scooters is currently illegal on the highway, except where DfT have agreed a rental pilot schemes. Changes to legislation regarding legality of e-scooter use is not expected to begin until 2022-2023.

Ensure that all potential users are aware of financial support

Work with a range of organisations to ensure that people (and in particular those from low income families and disadvantaged areas) are fully aware of the range of funding opportunities available, to support them with the purchase of a new bike. These schemes include:

- ◀ Bike to work schemes through employers, where staff have the opportunity to purchase a bike making progressive payments linked to their salary.
- ◀ Organisations such as *Grants for Individuals* and *Turn to Us* provide financial support for those who do not work (or would rather not pay for their cycle), to purchase a bike.
- ◀ Several charities associated with specific impairments or long term health conditions offer grants to assist people to purchase bikes (including the Family Fund and Disability Grants).

Developing personalised journey planning specific to individual needs

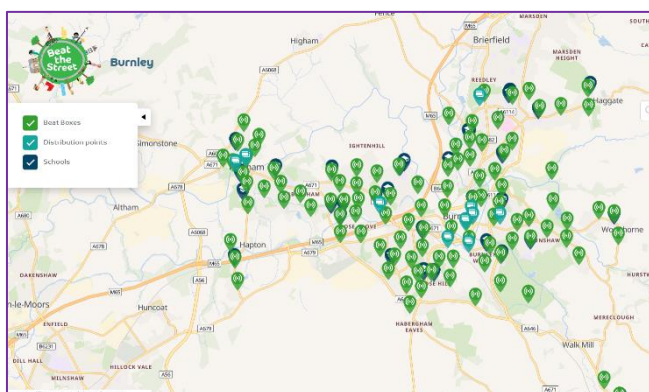
Personalised journey planning is a great way of encouraging people to cycle and walk. Leicestershire County Council is in the process of developing a tailored online travel pack providing details of a wide range of local travel options for residents. This will be known as 'Choose how you move'. Personalised travel planning appointments with a trained advisor will also be available to residents as part of the offer to encourage more people to consider 'active' travel.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

As part of the plan, e-bikes and pedal bikes are available to loan as a mechanism to encourage modal shift. The scheme is initially being undertaken with Leicester City Council and then rolled out across the remaining county authorities.

Review best practice examples from other British and European cities

Above is a list of popular behavioural change measures. Successful new initiatives will be created in different cities throughout the continent. Through partnership work and research, NWL needs to monitor and review new initiatives on a regular basis and consider their applicability within the Authority.



There are an array of best practice examples to learn from. One is the Beat the Street initiative (mentioned earlier) and has been developed across several British and European towns and cities. The initiative provides a series of Beat Boxes placed around a town with incentives to tag as many as possible over a period of time. The more tags an individual gets, the greater chance they have of winning a prize. Prizes are provided by the Local Authority.

Public Health England⁴ highlights the case studies of Bristol and Cambridgeshire where increasing active travel has been successful. Both identify measures such as improvements to the active travel network, reduction of perceived barriers (e.g. reducing speed limits for motorised transport) and changing behaviours and attitudes towards cycling and walking.

Bristol

A number of public health specialist posts were appointed to address aspects of built environment including transport, planning and physical activity. It was recognised by the local director of public health that to improve health it was important to address the range of wider health determinants. A specialist in transport planning has been in post for over seven years. This promoted greater understanding to develop and relationships to form. Key data includes;

- ▶ Cycle commuting up 94% between 2001 and 2011, and commuting on foot up 40%
- ▶ Rolling out of 20mph on roads where people live.
- ▶ Commuting by car is no longer the norm for those aged under 40
- ▶ Successful use of public health evidence to support the bidding of major funds.
- ▶ More people commuting to work on foot or by bicycle than in any other local authority.
- ▶ Proportion of people who walk to work does not vary greatly between ethnicities nor those with no qualifications and those with a degree or higher.
- ▶ 44,000 people who travel less than 5km to work yet still go by car; impacting on air quality, road safety, congestion and health.

⁴ Working Together to Promote Active Travel - A briefing for local authorities (2016)

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

Cambridgeshire

The County Council public health directorate recognised the importance of working collaboratively to best address major drivers of population health such as transport and active travel. The public health team works closely with other core teams such as economy, transport and environment. It provides advisory and technical input and advice ensuring health perspectives and recommendations dovetail with strategies and projects.

An example to some of the works to ensure initiatives are aligned and drive recommendations to increase levels of physical activity (and the many benefits it provides) are:

- ◀ Local walk/buggy/school projects
- ◀ Council wide obesity strategy
- ◀ Living sport and exercise initiatives

A number of new housing and infrastructure developments are planned for Cambridgeshire. These plans are reviewed by public health team. Recommendations to date include:

- ◀ Ensuring health impact assessments are a mandatory requirement for all planning applications
- ◀ Securing the facilitation of active travel as part of planning design and layout for each new development
- ◀ Ensuring access to services and that public transport is accessible and in a place at new developments
- ◀ Advocating provision of safe pedestrian paths and cycleways across the county, particularly near schools, care facilities and town centres.

SECTION 11: NEXT STEPS

As stated earlier, the next phase of the process is to develop a LCWIP from the evidence base which has been generated through this Strategy.

Producing a LCWIP

NWL's LCWIP needs to be created in conjunction with a specialist transport planning team and Council officers drawn from a variety of departments with various expertise including highway engineering, transport planning and public health. Once produced, this process and the resulting outputs will represent an evidence-based approach to focus future investment over the next 10 years where the most benefits can be realised.

The government has published guidance on the preparation of LCWIPs, setting out the following six-stage process. A number of these stages have been completed (or in part) within this strategy:

- ◀ **Stage 1:** Determine the scope – establish the geographical context and arrangements for governing and preparing the plan.
- ◀ **Stage 2:** Gathering information – identify existing walking and cycling patterns and potential new journeys. Review existing conditions and identify barriers to walking and cycling. Review related transport and land use policies and programmes.
- ◀ **Stage 3:** Network planning for cycling – identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the improvements required.
- ◀ **Stage 4:** Network planning for walking – identify key trip generators, core walking zones and routes, audit existing provisions and determine the improvements required.
- ◀ **Stage 5:** Prioritising improvements – prioritise improvements to develop a phased programme for future investment.
- ◀ **Stage 6:** Integration and application – integrate outputs into local planning and transport

What happens next?

Adopting the new LCWIP is a key step towards a better active travel network and reducing carbon emissions in NWL. Following the completion, the focus and attention will then turn towards converting the schemes into reality, which means working up elements of the LCWIP in greater detail through detailed design, costs, securing further funding for schemes and subsequently their delivery. This will require working with a range of NWL departments including planning to ensure schemes align with housing growth development as set out in the Local Plan, and to ensure opportunities/funding can be maximised.

To fortify funding opportunities and to ensure schemes are integrated across authority boundary lines, it is expected that all of Leicestershire's authorities produce individual LCWIPs, which will fall under the County Council's Cycling and Walking Strategy.

The County Council will be expected to take the lead to ensure that this is the case, which will result in a coordinated approach to cycling and walking across the County, ensuring a future healthy lifestyle for all residents and also continued reductions in carbon emissions.

Cycling and Walking links to the Local Plan

The North West Leicestershire Local Plan will provide the planning framework and policies for the district. It will identify areas where future growth will occur. The cycling and walking priorities highlighted through this strategy (and to be explored further in the LCWIP) have the potential to be funded or benefit from future planning contributions.

This evidence base can help to be the catalyst to seek contributions as and when developments are approved. It should be noted that contributions for any cycling/walking schemes must be linked to local developments and the LCWIP will need to clearly justify the need for contributions to assist in this process (i.e. land ownership issues, estimated costs of delivery etc). This can inform the Local Plan process and help contribute to key documents such as the Infrastructure Delivery Plan and Viability study.

In areas where there may be little or no planned development, contributions will be difficult to be sought. This is particularly relevant in rural areas which may affect potential leisure routes.

Identifying how to mitigate potential barriers/issues once a scheme is identified

In common with any strategy implementation, there will be barriers to navigate to ensure schemes and programmes are delivered. Some of those commonly encountered are listed below along with ideas about how they can look to be mitigated:

◀ *Securing funding*

Funding for schemes is a common challenge. Any potential route options are likely to be balanced against the demand being made in respect of other local authority infrastructure requirements. As identified above, for certain priority schemes contributions may be able to be sought through developer contributions.

To maximise this potential, NWL needs to know the estimated costs of priority schemes in advance of any planned development, so this can look to be sought from developments (and subject to viability). The earlier this can be identified and factored into considerations the better. Calculating estimated costs of any scheme is to be part of the LCWIP.

Other funding may be available to support cycling and walking schemes, and can be linked in with a larger project, such as the Major Road Network (MRN) investment programme.

◀ *Land ownership*

For any priority highlighted it is crucial to understand the land ownership issues which may impact the likelihood of a scheme. This could potentially increase costs or affect delivery.

The Local Plan process and supporting documents such as the Infrastructure Delivery Plan need to consider the land ownership issues. Potential solutions around land ownership could include working collaboratively with owners or compulsory purchase orders. It is therefore important for the LCWIP to explore and consider the land ownership details for priority routes.

◀ *Balancing plans to promote cycling and walking with the demand of other road users.*

Any new scheme, particularly within an urban environment will necessitate adoption of a balanced approach. In-depth consultation and taking every opportunity to learn from and apply best practice guidance is required to ensure that schemes are approved. It is important that, whilst encouraging more sustainable travel, the economy of urban areas is not affected, and that those who cannot use sustainable travel and face access issues are minimally affected or completely unaffected.

◀ *Ensuring full consultation*

This must be undertaken prior to scheme design and/or delivery. It should involve all relevant local community groups and other interested parties. Regular community consultation is required as part of any scheme to ensure that all groups are happy with any potential scheme. For example, reducing highway capacity within a town centre may cause issues with local shop managers, however, use of best practice examples and regular consultation can help to mitigate potential issues.

◀ *Demonstrating scheme benefits.*

Most schemes require an evidence base prior to development. Utilising the best appropriate examples listed earlier in this strategy will ensure that there is a good evidence base to support any potential scheme.

◀ *Efficient work with and between council and government departments.*

To ensure the successful delivery of any scheme, effective communication is needed between all delivery partners. This will be necessary when considering highway design, active travel, health awareness and when, how and by whom local interest groups are consulted. Not working effectively together may jeopardise any potential scheme's prospects.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

APPENDIX A: PROJECT CONSULTATION LIST

NWL officers

- ◀ Senior Planning Officer (Planning Policy): North West Leicestershire
- ◀ Planning Policy Team Manager: North West Leicestershire
- ◀ Climate Change Programme Manager: North West Leicestershire
- ◀ Cultural Services Team Manager: North West Leicestershire
- ◀ Business Focus Team Manager: North West Leicestershire
- ◀ Economic Development Officer: North West Leicestershire
- ◀ Head of Community Services: North West Leicestershire
- ◀ Chief Executive: North West Leicestershire
- ◀ Community Focus Team Leader North West Leicestershire
- ◀ Community Safety Team Leader: North West Leicestershire
- ◀ Acting Property Services Manager, Estates and Facilities: North West Leicestershire Council

Local parish and town councils (including Coalville Special Expenses areas)

- ◀ Ashby Castle
- ◀ Ashby Willesley
- ◀ Ashby Holywell
- ◀ Worthington and Breedon
- ◀ Castle Donington Park
- ◀ Castle Donington Central
- ◀ Castle Donington Castle
- ◀ Snibston South
- ◀ Coalville West
- ◀ Hugglescote St Mary's
- ◀ Snibston North
- ◀ Ellistown and Battleflat
- ◀ Ibstock East
- ◀ Measham North
- ◀ Measham South
- ◀ Long Whatton and Diseworth
- ◀ Daleacre Hill
- ◀ Kegworth

Local and regional stakeholders

- ◀ NWLDC members
- ◀ Network Development Manager: Sustrans
- ◀ Active Communities & Health Partnership Manager- South Derbyshire District Council
- ◀ Principal Planning Officer- Charnwood Borough Council
- ◀ Sport & Physical Activity Co-ordinator: Erewash Borough Council
- ◀ Physical Activity Coordinator- Hinckley and Bosworth District Council
- ◀ Senior Development Officer: Rushcliffe Borough Council
- ◀ Environmental Management: Tamworth Borough Council
- ◀ Historic Parks manager: Litchfield District Council
- ◀ Leisure and Culture Client Manager Melton Borough Council
- ◀ Community and Wellbeing Manager Oadby and Wigston Borough Council
- ◀ Health, Leisure & Tourism Services Manager: Blaby District Council

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL CYCLING AND WALKING STRATEGY

- ◀ Physical Activity Development Officer: Harborough District Council
- ◀ Treasurer: Coalville Community Action Group
- ◀ Core Team member: Ashby Cloud Trail
- ◀ Chair: Coalville Tri Club
- ◀ Chair: Coalville Wheelers
- ◀ Area Footpath Secretary: Leicestershire and Rutland Ramblers
- ◀ Site manager: Hicks Lodge (Forestry England)
- ◀ Head of Country Parks and Estates (LCC - Snibston Country Park)
- ◀ Local Campaigner: Diseworth to Long Whatton Trail (DLW)
- ◀ Travel Plan manager: SEGRO Sustainable Working Group
- ◀ Senior Social Prescribing Link Worker: Public Health: Leicestershire County Council

APPENDIX B: PARISH COUNCIL CONSULTATION QUESTIONS

- ◀ What are the key locations within your ward, across the District, and in neighbouring authorities that you would like to see linked as part of the cycling and walking network?
- ◀ What other initiatives would increase the level of cycling and walking in your locality and across NWL?
- ◀ In terms of cycling and walking, if you could identify one priority that should be included within the strategy, what would it be?