

# Cycling Strategy for Milton Keynes



[www.milton-keynes.gov.uk/cycling-strategy](http://www.milton-keynes.gov.uk/cycling-strategy)



This document was adopted by the Cabinet Member for Transport on 23<sup>rd</sup> April 2013. It supersedes the previous Cycling Strategy (2001) and the Cycle Action Plan (2006).

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## Foreword

The Transport Vision and Strategy - also known as the Local Transport Plan 3 (LTP3) - sets out the policies and programmes for the Milton Keynes Borough from 2011 up to 2031. As Milton Keynes continues to grow, these plans have been put in place in order to accommodate the additional needs of the city and to maintain Milton Keynes as a favourable location for residents, businesses and visitors.

This Cycling Strategy is one of a number of sub-strategies of the Transport Vision & Strategy.

Milton Keynes is home to 290 kilometres of multi use paths known as Redways; it is also home to over 70 kilometres of leisure routes. The Redways offer a vast network of safe paths to cycle through the city, away from road traffic.

To promote active travel in Milton Keynes, we need to ensure that we have a supportive built environment where people can cycle safely and where key services and destinations are located with cyclists in mind. We must also promote and facilitate cycling to help people overcome perceived barriers to cycling.

Milton Keynes aspires to become one of the UK's top cities. This includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health of the population.

Increasing cycling will reduce transport costs, save money and help the environment. Fewer car journeys can reduce traffic, congestion and pollution, improving the health of communities. Most individuals could meet recommended physical activity levels simply by adding more cycling to their daily lives.

To meet the many challenges, such as reducing road transport CO<sub>2</sub> emissions, Milton Keynes will need a significant shift from the car travel to more sustainable transport such as cycling.

This Cycling Strategy addresses the need to continue to encourage visitors and residents to cycle for work and leisure, through a range of measures including information, promotion, education, infrastructure provision, maintenance, lighting and trip end facilities.

Following on from the successful 12-week public consultation period, I am pleased to note that 92% of the comments received either agreed with the strategy or placed further emphasis on the interventions already in the strategy.

John Bint (Cllr)  
Cabinet Member for Transport & Highways

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## The Vision of the Cycling Strategy is:

***‘To increase the number of people cycling within Milton Keynes both for commuting and leisure purposes.’***

## The Objectives to achieve the Vision are:

- To ensure that cycling is at the heart of the transport vision, and future developments across the borough
- To improve accessibility through expansion of the Redway network into Central Milton Keynes, new developments, regeneration areas and the older towns
- To change behaviour around cycling, and influence individuals decision making when considering making a journey
- To improve and promote the benefits of cycling as an attractive and affordable form of transport and recreation, both for health and convenience
- To establish regular links/forums/relationships with organisations, groups and individuals regarding cycling within Milton Keynes
- To provide more opportunity to participate in cycling as a leisure / sport pursuit whilst supporting existing local programmes
- To establish a Cycling Centre of Excellence as part of our International Sporting City initiative
- To provide facilities such as showers, storage, changing and cycle parking stands and deliver / implement a Cycle Hire Scheme
- To improve maintenance, lighting, wayfinding & signage of Redways



## 1.0) Introduction

Over the past 40 years Milton Keynes has grown from a small collection of towns and villages into a young, planned and modern city and borough. It is home to thousands of people and hundreds of businesses and its distinctive and efficient grid road system and shared footpaths and cycleways provide a choice of routes across the city.

Milton Keynes is home to a network of over 290km of Redways, designed for cyclists and pedestrians to use safely away from traffic on the roads. There is also over 70km of leisure routes for individuals to use for recreational cycling. However, despite this unique network of multi-use paths, cycling across the borough is low.

Milton Keynes has a growing population of over 248,000. It has high levels of employment and relative affluence, but there are significant pockets of deprivation and poverty across the Borough. Only 19% of individuals achieve the Chief Medical Officers former guidelines for physical activity (Department of Health (DoH), 2011), only 34% of adults take part in a sport once a week for 30 minutes and over a quarter of adults are obese.

In 2011, the DoH published the Chief Medical Officer's revised recommendations for physical activity, this report outlines that increasing physical activity levels is critical to good health; it has the potential to improve the physical and mental health of the nation; reduce all causes of mortality and improve life expectancy. Inactive lifestyles are contributing to an obesity epidemic and costing the economy and the NHS billions every year; physical inactivity is the fourth leading risk factor for global mortality and accounts for 6% of deaths globally.

Increasing cycling will reduce transport costs, save money and help the environment. Fewer car journeys can reduce traffic, congestion and pollution, improving the health of communities. Most individuals could meet the recommended physical activity levels simply by adding more cycling to their daily lives.

Milton Keynes aspires to become one of the UK's top cities; this includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health of the population.

The Transport Vision and Strategy for Milton Keynes, forming the third Local Transport Plan (LTP3) as adopted by the Council in 2011 looks at how transport can be improved to address key transport issues. Local Transport Plans are important as they help us to identify transport priorities, make transport funding decisions and monitor our progress against targets.

Our Local Transport Plan runs from 2011 to 2031, it sets out the long term transport strategy and goals and contains plans for transport schemes and projects in the short, medium and long term. The LTP3 also looks at how all forms of rural and urban transport across the borough can be improved for all residents, businesses and visitors, including cycling, buses, trains, parking, and roads.

## 2.0) A Transport Vision and Strategy for Milton Keynes:

Milton Keynes is an innovative, 'can-do' borough. Its unique layout and structure has helped support growth making Milton Keynes the most successful new town in the United Kingdom, and possibly the world. Milton Keynes is economically successful; home to many international companies and organisations including Santander, the Open University, British Petroleum, Mercedes Benz and Red Bull Racing; it also attracts major sporting and music events. Milton Keynes is situated approximately half way between London and Birmingham and nearly 18 million people live within one and a half hours of the borough.

Milton Keynes is expected to grow rapidly over the next twenty years. It is essential that as the population of the borough grows, so does the transport choice available to residents and visitors alike. Making better use of existing infrastructure, improving highway and Redway connectivity and providing an attractive public transport network are key. This will allow Milton Keynes to continue to prosper and provide an excellent quality of life for all of its residents and a positive experience for visitors.

The Transport Vision and Strategy covers the entire borough including the city, the older towns and rural areas. It also covers key corridors and routes to neighbouring areas and beyond, including major urban areas, international airports, ports and the Channel Tunnel. The Transport Vision and Strategy look across the period from 2011 to 2031 and is aspirational, continuing Milton Keynes' history and reputation.

The Transport Vision and Strategy constitutes the council's third Local Transport Plan (LTP) for Milton Keynes and was submitted to the Department for Transport by April 2011. The Transport Vision and Strategy set out the borough's policies and programme for delivering local, sub-regional and national policy objectives.

### 2.1) The overarching Transport Vision for Milton Keynes:

***“By 2031, Milton Keynes will have the most sustainable transport system in the country, increasing its attractiveness as a place to live, work, visit, and do business. There will be a real transport choice to satisfy individual preferences and encourage more sustainable travel behaviour. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Everyone will have access to key services and amenities, including employment, health, education, retail and leisure.*”**

***Transport networks, including the unique grid road and Redway networks, will be expanded and fully integrated into new developments and regeneration areas to support more sustainable communities. Connectivity to local towns, major cities, and international transport gateways and networks will be first class; and Milton Keynes will embrace new technology, being an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.”***

## 2.3) The Transport Vision & Strategy Strands:

The strategy includes key issues relating to each strand of the strategy and how the strategy strands supports the objectives. The delivery of interventions associated with each strategy strand will contribute to multiple transport objectives. We must ensure that each of the strategy strands support and influence the work around cycling in order to observe the biggest change in behaviour.

### *The strategy strands are:*

- **Public Transport:** rail, bus, interchange, community transport, taxi and private hire future modes of transport (and public transport safety and security).
- **Cycling and Walking:** infrastructure and promotion (including safety and security). All of this will be outlined in this sub strategy
- **Smarter Choices:** using behavioural change techniques to bring about shifts in the mode of transport individuals use, favouring the use of active travel for all or part of each journey taken.
- **Highways and Traffic Management:** the fast and efficient movement of people and goods, congestion, parking, air quality, and driver safety. Taking into consideration the pedestrian and cyclist in the development of new interventions and projects.
- **Technology:** information provision, web-based technology, future modes of transport, and alternative fuels. Including the use of technology such as smart cards to promote and provide incentive to use walking and cycling for active travel and recreation purposes.
- **Infrastructure Management:** highway, Redway network and other asset management.
- **Development Planning:** integrated transport and land use planning. Ensuring that pedestrians and cyclists are prioritised in each planning project.



### 3.0) Cycling – the evidence base

The evidence for increasing physical activity is clear; promoting active lifestyles has the potential to improve the physical and mental health of the nation. As well as its benefits for health, increasing cycling will reduce transport costs, save money and help the environment. Promoting active travel will reduce traffic congestion and pollution. Physical inactivity creates substantial costs to the NHS and wider economy; the costs of lost productivity have been estimated at £5.5 billion per year for sickness absence and £1 billion per year from the premature death of people of working age.

In England, 63% of men and 76% of women are not meeting the recommended physical activity target – participation in activity of at least moderate intensity for at least 30 minutes on at least 5 days a week. In children, fewer than half of 15 year old boys and fewer than 30% of girls in England achieve the recommended hour of physical activity on most days of the week.

The Chief Medical Officer's (CMO) guideline for physical activity recommends moderate intensity physical activity. Individuals who meet the CMO's recommendations for physical activity will benefit from reduced risk of over 20 chronic conditions including coronary heart disease, stroke and type-2 diabetes. For most individuals the guidelines could be achieved by increasing the amount of cycling they do on short journeys or for recreation. Increasing active travel can also benefit the wider economy, by reducing emissions and creating a more pleasant environment as well as communities benefiting from safer streets, improved air quality, lower carbon emissions and reduced congestion.

To promote active travel in Milton Keynes, we know that we need to ensure we have a supportive built environment where people can walk and cycle safely, where key services and destinations are located with pedestrians and cyclists in mind. We must also promote and market interventions to help people overcome their personal barriers to cycling.

#### 3.1) Cycling in Milton Keynes

Milton Keynes is home to 290 kilometres of multi-use paths known as Redways; it is also home to over 70 kilometres of leisure routes. Sustrans routes, Bridleways, towpaths and other similar facilities also form part of a very large network for cycling. This unique design gives individuals in and around Milton Keynes safer opportunities for cycling away from the grid roads; however, the Redway network is an under utilised resource.

Routes are often perceived to be indirect and unsafe. Low levels of lighting, winding paths, maintenance issues, vegetation obscuring people's forward vision, poor wayfinding (on and off the Redway network) and underpasses, along with negative media attention add to peoples perceived safety concerns about the network.

There is limited scope for increasing the capacity of the highway network in line with current forecasts of growth in car trips. The Council has also made a commitment to reduce CO<sub>2</sub> emissions by 40% by 2020. For these reasons a shift to more sustainable modes of transport is essential.

78% of working age residents in Milton Keynes work within the borough and around 40% of journeys to work in and around Milton Keynes are less than 5km in length (a distance that can be cycled by most people in less than half an hour). Cycle ownership in Milton Keynes is around 1.79 cycles per household, according to recent household survey data and 47% of households in Milton Keynes own two or more bicycles. Despite all of this, the proportion of cycling trips for journeys to work in Milton Keynes is just 2.8% (2011 Census).

The Redway network does not extend fully into rural areas, older towns or Central Milton Keynes. It has a lack of trip end facilities, such as cycle parking at bus stops and interchanges, and shower facilities at workplaces, making it difficult for cycling to be a realistic and attractive transport choice from all parts of the city. Poor cycling infrastructure in rural areas, particularly to rural employment centres and key services also denies rural parts of the borough a full choice of transport options.

The table below, taken from the recent 2011 Census, illustrates the forms of transport used by Milton Keynes residents to work compared with the rest of England and Wales:

Area	Travel to Work by:			
	Public Transport	Private Vehicles	Foot	Cycle
England and Wales	16.4%	54.2%	9.7%	2.8%
South East	10.0%	57.2%	9.8%	2.9%
Milton Keynes	11.0%	61.8%	7.1%	2.8%



### 3.2) Active Travel in Milton Keynes

Despite having a unique cycling network, cycle modal share is low. The results from the Active People Survey (APS) collected on behalf of the Department for Transport, in Milton Keynes 74% of residents walk for at least 30 minutes at least once per month, and only 14% cycle for the same frequency. When asked the same question but for utility (non leisure) reasons, 34% of people walk for at least 30 minutes at least once per month, but only 2.8% cycle. This is also evident through the 2011 census figures as per the table below:

ALL RESIDENTS AGED 16 TO 74	Milton Keynes		South East		England & Wales	
	Number	%	Number	%	Number	%
Driving a car or van	78,922	61.8	2,438,105	57.2	14,382,053	54.2
Work mainly at or from home	13,037	10.2	519,106	12.2	2,828,758	10.7
On foot	9,064	7.1	416,056	9.8	2,585,823	9.7
Passenger in a car or van	8,021	6.3	298,828	7.0	1,318,172	5.0
Bus, minibus or coach	6,994	5.5	194,368	4.6	1,897,786	7.2
Train	5,276	4.1	185,149	4.3	1,319,343	5.0
<b>Bicycle</b>	<b>3,576</b>	<b>2.8</b>	<b>123,577</b>	<b>2.9</b>	<b>738,136</b>	<b>2.8</b>
Taxi	1,478	1.2	35,264	0.8	126,515	0.5
Motorcycle, scooter or moped	642	0.5	20,740	0.5	207,340	0.8
Other method of travel to work	547	0.4	15,190	0.4	129,294	0.5
Underground, metro, light rail, tram	226	0.2	14,340	0.3	993,116	3.7
<b>In employment</b>	<b>127,783</b>	<b>100.0</b>	<b>4,260,723</b>	<b>100.0</b>	<b>26,526,336</b>	<b>100.0</b>

Car travel in Milton Keynes is at present relatively easy due to the nature of the grid network and the availability of low cost parking. The dominant mode of transport for travel to work trips is the private car; 68.1% of total trips to work are made by car, but only 11% are made by public transport. Milton Keynes compares poorly against the regional and national picture (64.2% and 59.2% of total trips to work made by car respectively), this also reflects the low levels of active travel across the borough.

The benefits of increased physical activity have been outlined above, with improvements in health and wider community improvements. An increase in cycling can support a wide range of local objectives such as; improving public health and tackling health inequalities, reducing carbon emissions, improving air quality and reducing congestion.

To meet the many challenges such as reducing road transport CO<sub>2</sub> emissions, Milton Keynes will need a mode shift from the car to more sustainable transport such as cycling. The Council will continue to encourage this modal shift to cycling by:

- Embedding cycling in communities, schools, early years settings and workplaces by developing support structures, starting with Council Staff to lead by example.
- Encouraging people to cycle for both active travel and recreational purposes .
- Find solutions to remove any obstacles that may discourage or stop people from cycling for journeys.
- Promoting cycling as a rewarding, achievable, enjoyable activity that has something to offer everyone, including health and social benefits to the individual.
- Improving infrastructure such as Redways and increasing accessibility.

### 3.3) Recreational Cycling in Milton Keynes

Sport England's Local Sport Profile for Milton Keynes highlights cycling as being the most participated sport in the borough (12.2% of the adult population compared to a regional figure of 10.8% and a national figure of 9.3%). Cycling is also the sport that adults want to participate in the most (11.6%). To support the development of cycling as a sport, Team:MK are the most active cycling club in the borough offering road cycling and also sports with a cycling discipline i.e. triathlon and duathlon.

A partnership with British Cycling and Sky has seen the delivery of cycling programmes across the city, including Breeze rides and the delivery of Sky Ride local rides and a City Centre Sky Ride event.

Other key organisations such as Milton Keynes Cycling Association, (the umbrella body primarily responsible for the extensive racing programme at MK Bowl Cycle Racing Circuit during the summer months including veteran, child and senior competitions); the local branch of the Cyclists Touring Club (CTC) and Sustrans play an important role in the promotion and contribution of cycling in Milton Keynes.



### 3.4) Links to local strategy

The Cycling Strategy will transform the way residents, workers and visitors travel around Milton Keynes, providing a real and attractive transport and leisure choice. The Cycling Strategy is integral to the Transport Vision and Strategy's aim of achieving a substantial shift towards low carbon modes of transport.

The strategy seeks to build on the work done to date to promote and encourage cycling in the city. Not only do increased levels of cycling have the potential to improve the efficiency of the highway network and help get people to work and school, but also reduce CO<sub>2</sub> emissions, improve air quality, and have significant health and quality of life benefits for the population.

The Government's White Paper *Creating Growth, Cutting Carbon*, placed particular emphasis on the health benefits to be gained from cycling. These benefits are gained directly from increased physical activity among those using 'active travel', and indirectly through improved air quality as a result of lower levels of car trips on the highway network.

This was supported by the Public Health White Paper *Healthy Lives Healthy People*, where it was outlined the active travel and physical activity needs to become the norm in communities and that active travel is one way of delivering low cost health improvements and reducing emissions.

The Milton Keynes Sport and Leisure Strategy (2009-2014) lists the development of a new cycling centre of excellence as a priority facility and this is supported by the International Sporting City report (2011). The development of a cycling facility will support the delivery of the Sport and Leisure Strategy vision:

"By 2014, Milton Keynes will have created a legacy as an International City for sporting excellence and achievement, inspiring the local population to become more active, more often and achieve their potential within a world class sporting infrastructure."

### 3.5) Why not Cycle?

Around 40% of work journeys in Milton Keynes are less than a 30 minute cycle ride. Over half of Milton Keynes residents live within a 25 minute cycle ride of work, school or the City Centre. Milton Keynes has 290 kilometres of Redways and 70 kilometres of leisure routes which are all segregated from traffic. When the health and social benefits are added in, it makes sense to cycle!

### 3.6) Cycling - a lifestyle changer

The evidence for increasing physical activity is clear; promoting active lifestyles has the potential to improve the physical and mental health of the nation. As well as its benefits for health, increasing cycling will reduce transport costs, save money and help the environment. Promoting active travel will reduce traffic, congestion and pollution. Physical inactivity creates substantial costs to the NHS and wider economy; the estimated costs of lost productivity have been estimated at £5.5 billion per year for sickness absence and £1 billion per year from the premature death of people of working age.

### 3.7) Pedal your way to a healthier lifestyle:

- A cycle ride of fifteen minutes to work or the shops and back meets the recommendation for an adult's daily activity.
- On average, cyclists live two years longer than non-cyclists and are as fit as an average person ten years younger.
- Too dangerous to cycle? Being inactive presents a much greater risk than non-cycling, with 50,000 people dying in the UK each year due to coronary heart disease related to insufficient physical activity.
- From gentle exercise to serious sport, cycling burns off calories, raises metabolic rate and helps one feel and look a whole lot healthier.
- Cycling firms thighs and bottoms and can even help tone stomach muscles.

### 3.8) Cycling is good for Milton Keynes

The benefits of cycling are not just for the cyclist; cycling also helps enhance the environment. Cycling helps reduce carbon emissions and pollutants in the air, which are a threat to health. Furthermore, car dependency is unsustainable; the greater use of bikes is one of the many solutions to a problem that won't go away.

Using a bike offers a range of environmental benefits:

- Helps reduce noise and pollution.
- Reduces traffic congestion and the economic cost of traffic delays.
- Helps protect green spaces and buildings from the adverse effects of pollution.

### 3.9) The case for investing in cycling:

Investment in cycling infrastructure, promotion and education will:

- Improve Health & Wellbeing
- Be very good value for money
- Preserve dwindling fossil fuel supplies
- Reduce Congestion
- Reduce Carbon emissions
- Improve the natural environment
- Enhance equality & inclusion
- Improve quality of life
- Create cohesive communities



#### 4.0) The Cycling Strategy Vision:

***‘To increase the number of people within Milton Keynes cycling both for commuting and leisure purposes.’***

#### Objectives of the Cycling Strategy:

- To ensure that cycling is at the heart of the transport vision, and future developments across the borough.
- To improve accessibility through expansion of the Redway network into Central Milton Keynes, new developments, regeneration areas and the older towns.
- To change behaviour around cycling, and influence individuals decision making when considering making a journey.
- To improve and promote the benefits of cycling as an attractive and affordable form of transport and recreation, both for health and convenience.
- To establish regular links/forums/relationships with organisations, groups and individuals regarding cycling within Milton Keynes.
- To provide more opportunity to participate in cycling as a leisure / sport pursuit whilst supporting existing local programmes.
- To establish a Cycling Centre of Excellence as part of our International Sporting City initiative.
- To provide facilities such as showers, storage, changing and cycle parking stands and deliver / implement a Cycle Hire Scheme.
- To improve maintenance, lighting, wayfinding & signage of Redways.



#### 4.1) Key activities and projects needed to achieve the Objectives of the Strategy:

##### Activities to achieve the objectives:

Objectives	Activity Type	Activity / Project description
<ul style="list-style-type: none"> <li>• To change behaviour around cycling, and influence individuals decision making when considering making a journey</li> <li>• To establish regular links/forums with organisations, groups and individuals regarding cycling within Milton Keynes</li> <li>• To Improve and promote the benefits of cycling as an attractive and affordable form of transport and recreation, both for health and convenience.</li> </ul>	Information, Promotion, Education and Training	Increase promotion, education and training for cycling ( CW01, CW03,)
<ul style="list-style-type: none"> <li>• To improve accessibility through expansion of the Redway network into Central Milton Keynes, new developments, regeneration areas and the older towns</li> </ul>	Infrastructure	More direct Redway routes - Expansion of Redway network into Central Milton Keynes, new developments, regeneration areas and where possible older towns (CW04)
<ul style="list-style-type: none"> <li>• To improve maintenance, lighting, wayfinding &amp; signage of Redways</li> </ul>	Maintenance	Improved maintenance of the Redway network (and footway and backways network) Improve lighting on the Redway network (CW06)
<ul style="list-style-type: none"> <li>• To ensure that cycling is at the heart of the transport vision, and future developments across the borough</li> <li>• To provide more opportunity to participate in cycling as a leisure / sport pursuit whilst supporting existing local programmes</li> </ul>	Integration with other modes	Improve cycling and pedestrian access to the public transport network, Increased levels of cycle parking at bus stops, interchanges and facilities for facilities for carrying cycles (CW08, CW09)
<ul style="list-style-type: none"> <li>• To provide facilities such as showers, storage, changing and cycle parking stands and deliver / implement a Cycle Hire Scheme</li> </ul>	Trip end facilities	More cycle parking, including GearChange at key destinations including workplaces Improve cycling links to, and facilities at, rural employment centres and key services (CW011, CW014)

### Areas to be addressed:

- Creating opportunities for cycling for leisure & commuting purposes through infrastructure, education and promotion.
- Encouraging and nurturing the next generation of cyclists through education and training
- Encouraging modal shift through the use of behaviour change interventions.
- Providing support and opportunities for new and returning adult cyclists, particularly by targeting individuals who are most likely to change behaviour and choose active travel.
- Encourage more recreational activities linked to cycling.

### Working together to achieve these objectives:

- Removing barriers and providing opportunities where possible (infrastructure, training, changing perceptions, promotion of benefits).
- Working with partners and stakeholders to encourage joint 'ownership' of cycling in Milton Keynes (BC, NHS, Public Health, Cycling Clubs, Sports Development, Parks Trust, Third Sector organisations, Voluntary Sector, Charities, Community Groups, County Sports Partnership, MK Sports Board, Bucks Sports Partnership).
- Encouraging participation in bike clubs, social cycling and employee schemes etc.
- Improving the way we communicate opportunities and benefits, e.g. website, social media, information points.
- Support regular meetings of an MK Cycle Forum to provide a coordinated partnership to promote and represent **all** types, levels and disciplines of cycling for whatever purpose within MK.

## 4.2) Information, Promotion, Education and Training

Increased promotion, education and training for cycling will be offered comprehensively in schools, workplaces and in leisure settings. Promotion will support and encourage the use of new and improved infrastructure.

### *Redway Maps:*

We will review of the current Redway Map and new improved maps will be made available both in hard copies as well as on-line. We will also make available comprehensive, clear, and fit for purpose end-to-end online route maps for commuting and other journeys and will develop applications for smart phones and tablets.

### *Redway Rules:*

A comprehensive review of the Redway Rules will be undertaken and we will widely publicise new rules so that all users are aware of the conduct that is expected whilst using the Redways. The Rules will be included within most promotional materials; made available online and provided in hard copies, distributed widely.

### *Schools:*

The council will continue to encourage and support schools to implement the delivery of 'Bikeability' training. As part of the council's school travel planning work, the council will continue to

encourage schools to incorporate Sustainable Travel and Road Safety into their school curriculum, adapting to relevant national government policy and the direction of the curriculum.

#### ***Workplaces:***

Through ongoing travel planning, and promotional and education campaigns with workplaces, cycling will be further encouraged and we will look to offer an opportunity to all employees in Milton Keynes to access subsidised one-to-one cycle training. Workplaces will be supported to encourage staff to travel actively to work and be informed of local initiatives and funding.

#### ***Information Points:***

The Council will investigate installation of information points in CMK and other locations to promote and inform cycling issues

#### ***Recreational Cycling:***

We will forge closer links and create sustainable partnerships to increase participation in cycling within a competitive sporting environment and as a more social active recreation pursuit. There is already a strong cycling community in Milton Keynes. However, further work will be undertaken for Health programme in the borough to develop the 'Get Cycling, Keep Cycling' scheme in partnership with the Public Health Team and the Ramblers.

The success of the Team GB and Paralympic GB cycling squads at the Olympics and Paralympics, both on the track and the road, needs to be built on and the interest in the sport maintained. Closer links will be maintained with the local clubs (e.g. Team:MK) and facilities developed to match the ambitions of Milton Keynes as an International Sporting City (ISC) as outlined within the ISC report. The relationship with British Cycling, Bucks and MK Sports Partnership and the Council's Sports Development Team needs to be enhanced to ensure maximum value is gained from the delivery of initiatives such as "Sky Ride" and other governing body initiatives.

Recreational cycling can not be underestimated, and the need for more people return to cycling through Bikeability courses for adults and young people has to be addressed to increase the confidence of those who have not cycled for a variety of reasons for a number of years.

### **4.3) Improved signage**

The cycling network will benefit from exemplary signage and wayfinding, building on the recent introduction of yellow and green signage on the Redway network (and supported by the online journey planner). Users will be supported at key decision points by signage showing cycle times to key destinations. The Redway priority routes will be sign posted from within residential areas and signage along the route will identify local destinations.

#### ***Clear & Legible Redway network:***

Through improved wayfinding and signage programmes we will ensure that clear and legible signs are in place to direct users to their destinations without losing their sense of direction. This concern was raised by a large number of respondents through the consultation process and as a result we have added it to the strategy Objectives.

#### 4.4) Online journey planner

An online journey planner will be developed allowing bespoke identification of cycle routes across the borough, integrated with other modes of transport. The journey planner will be supported by a geographically referenced photo library enabling users to anticipate and plan for their journey experience. Users will be able to upload their own images to the library and provide updates on local conditions and issues, keeping the resource up to date and building a virtual community of users.

#### 4.5) Infrastructure and Maintenance - More direct Redway routes

The Redways connect areas of the city either within the grid road corridor or through quieter grid squares. Some Redways form strategic routes which are mainly parallel to the grid roads, providing for longer distance journeys. Within estates, cycling will be given top priority, and junctions will be at-grade where suitable.

In addition to these strategic/priority routes there are paths which pass through the linear parks and are aimed at recreational users; these are known as Leisure Routes. The secluded semi-rural nature of many Redways and Leisure Routes make them pleasant for daytime leisure purposes, but can raise peoples' security concerns, particularly after dark when many are not lit.

The council has already begun developing and extending priority routes – more direct routes, many of which are parallel to the grid road network. At junctions with grid roads, segregated crossings will be used. These more direct routes will help allay peoples' perceived safety concerns of the Redway network, as well as promoting cycling as a real and attractive transport choice. Priority routes will be rebranded as 'Super Redways', to help convey their suitability for making quick journeys along safe and direct routes. The development of 'Super Redways' will take notice of 'best practice' design standards developed in many European Cities, and will include design principles that enable other co-users to safely use these routes.

#### 4.6) Expansion of the Redway network

In Central Milton Keynes, new developments, regeneration areas and the older towns, the Redway network will be expanded to help realise its full potential as a choice network for short and medium length trips for leisure and active travel purposes. The council has already committed to expanding the Redway network into new developments, and the preferred model is for wide, well lit, direct routes. The current National Cycle Route 51 will be audited and enhanced to provide a more user-friendly linkage/connection from East to West.

#### 4.7) Maintenance and improved lighting on the Redway network

Maintenance of the Redway network will be a priority. Damaged surfacing will be quickly repaired or replaced and paths kept clear of broken glass and debris, lighting will be enhanced and vegetation will be cut back or removed where necessary to open up the paths. These measures will improve the experience of the cyclist and reduce safety and security concerns.

#### **4.8) Improve pedestrian and cycling access**

Cycling will be fully integrated with the public transport network, including cycle links from grid squares and villages to interchanges and bus stops. Removal of obstructive vegetation and improved sight lines, and better maintenance of existing and new links will be carried out. Increased levels of secure cycle parking will also be provided at interchanges and at bus stops in the borough to facilitate access to public transport by bicycle. The council will continue to work with public transport operators on integration issues, including the carriage of cycles on public transport vehicles and others, such as taxis.

#### **4.9) More and better cycle parking**

We will install “GearChange” style services at key destinations and workplaces and upgrade high capacity safe and secure cycle storage facilities. Bus stops and stations will be better linked by improved cycling routes, and cycle parking will be provided at bus stops at key destinations.

#### **4.10) Improve cycling links in rural areas**

Links to, and facilities at rural employment centres and key services, including storage facilities, will be improved. We will improve access to leisure routes in these areas and promote cycling for recreation and health.

#### **4.11) MK Waterway Park and development and promotion of cycling corridors**

The council recognises that waterways, including the Grand Union Canal, the River Great Ouse, the River Ouzel, and the Bedford and Milton Keynes Waterway are important assets. Waterways often provide cycleways and pathways along their banks and towpaths. The council supports the development of the reserved routes for the proposed Milton Keynes Waterway Park – part of the Bedford and Milton Keynes Waterway Trust’s proposed improvements.

#### **4.12) Widening of the Redway network**

The widening of key Redway routes will be considered where feasible, to allow use by other personal electric vehicles that are unable to use the road network, providing an increased transport choice and improved accessibility across the city. A review of legislation regarding speed limits and restrictions on the forms of transport able to use the Redways will be conducted before such projects commence. New and ‘Super Redways’ will be priority.

#### **4.13) Cycle hire**

Cycle hire will enable residents, workers and visitors to travel by bicycle for multiple journey purposes. The Council will work towards the delivery of a Cycle Hire Scheme for Milton Keynes. We will explore funding opportunities and work with partners to deliver a scheme.

## 4.14) Network and Facilities Review

### *Network Review:*

A comprehensive review of the cycle network will be undertaken to address the issues raised in the consultation process. This will include surface maintenance, overgrown vegetation, lighting, cleansing, safety at junctions and crossings as well as considering our inspection programme.

The review will also consider the extent of the network and what additional links and connections could be provided, as well as the provision of more direct, express routes.

### **Facilities Review:**

This review will focus on the provision and location of cycle storage and parking facilities, both at home and at the destination. Provision of comprehensive trip-end facilities, including changing, showering, lockers provision and secure parking will be reviewed and proposals developed.



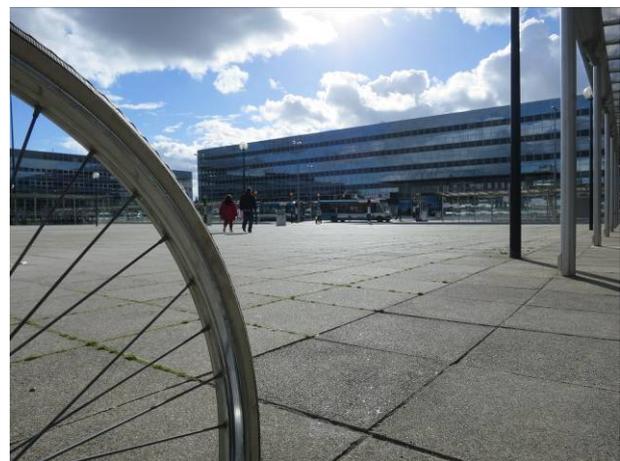
## 5.0) Interventions

The interventions listed in the table below are presented in number order, and this does not reflect the priority status of each intervention. Lead partners are also indicated, alongside key stakeholders who may be required to contribute to the delivery of the schemes, including potential funding sources.

Intervention Type	Code	Intervention description	Key Partners	Potential funding Source
Information, Promotion, Education and Training	CWo1	Increase promotion, education and training for cycling	Businesses / Schools	ITB, Dev, PR, B
Information, Promotion, Education and Training	CWo2	Improved signage	Businesses / Schools	ITB, Dev, PR, B
Information, Promotion, Education and Training	CWo3	Online journey planner	Service providers / Council	MKC
Infrastructure	CWo4	More direct Redway routes	Town & Parish, Councils/ Park Trust/ User Groups/ Public	ITB, DfT Ms Dev, PR, A
Infrastructure	CWo5	Expansion of Redway network into CMK, new developments, regeneration areas and older towns	Town & Parish, Councils/ Park Trust/ User Groups /MKC	TC, PC, MKC
Maintenance	CWo6	Improved maintenance of the Redway network (and footway and backways network)	Councils / Parks Trust / User Groups / Public / Developers	PR
Maintenance	CWo7	Improve lighting on the Redway network	Town & Parish	ITB, HM,
Integration with other modes	CWo8	Improve cycling and pedestrian access to the public transport network	Town & Parish Councils / Parks Trust / User Groups / Public / Developers / Operators	ITB, Dev, Op, PR
Integration with other modes	CWo9	Increased levels of cycle parking at bus stops, interchanges and facilities for facilities for carrying cycles (see Bo6)	Town & Parish Councils / Parks Trust / User Groups / Public / Developers / Operators	ITB, Dev, Op, PR, B, A
Trip end facilities	CWo10	More cycle parking, including GearChange at key destinations including workplaces	Town & Parish Councils/ Operators / Developers / Businesses	ITB, Dev, PR, B, A
Trip end facilities	CWo11	Improve and cycling links to, and facilities at, rural employment centres and key services	Town & Parish Councils/ Operators / Developers/ Businesses	ITB, Dev, PR, B, A
Infrastructure	CWo12 / CWo13	MK Waterway Park and development and promotion of cycling a Widening the width of the Redway network and corridors	Town & Parish Councils / Parks Trust MKC / British Waterways / Environment Agency / User Groups / Public	ITB, DfT MS, Dev, PR, A, B&MKWT
Infrastructure	CWo14	Cycle hire	Town & Parish Councils / User Groups / Public / Businesses / Developers / Organisations	ITB, DfT MS, Dev, PR, B, A

## Key to Possible Funding Sources

- A** Advertising / Sponsorship
- B** Businesses and Organisations
- BS** Bus Subsidy
- CT** Council Tax
- Dev** Developers
- DfT Rail** DfT Rail
- HA** Highways Agency
- HM** Highway Maintenance
- ITB** Integrated Transport Block
- Man** Manufacturers
- NR** Network Rail
- OCGD** Other Central Government Departments
- Op** Operators
- Oth LA** Other Local Authorities
- Oth DfT** Other DfT funding
- PB** Prudential Borrowing
- PCT** Primary Care Trust
- Pol** Police / Emergency Services
- PR** Parking Revenue
- R** Rates
- RGF** Regional Growth Fund



## 6.0) Prioritisation & Funding:

It is important in the present economic climate that we prioritise schemes and maximise benefits in a cost effective manner. We have developed a Scheme Appraisal & Prioritisation process involving assessment of every scheme in terms of its compliance to the strategy objectives, its contribution to the performance targets and indicators; deliverability, risks, and value for money.

We need to prioritise allocation of available DfT Local Transport Plan funding to the strategy strands that support key transport objectives of economic growth and carbon reduction. Infrastructure Management and its maintenance is allocated a higher level of funding as we need to keep our transport assets well maintained and in safe condition. We allocate 60% of the funding to infrastructure maintenance.

The remaining 40% is prioritised as per the matrix below. The matrix shows the relationship between strategy strands and the objective themes. Two ticks designate a positive connection between the delivery of the strategy strand and achieving the objective, and three designates a strong positive connection.

In order to achieve our stated objectives for transport, we have allocated the remaining 40% funding to strategy strands as follows:

Public Transport	11%
Highways & Traffic Management (Including Road Safety)	7%
Smarter Choices (Including Walking & Cycling)	13%
Network Optimisation (Including capacity improvements and ITS)	9%
Development Planning (funding spread over above four strands)	-

Strategy Strand	Objective Theme						
	Transport Choice	Economy	Climate Change	Access for All	Safety, Security and Health	Quality of Life	Frame work for Growth
Public Transport	✓✓✓	✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓
Highways & Traffic Management (Including Road Safety)	✓	✓	✓	✓	✓✓✓	✓✓	✓✓
Smarter Choices (including Cycling)	✓✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Network Optimisation (Including capacity improvement and intelligent Transport systems)	✓✓	✓✓	✓✓	✓	✓✓	✓	✓✓✓

## 6.1) Implementation:

Following the consultation process, the key priorities that emerged from the comments were to:

- Improve general maintenance of the Redways
- Improve Signage / Wayfinding / Information
- Increase Promotion / Marketing / Education / Rules of Redways
- Improve maps, on-line mapping and route planner
- Improve trip end facilities / security / cycle parking
- Expand Redways / Improve links and connections
- Improve safety at crossing and junctions
- Provide more cycle training
- Create Direct Routes / Express Cycle Ways
- Remove barriers and give more advantage to cyclists

In addition to the items listed in 6.2 below, we will continue with Redway maintenance, including: re-surfacing where needed; lighting provision; cutting back overgrown vegetation; cleansing and clearing debris.

We will also continue with 'Bikeability' training in schools, but we will review how this funding is spent to ensure it is relevant to children's real needs. The Sky Ride and Breeze programmes will also be continued.

The implementation plan includes the provision of connections between rural locations and also connecting those locations to the urban areas of Milton Keynes. It also includes the provision of cycling facilities for both rural and urban areas.



## 6.2) Implementation Plan

The following list gives details of the schemes that will be implemented as a result of the strategy, with an indication of the timescales for delivery:

### First

- Produce Cycling Calendar for Spring & Summer 2013 (month 1)
- Publish a new Redway Map (months 1-2)
- Publish new / expanded Redway Rules (months 1-2)
- British Cycling and Sky Partnership planning work (months 1-2)

### Next

- Contribute to work on Cycle Centre of Excellence project (months 2-6)
- Develop a marketing strategy and the “get” brand for cycling (months 2-4)
- Conduct a ‘Super Redways’ Feasibility Study (months 3-6)
- Develop Wayfinding and Signage proposals (months 2-6)
  - Signs (you are here)
  - QR codes on signs and literature & link to apps
- Cycle Hire Feasibility (months 3-6)
- Conduct a review of facilities (months 3-9)
  - Changing
  - Secure Storage - residential provision in new developments and at the trip-end
  - Other Parking
- Conduct a network review (months 3-12)
  - Express Routes
  - Crossing Safety
  - Missing Links
- Data collection (months 3-12)

### After

- Expand the Wayfinding programme (New signs / QR codes / App links) (months 6-12)
- Develop a smartphone / tablet ‘App’ and a Journey Planner (months 6-18)
- Begin implementation of new facilities (months 6-36)
- Begin implementation of new routes (months 12-36)

### Later

- 2-year review (month 24)
- Continue implementation (months 36+)
  - Routes
  - Facilities

## 7.0) Performance Management:

Not only must the Cycling Strategy be deliverable, but the impacts of delivering the programme of interventions must be measurable. Managing performance will be central to ensuring the Strategy is delivered and successful.

We will establish indicators, targets and baselines as part of our Performance Management programme. The frequency and means of reporting the data and links between the indicators and the objectives of the Transport Vision and Strategy are key.

We will be monitoring the performance and progress of the Strategy through data collected under the theme groups below.

Theme Group	Description
Road Safety	Number of People Killed or Seriously Injured
Public Transport	Number of Bus Passengers
	Bus Punctuality / Bus Satisfaction
	Community Transport Patronage / Membership
	Number of Train Passengers
Smarter Choices / & Cycling	Number of Cycling Trips / Trips
	Adoption of Travel Plans
Traffic Management	Peak Hour Journey Times (Rush Hour)
	Peak Hour Traffic Flows (Rush Hour)
Accessibility	Accessibility to Services & Facilities ( e.g. health, retail, education)
Air Quality / Carbon Reduction	Air Quality / Carbon Emissions (CO <sub>2</sub> )
Highway Maintenance	Condition of Highways & Bridges

As part of our performance management we will monitor and collect data for cycling trips, accidents and condition of Redways:

- Percentage of children (5-15 years) who cycle to school
- Percentage of journeys to work by cycle
- Cyclists killed or seriously injured
- Condition of Redways



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