

Walsall Cycling Strategy April 2003

Walsall Metropolitan Borough Council
Road Safety and Sustainable Travel
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TRAVELWISE[®]
in Walsall

1. Foreword

The vast majority of journeys are short. More than 60% of all car trips are less than 5 miles. Yet the attention of society is too frequently focused on long, motorised trips while neglecting the numerous shorter trips made in urban areas. The prevalence and importance of short trips, many of which could easily be made by bicycle, is often forgotten in our car orientated society.

The benefits that cycling can bring to our everyday lives have long been recognised by many of our European partners and, indeed, by many towns and cities within the UK itself. From the points of view of health, the environment and air quality, cycling has an enormous part to play in improving the quality of life of the population of Walsall.

It is now widely recognised that our transport system is in need of a major overhaul. Gridlock is becoming a common occurrence – causing delays to private and public transport alike. The vast majority of journeys are less than five miles – indeed, 50% of all journeys are less than 2 miles. It is here that the bicycle can have an enormous impact on easing traffic congestion.

It pleases me enormously that the highly prestigious National Cycle Route (a continuous route from Dover to Inverness, goes not only through the Borough but through Walsall town centre itself – a great opportunity to promote tourism within the town and encourage local residents to use the ever improving cycle facilities within the Borough.

The Strategy itself sets out ways in which to provide for safer cycling in a more pleasant environment. I would like to thank everyone for their contributions, however great or small. Only by working together can we ensure that Walsall becomes a cycle friendly borough. With the commitment of all concerned, this can, and will, become a reality.

It gives me great pleasure, therefore, to introduce you to the Cycling Strategy for Walsall.

Paul Stokes Chairman, Walsall Cycling Consultative Group

2. Introduction

WHY PROMOTE CYCLING?

The Council will promote cycling in the Borough because:

- Cycling provides a viable mode of transport for local and Borough journeys and when combined with public transport, also provides a flexible, practical option for longer journeys across the metropolitan area and further a field.
- Cycling is the most sustainable form of mechanical travel that is accessible to a large proportion of the population regardless of age or income. For the 50% of residents of some areas of Walsall without car access, cycling can provide affordable, convenient access to employment and education opportunities and community facilities.
- Cycling provides significant health benefits. Local data suggests that levels of physical activity are reducing and obesity is increasing. Increasing the number of journeys made by bike would have a significant impact on the health of the Walsall population.
- Cycling provides a convenient form of transport for short trips. Currently only around 2% of trips are made by bike in Walsall. 71% of trips are under 5 miles, a distance that can be comfortably cycled by many people.
- Cycling has a key role to play in achieving the goals of the West Midlands Transport Strategy

OUR VISION

The Walsall Council's Cycling Strategy has the following vision:

"To create an environment and culture, where cycling is regarded by everyone as one of the main means for making local journeys and where cycling is regarded as a recreational activity which leads to a healthier, more enjoyable and sociable lifestyle".

THE AIMS OF STRATEGY

The main aim of the Cycling Strategy is to encourage more cycling, by providing high quality facilities for both new and experienced cyclists. This will be done through developing safer cycle links between Walsall town centre and the district centres. These routes link some of the Borough's main trip destinations as they include schools, employment areas, public transport interchanges and leisure facilities.

To maximise the benefits for cyclists, the Walsall cycle network will aim to connect to networks being developed in adjacent areas such as Wolverhampton, Sandwell, South Staffordshire and Birmingham, as well as to the wider National Cycle Network. The network will be based on a combination of existing roads and the off-road greenway network, including canal towpaths. This achieves a balance between off and on road routes, and offer the best opportunity to maximise opportunities for cycling in Walsall. Complementary connections will be made to the main network, ensuring that the overall network meets the needs of cyclists of all abilities and user groups.

THE COUNCIL'S CYCLING OBJECTIVES

- To identify a cycle network for the Borough that provides safe and easy access between residential areas, town centres, local centres, employment centres, public transport facilities, schools and community facilities, recreational areas, public open space and the countryside. Where appropriate disused railways and canal towpaths can be used as cycle ways.
- To enhance the cycle network by ensuring that routes are well designed, clearly signed and safe. Provision will be made for safe cycle crossings and secure cycle parking facilities. Where appropriate, shared use of existing footways and bridleways will be considered provided that conflict between pedestrians and cyclists can be minimised.
- To increase the provision of secure cycle parking across the Borough – in town/district centres and schools. Promoting greater integration between cycling and public transport through provision of secure cycle facilities at bus and rail stations and on trains.
- To ensure that policies to increase cycling and meet the needs of cyclists are fully integrated into existing and emerging local strategies.

3. National, Regional and Local Context

THE NATIONAL CYCLING STRATEGY (1996)

The publication of the National Cycling Strategy (NCS) paved the way for Walsall Council to update their cycling policies and to appoint a Cycling Officer to develop cycling further.

The NCS was published in 1996 and sets out the Government's strategy for increasing cycling in the UK. The strategy states that cycling is an economical, environmentally friendly and healthy mode of transport. It is also a realistic means of transport, especially for short local trips which make up many of our everyday journeys. The Government's statement of policy on cycling in June 1994 indicated an intention to make cycling easier, safer and more convenient. This would contribute to wider plans to reduce congestion and improve the environment.

The NCS sets out objectives, targets and actions for achieving a dramatic increase in cycling use in the UK. A key aim is to work towards national targets for increased cycle use. It is thought realistic to seek to double existing levels of cycling by the year 2002. Local authorities are being asked to identify how they can contribute to realizing the national target.

The NCS set up the National Cycling Forum, to co-ordinate contributions to the Strategy, and to monitor progress on the outputs and targets. Reliable means of measuring both changes in cycle use, and key determinants and indicators of sustainability, have also been addressed in the Strategy.

The NCS is a consensus document, expected to acquire a wide common ownership. It aims to establish a culture which favours an increase in the use of bicycles, develop good practice and seek out innovative, practical and effective ways of improving facilities for cyclists. Among the key outputs of the Strategy are proposals to double the number of trips by cycle (on 1996 figures) by the end of 2002 and to quadruple the number of trips by cycle (on 1996 figures) by end 2012.

A NEW DEAL FOR TRANSPORT: BETTER FOR EVERYONE

The Transport White Paper - A New Deal for Transport: Better for Everyone, was published in July 1998 and sets out Government policy on transport. It covers the whole range of transport. Sections most relevant to the local cycling strategy are:

Making it easier to cycle

3.7 The National Cycling Strategy (NCS) published in 1996 highlighted the potential of cycling as a flexible, relatively cheap and environmentally friendly way to travel with important health benefits for people of all ages. We agree. Cycling, however, has been in decline nationally, even though more cycles are owned than ever (and annual sales of bicycles outstrip the number of new cars sold). But this doesn't have to be the case if we make it easier and safer to cycle.

3.8 The NCS encourages local authorities and others to establish local targets for increased cycle use. A number have already done so and we expect targets to become more widespread as local strategies for cycling evolve. The NCS has established a national target of doubling the amount of cycling within six years (against a base year of 1996) and of doubling it again by the year 2012. We endorse this target. A National Cycling Forum² has been established to oversee its implementation.

3.9 To support the NCS, we are continuing to research innovative measures to improve the safety and convenience of cycling and will publish advice on good practice. We want to see better provision for cyclists at their destinations, at interchanges, in the design of junctions and in the way road space

is allocated. In particular, we are looking to local authorities to:

- Establish a local strategy for cycling as part of their local transport plans;
- Institute 'cycle reviews' of the road system and 'cycle audits' of proposed traffic schemes;
- Adapt existing road space to provide more cycle facilities;
- Make changes to traffic signalled junctions and roundabouts in favour of cyclists, giving them priority where this supports cycling;
- Apply speed restraint more widely to support their cycling strategies and provide for cyclists when applying speed restraint measures;
- Increase provision of secure parking for cycles;
- Maintain cycle lanes adequately to avoid hazards to cyclists;
- Use their planning powers to promote cycling through influencing the land use mix, layout and design of development and through the provision of cycle facilities.

3.10 Concern about road safety is a major reason for people not using their bikes for everyday journeys. Parents in particular see the dangers for their children of cycling on roads. In many areas radical changes are needed to create safer cycling conditions. Cycling promotion policies therefore need to mesh with those on road safety. Safety should be an additional incentive for action, not a reason for delaying priority measures for cyclists.

3.11 We will continue to help with the development of the National Cycle Network being co-ordinated by the transport charity Sustrans. The network will be a linked series of traffic-free paths and traffic-calmed roads providing some 8,000 miles of safe and attractive routes by 2005. By opening up opportunities for people to cycle more, the network will help to create a culture that welcomes cycling as an activity.

TRANSPORT 2010 – THE TEN YEAR PLAN (2000)

Transport 2010 – The Ten Year Plan (2000) sets out the Government's strategic framework for improving transport including the resources committed in order to achieve their targets.

"Poor facilities and an unsafe environment continue to inhibit growth in walking and cycling. Cycling accounted for less than 2% of all trips in 1998. This compares unfavourably with other European countries (including those with similar climates, such as Germany, Denmark and the Netherlands). In 1995 the EU average stood at 186km cycled per person, compared with 76km per annum in the UK. Indicative of the decline in walking is the increase in car use for journeys to school, which has nearly doubled in the last ten years from 16% to 29%, and which in turn makes for an even more hostile pedestrian environment.

"The substantial increase in local transport funding over the period of this Plan will enable local authorities to bring forward a significant expansion of schemes to make walking and cycling easier and safer. These should include strategies aimed at specific journeys and destinations, such as creating safe routes to schools and stations. Although we do not in this Plan seek to ring-fence national provision for these purposes, we do expect to see evidence in Local Transport Plans that local authorities have developed and will implement strategies to secure substantial increases in cycling and walking.

“Our target is to treble the number of cycling trips from their 2000 level by 2010. This is an ambitious, but achievable objective. Growth is expected to be triggered both by improved local provision for cycling, and from the impetus created by the National Cycle Network currently being set up, coordinated by Sustrans.

“The increased provision for Local Transport Plans will also allow all local authorities to do more to improve safety, particularly for children. We have set a target of reducing by 50% the number of children killed or seriously injured in road accidents by 2010 compared with the average for 1994–98.

“So we will be looking to authorities to create more traffic-calmed 20mph zones, particularly around schools and in residential areas, where most child accidents occur. We are also evaluating a number of ‘Home Zones’ – residential areas treated with traffic-calming and other measures, which aim to improve residents’ quality of life and improve safety.”

THE WEST MIDLANDS LOCAL TRANSPORT PLAN

The Local Transport Plan vision for the West Midlands is for a thriving, sustainable and vibrant community where people want to live and where business can develop and grow; Town, city and local centres that are attractive and vibrant. High-quality public transport will be the norm and walking and cycling will be commonplace; Cleaner air and traffic will be less congested; A safer community where there will be fewer accidents and people will feel less at risk and more secure; Everyone to enjoy a better quality of life which is not dependent on the availability of a car.

The West Midlands Metropolitan Districts and the West Midlands Passenger Transport Authority produced a Local Transport Plan (LTP) in 2000. This was intended to run until 2005/6 but, as a result of a Government led West Midlands Area Multi-Modal Study; a new West Midlands LTP will be submitted to central government in 2003, to provide a plan for the West Midlands Transport System to 2010.

THE WEST MIDLANDS AREA MULTI-MODAL STUDY

The Multi-Modal Study report sets out a 30-year strategy designed to address the current social and economic ails of the area and deliver an effective and efficient transport system that would meet the economic and environmental objectives that have been established through Regional Planning Guidance. The Multi-Modal Study recommended a “three- fold increase in expenditure on walking and cycling”.

WMAMMS set a target of 10% reduction in car trips by 2031 and looked to cycling and walking to replace the bulk of these trips for shorter journeys. In order to identify how the level of cycling could be increased a follow up ‘West Midlands Cycling Study’ was undertaken by the Babbie group.

The study identified the key elements that would be needed to increase cycling in the West Midlands as:

- A network of cycle routes to provide people with access to a cycle route within 800m of their home.
- A network of direct routes for experienced cyclists and commuter cyclists using the highway network, quiet roads and shared use bus lanes.

- A complementary network of segregated cycle tracks and paths to provide for.
- The journey to school.
- Cycle audit for all large new developments.
- Increased investment in cycle training, marketing and promotion of cycling.

The study highlights the advantage of the 'major scheme' approach that has been utilised for the London Cycle Network. It is the intention of the West Midlands Metropolitan authorities to submit a major scheme bid for a West Midlands Cycle Route Network as part of the 2003 Local Transport Plan Submission. An Annex E submission for the major scheme bid will be developed in 2003/04.

THE WALSALL TRANSPORT STRATEGY

The Walsall Transport Strategy sets out all transport policies for the period 2004/5 -2010/11. This Cycling Strategy is a 'daughter document' of the Walsall Transport Strategy and expands on and conforms with the policies relating to walking in the West Midlands Local Transport Plan.

The Strategy is principally aimed at a programme of cycling improvements to be undertaken by the Council, and does not treat development issues in detail. However, it conforms to Walsall Unitary Development Plan policies, and it will be expected that developers take into account its

SAFER ROUTES TO SCHOOLS

The Safer Routes to School Strategy aims to:

- To improve the safety of the journey to and from school.
- To reduce the number of pedestrian and cyclist casualties.
- To generate a more sustainable approach to pupil and teacher travel by the school, so reducing the use of the private car for the school journey.
- To promote educational and practical opportunities for young people to determine changes to their own environment and travel habits.

The Council has a 'league table' for major schemes based on areas of a mile radius around secondary schools. The scoring within this table is based on factors that include the number of accidents to young pedestrians and cyclists in the area, existing travel modes and the number of young people living close to the school.

Funds are spent on measures to improve road safety and create better access to schools for pedestrians and cyclists. This may also involve improving cycle security and storage at schools. All schemes rely on the opinions of young people and the community and involve much consultation.

Although many schemes have already focussed on secondary schools, primary schools have not been forgotten, with increasing amounts being spent here. Many measures will benefit pupils from all schools and all projects should have large benefits for the community as a whole.

Primary age children are generally very keen to cycle to school and the Road Safety Unit will work with schools to encourage Year 6 pupils to cycle after completing a training course. There is also evidence to suggest that many parents would like to cycle to school with younger children, leave the child's bike at school and then ride on to work.

Secure cycle storage has been provided at five primary schools during 2002. This has already encouraged as many as 20 cyclists at some schools and new off and on road routes planned for 2003 should increase these numbers.

A successful Safer Routes project will involve more than just engineering measures. These should be included in a School Travel Plan. This will typically include other initiatives to reduce car use, including 'walking buses' or 'bike trains' where groups of young people are accompanied to school. Education and training programmes, together with publicity campaigns are also important parts of the Safer Routes project.

CONSULTATION AND LOCAL SURVEYS

46% of respondents to the 2001 survey of public attitudes to Transport in the West Midlands said they would cycle if the roads were safer. This view is supported by the fact that traffic congestion and the speed of motorists were seen to be the issues of greatest concern. 23% expressed concern at the lack of cycle routes and a similar number saw improved walking and cycling facilities as a priority.

When asked what improvements would encourage respondents to cycle more, the following issues were raised:-

- Better routes.
- Attitude of drivers.
- More routes.
- Parking at centres.
- Parking facilities at work.
- Showers at work.
- Survey of Walsall cyclists.

As part of the ongoing development of the draft strategy and the local transport plan for Walsall, information on cyclists' needs/problems has been collated.

Questionnaires were issued to cyclists at cycle events and to the Cyclist Consultative Group. The group is made up of individuals and organisations with a professional and personal interest in cycling. These include representatives from national voluntary sector groups such as the CTC, Sustrans, Friends of the Earth, as well as representatives from Walsall Primary Care trusts, the business community and the Council.

Although not statistically significant, the information gathered has proved to be particularly useful in the route identification process and to highlight the different measures cyclists would like to see implemented to encourage increased levels of cycling. The vast majority of cyclists were commenting on their journeys to work.

The Council is aware that many of our roads pose particular problems to cyclists and this was highlighted in the responses from cyclists. Other problems were raised, and the results are shown in the table below.

Diagram of problems mentioned by Cyclists in Walsall:-

- Poor road surface/potholes.
- Busy roundabouts/large junctions.
- Lack of secure parking.
- Cars parked on the road.
- Closeness and speed of motor vehicles.
- Motorist's attitude/behaviour.

Facilities in the workplace were cited as a problem. Nowhere safe to leave bikes and belongings was a common problem.

In terms of measures to encourage cyclists many felt that secure parking, changing areas and improved road surface/towpath surface would go a long way towards improving conditions.

4. The Strategy

Part 1

The Walsall Cycle Network

The ultimate aim of the Walsall Cycle network is to allow the vast majority of cycle trips to be made on safe routes and for those trips to be as convenient by cycle as they would be by car. This will be done by developing safer links between Walsall Town Centre and the district centres.

The network will eventually link all of the borough's main trip destinations, which include route to and from residential areas, schools, colleges and workplaces, shops and leisure facilities. Utility trips in particular will be catered for but leisure cycling will not be neglected as it has been shown that this can encourage future utility trips.

To maximise opportunities for cyclists the Walsall network will aim to achieve a balance between off and on road routes.

This could comprise of:-

- Signed routes along quieter roads.
- On road cycle lanes together with special facilities at junctions.
- Completely traffic free routes or parts of routes.
- Off road tracks adjacent to the highway.

Concentrating on creating safer cycle route links between the Borough's main town, district and local centres will lead to the creation of a continuous network of safer routes covering the whole of the Borough. This network will also help people reach parks, the canal network and the national cycle network which heads out into the West Midlands countryside.

The network will aim to connect to networks being developed in adjacent areas such as Wolverhampton, Sandwell, South Staffordshire and Birmingham as well as to the wider National Cycle Network promoted by Sustrans.

Policy CS1: The Cycle Network

The Council will seek to provide a Borough wide network of cycle routes comprising both the greenway network and the highway network, modified where necessary, and supplemented by cycle routes and cycle parking with the aim of cyclists reaching their destinations safely and conveniently.

Priority will be given to the development of the network as follows:-

Priority 1 - Major routes that serve utility cycling trips, including:

- Routes from residential areas to significant journey attractors such as retail centres (e.g. Walsall Town Centre), major employers (e.g. Walsall Council), public transport interchanges (e.g. Walsall Railway Station), or hospitals (e.g. The Manor).
- Other educational and leisure facilities (e.g. Walsall College).
- Links to cycle networks being developed in neighbouring authorities.
- Sections of the National Cycle Network and links to it.
- Other connecting routes used for utility cycling including inter-district links.
- Safer routes to schools.

Priority 2 - Minor routes that serve recreational cycling trips, including:

- Canal towpaths.
- Disused railway routes/redundant Metro lines.

Except that these routes could be given a higher priority if they serve the dual purpose of recreation and utility. This approach will maximise the potential to reduce unnecessary car use, most of these trips will be short (less than 5 miles (8km)).

THE NETWORK IN DETAIL

The 5 main District Centres of Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall will be linked with Walsall Town Centre and each other. There will also be links from the districts to the smaller Local Centres.

Some links between these centres are already in place, but further links are needed such as Willenhall to Short Heath, to establish useful local area networks. Each area will be subject to a detailed design process, which will ensure the most appropriate routes are developed. This will include public consultation and consultation with local cyclists. The outlines below give general pictures of each area.

Existing Routes across the Borough

A major artery of the cycle network is the National Cycle Network Route 5.

The 6,500 mile National Cycle Network links urban centres and open countryside using traffic free and often traffic calmed roads. The Midlands section runs from Lichfield to Walsall through Sandwell and Birmingham to Stratford upon Avon. Walsall Council has worked in partnership with Sustrans (Sustainable Transport) to build a section of this network through the Borough. It makes use of canal towpaths, the disused railway line to Brownhills and lightly trafficked roads on either side of the town centre.

The completion of this route through Walsall is important because:-

- It provides a safe and continuous north-south route through the Borough for leisure and commuting purposes giving access to the countryside beyond for Walsall residents.
- It acts as a central spine route to which other routes in the Borough wide network can be linked.
- It provides a leisure amenity as part of the Midlands cycle route from Oxford to Derby that could increase tourism in the Midlands.

Links into the National Cycle Network - There are many potential links into the Millennium route. A few local links have been identified and proposals for others are being defined especially leisure routes as outlined below.

Circular Leisure Route - An excellent local link onto the NCN starts canal side at the New Art Gallery. This link forms part of a leisure route incorporating part of the canal network and the National Cycle Route. The route passes restored Walsall locks and round the Wyrley and Essington Canal to Pelsall and back along NCN route 5 into Walsall town centre.

This existing route was chosen by an artist exhibiting at the Rural Walsall exhibition (New Art Gallery) as a project to highlight the benefits of this particular area for cycling. The route is given an 'artistic overhaul' as she describes the route as far as Pelsall but starts and finishes at the New Art Gallery. The route is mostly off road (80%) and has a picturesque rural section in the north near Pelsall. Route maps available from the Cycling Officer.

Potential Link East to Park Hall - A proposed link is one that includes the Arboretum, where cyclists can now ride legitimately. The 'route' could pass through the Butts across and out from the Arboretum across the Sutton Road and into the Park Hall Estate. Cyclists could then make their way along the canal towpath towards Sandwell Valley Country Park.

Walsall Town Centre

A section of the National Cycle route runs through Walsall Town Centre. In a northbound direction down Upper Bridge Street, along Leicester street and Darwall Street and across Hatherton Road and out of Town along Hatherton Street.

In the southbound direction it runs from Hatherton Street across Hatherton Road and into Darwall Street, Tower Street, Lichfield Street and Freer Street to High Street.

The Town Centre section of the route has a section of cycle lanes running along Hatherton Street which are the first section of continuous lanes to be used in a central Walsall location.

New works are planned to improve the continuity of the route through the town centre.

Willenhall Area

The Cyclist Consultation Group identified a route to Willenhall in 1995 to tap into relatively high cycle usage in the Willenhall Area and connect this with Walsall Town Centre via the most cycle friendly crossing over the M6 avoiding junction 10. This route provides a quieter link through Birchills, Reedswood and Bentley, utilising both the highway and in parts, off road sections. As the route enters Willenhall it utilises the site of a former rail line through to Willenhall Memorial Park.

The link through to Willenhall is predominantly off road, but does provide close links to the Town Centre and Willenhall Business Park both of which are immediately adjacent to the cycle route. New works are also being undertaken on an improved cycle friendly link through the Park. This will offer a continuous and much sought after safer route for commuters coming into Walsall from Wolverhampton and will also give those trying cycling for the first time the opportunity to do so in a safe environment. Cycle parking is to be installed at several sites in Memorial Park.

These routes straddle the boundary with Wolverhampton MBC and a new link through to Wednesfield is under construction that links the 2 Boroughs. There are two links from this route into Wolverhampton, one links to Neachells Lane and follows quieter roads through the Moose Lane housing estate, the other links to recent improvements carried out in Wolverhampton along the Wednesfield Way and creates an alternative access into Wednesfield Way and creates an alternative access into Wednesfield, along the line of the former rail way, through Fibbersley Nature Reserve. Crossing Moose lane the route enters Memorial Park. New works are also being undertaken on an improved cycle friendly link route through the park.

Bloxwich Area

This area currently has no dedicated cycle infrastructure apart from the bus showcase route to Walsall. There are short sections of cycleway on side roads adjacent to the A34 High Street and at the junction of Barracks Lane with Well Lane, but these have been installed in order to retain cycle access where vehicle access has been restricted. Research suggests that there is latent demand for cycling in the area.

Many roads within the area are reasonably conducive to cycling being well aligned and lightly trafficked. Count survey data indicates that while cycling is not widespread on major roads it is more in evidence on quieter residential roads.

Cycle friendly measures that could be taken in the area such as cycle lanes advanced stop lines and cycle bypass lanes at road narrowings.

However the Bloxwich area is also served by the Wyrley and Essington Canal which winds its way from New Invention in Willenhall, through to Bloxwich, Blakenall and Goscote before heading towards Pelsall and Brownhills, linking with the National Cycle Route. Some sections of the canal towpath and access points have been improved over the last 10 years particularly in Goscote and the council is working with its partners and funding agencies to identify funds to complete this section of the canal.

Darlaston Area

There are many quiet side roads that can be utilised by cyclists but advanced stop lines and advisory cycle lanes will be useful on many of the main routes.

A detailed route investigation is needed on developing a safer on highway route into Walsall and the main local cycle network routes in the area. An excellent route along the Walsall and Bentley canal provides a useful utility and leisure link directly into Walsall town Centre. Further links from Darlaston on the canal route are needed.

Aldridge Area

There are many routes in this area that offer potential for leisure riding as the area includes tourist attractions such as Barr Beacon, which makes a great destination for a cycle ride.

A safer route to Aldridge via the Mellish Road has been an aspiration of the CCG for many years. This route will need further investigation and a detailed appraisal of works needed at the junction of Bosty Lane and Walsall Road.

There is a quality off road opportunity from Walsall town Centre out to the Butts using quieter roads in the Mellish Road area (south of it) and across through Stencils Road and through Park Lime Pits. The whole of this route is still awaiting detailed investigation.

Circular route around Barr Beacon and the Rushall and Daw End Branch Canals - A potential leisure route in this area takes in Barr Beacon the highest point in Walsall (227m) and the waterway that lies in the valley to the west. The route does use the busier roads around the Beacon but nearly half of it is off road.

Leisure route from Aldridge to Shenstone and surrounding Countryside - As part of the countryside area profile east of Aldridge the potential for a further leisure route has been identified by countryside services. The route would follow quiet lanes and upgraded local public footpaths. A special crossing facility such as a pedestrian refuge would be needed to cross the Chester Road.

This route offers great potential for those wishing to escape to the countryside beyond Aldridge.

Brownhills Area

The Brownhills area is well served by the National Cycle Route. The route cuts from Chasewater follows black path (to be improved) and joins Pelsall under the Lichfield Road. A new toucan crossing will help cyclists cross Chester Road North.

Other proposals in the area such as the new Health Centre will provide additional sections of infrastructure that will be useful for some trips. Brownhills District Centre is relatively accessible by bike from the surrounding area but in addition a network of green ways will be created for cyclists following the Wyrley and Essington canal and Rushall canal. Any new transport infrastructure will include measures to help pedestrians.

The canal network plays an important role in the Brownhills area as it provides a circuit around the district but links to a number of key areas including the Town Centre, four industrial areas and a number of residential estates. It also forms a section of the National Cycle Route (5) and offers links to South Staffordshire and Chasewater.

Because of its importance strategically, the Council has worked for a number of years with its key partners, and in particular British Waterways to develop this network with the improvements of towpaths and the access points along its route. Nearly half of the Brownhills Greenway Network has been improved and the council has developed a number of funding bids with Advantage West Midlands and the European Regional Development Fund (Cannock Strategic Partnership) in an attempt to complete this network.

Policy CS2: Use of Canal Tow Paths for Cycling

The Council will seek agreements with British Waterways to enable all canal towpaths to be used by cyclists.

Canals have played an important part of Walsall's history and as such there is a great opportunity to utilise this network to develop an extensive off road network for both cyclists and pedestrians catering for utility and leisure journeys.

The cycle route from Walsall to Darlaston, utilising the canal towpath network, shows how a high quality facility can be rejuvenated and provide a realistic alternative to the motor vehicle for journeys.

The route begins in Walsall town centre, directly in the shadow of the New Art Gallery and forms a key part of the prestigious waterfront development site, which is currently taking place. The route of the canal passes near to Walsall Manor Hospital as it leads to Pleck and beyond there links to the former IMI works near the M6 which is another major site to be developed. The route crosses under the motorway and leads directly through the centre of Darlaston Strategic Development Area, another major development site, as it heads to Darlaston. These development sites will benefit from an existing cycle route passing through them, as it will provide potential employees with a direct means of access from the adjacent residential areas.

From Darlaston Town Centre the cycle route heads towards Moxley, passing yet another major development site at Moxley Tip, running parallel with the Black Country Route and heads towards Tipton. There are a large number of access points on to the canal, which allows short journeys or it is possible cycle along the entire route.

Part 2 Promotion, Integration and Consultation

Policy CS3: Funding

The Council will seek to identify the necessary funding sources for cycling and will attempt to establish adequate budgets to deliver the objectives.

Cycling has a role to play in many kinds of travel: commuting to work or school, shopping and for a wide variety of leisure trips. Funding for the construction of such a diverse cycle network will need to come from many sources and extend beyond funding associated purely with transport infrastructure.

Construction of pieces of the network should be incorporated as an integral part of new projects/developments taking place across the Borough and partnerships with local organisations such as the Primary Care Trusts and local business will be very important.

Funding from the Local Transport Plan will only result in partial coverage of the network and so it is important that whenever an appropriate and reasonable situation arises in respect of new developments the opportunity to secure improvements for cyclists is not missed. The needs of cyclists should be taken into account in all road improvement schemes.

Cycling should be a key consideration in the development of all new highway schemes such as bus showcase, junction improvements and traffic claming. This would ensure maximum opportunities to build sections of the emerging network are taken and any 'missing links' and connector routes are built.

The main potential sources for funding include:-

- Local Transport Plan.
- New Opportunities Fund.
- Neighbourhood Renewal Fund.
- European Regional Development Fund.
- Landfill Tax.
- Advantage West Midlands – Regeneration Zone and Land Reclamation Programmes.
- Lottery funds.

Policy CS4: Promotion

As resources permit, the Council will undertake an enhanced programme of publicity to promote cycling to the public.

In addition to creating cycle friendly infrastructure, a sustained campaign of promotion and supporting activities will be undertaken to promote cycling. It is important that cycling is seen as a normal everyday activity for short trips. Changing attitudes is an essential ingredient in encouraging greater cycle use.

Current promotional activities include:-

- National Bike Week Initiative - Bikers Breakfast.
- Publicity of cycle routes including a cycle map of the Borough and the National Cycle Network Map.
- Encouraging cycling initiatives in Green Travel Plans through the Company TravelWise scheme.
- Road safety campaigns such as those to promote speed reduction, discourage careless parking, driver responsibility towards cyclists and drink driving.
- Ensuring that any literature that promotes facilities or events in Walsall highlight the location of the nearest cycle route as a mode of travel and utilise other partners' publications to promote the network where appropriate.

Policy CS5: Integration

The Council will ensure that cycle integration is fully considered as part of the design and implementation of any public transport integration schemes.

Integration should include provision of high quality links from public transport interchanges to the cycle network, the provision of adequate secure parking at railway and bus stations and the convenient carriage of cycles on trains. Cyclists should be permitted where possible to use all bus lanes and other priority measures.

Cyclists can use virtually all bus lanes in the West Midlands and provision for cyclists will be integrated into further bus showcase route developments.

Centro has commissioned 'Design guidelines ' which will set out best practice with respect to the integration of transport modes at public transport interchanges, integration of facilities within the wider transport network, and integration of facilities within the urban environment. Centro is committed to working in partnership with the West Midlands authorities to implement safe routes to stations.

Policy CS6: Consultation

The Council will ensure that its programme of highway schemes and cycling infrastructure proposals are supported by regular consultation with the Borough's Cycling Consultative Group.

Consultation will include meetings with the Cycling Consultative Group, a multi agency interest group made up of local cyclists, the CTC, representatives from the Primary Care Trust and Business Community and officers of the council. This group will give regular feedback and advice on cycling issues through informal meetings and correspondence with local cyclists and cycling organisations and questionnaire surveys when appropriate.

Policy CS7: Cycle Friendly Employer

As resources permit, the Council will continue with its programme of cycle friendly employer initiatives in order to ensure that the Council sets an example to other employers

The Council is ideally placed to encourage a positive change of attitude towards cycling among its workforce. As one of the major employers in the Borough the implementation of a Cycle Friendly Employer Scheme is vital for employees and as an example of good practice for other local firms.

A staff travel survey (Walsall MBC) shows that 73.4% of staff travel to work by unsustainable forms of transport. The Council is building on its existing facilities to encourage more staff to cycle to work.

Facilities currently in place for employees at the Civic Centre to encourage more cycling include:-

- Secure cycle parking.
- A shower facility.
- Loan bikes for use on Council business.
- Cycle mileage allowance scheme.
- Cycle assisted purchase scheme.

Policy CS8: Monitoring and Prioritisation

The Council will regularly monitor the cycle flows across the Borough in order to ensure that cycle infrastructure improvements are made in the most appropriate areas.

In order to prioritise the implementation of the cycle network a system of ranking the different routes is proposed. The framework for this purpose is shown in Appendix 5, and this will be utilised in making future decisions about funding.

This prioritisation is necessary to ensure that the most important parts of the network are constructed in line with the priorities rather than choosing easier elements purely to develop cycle routes per se. It also enables comparisons to be made between routes of different characteristics.

Part 3 Standards and Policies

To deliver this Strategy, the Council will adopt the following principles and standards for the design of cycling facilities and the encouragement of cycling on and off the highway network.

Policy CS9: Design Principles

The Council will aim to make all cycle routes as direct as possible and easy to follow, keeping in mind safety, attractiveness and comfort.

Most cycle journeys in the UK are for utility rather than leisure purposes - to work, to places of education or to the shops. Fast, direct routes that are convenient and safe are of great importance to the daily cyclist. One of the primary objectives of the National Cycling Strategy is therefore to encourage and enable planning and highway authorities to create a cycle-friendly infrastructure. That means a road network, supplemented by cycle routes, which enables people to reach all destinations safely and conveniently by cycle. Cycling facilities also need to be attractive to new cyclists.

Most cycling takes place on the road and this will continue to be the case, so it is essential that the road network is made suitable for cycling. Segregated cycle routes and networks will play an important role in some areas, but they will be of limited use if cyclists are unable to use ordinary roads freely. There will be an increased role for traffic management on our highway network, including such measures as bus/cycle priorities, traffic calming, safety schemes, and new technology to give information and enforce regulations.

Traffic management and related highway engineering offer enormous potential to improve cycling conditions. Obvious examples of cycle-friendly traffic management measures include:

- Advanced stop lines for cyclists at traffic signals.
- One-way streets with contra-flow cycle lanes.
- Road closures with gaps for cyclists.
- Extensive networks of bus and cycle lanes.

However, if we do not explicitly plan for cyclists, traffic management can make cycling conditions worse, endangering cyclists and discouraging people from cycling.

On the whole, creating a cycle-friendly infrastructure does not demand either complex or expensive traffic management measures. Instead, some significant changes in thinking, attitudes and priorities are needed in the way that we manage our roads.

Policy CS10: Design Standards

As resources permit, the Council will ensure that route networks achieve high standards of design following wherever possible the five criteria as recommended by the IHT/DfT/CTC publication 'Cycle Friendly infrastructure'.

Broadly speaking, cyclists can mix safely with traffic at speeds below 20 miles/h. They can also mix safely with traffic at speeds between 20 miles/h and 30 miles/h unless there are significant numbers of HGVs or child cyclists. Additional lane width is desirable where traffic flows are heavy. Where traffic speeds are between 30 miles/h and 40 miles/h, some form of segregation or additional lane width is preferable. Above 40 miles/h, segregation is necessary for the majority of cyclists. However, it must be stressed that local circumstances, such as parking, lane widths and junctions, are crucial and that consideration should always first be given to reducing motor vehicle speeds.

Cycle tracks and shared-use paths remove cyclists from hostile traffic conditions on the links and provide a higher degree of comfort than cycle lanes. They are most useful where traffic volumes or speeds are high and on routes used by HGVs, particularly rural major roads with few interruptions or junctions. They are popularly demanded by people when asked what they would like to see provided to encourage cycling. However, they require more land than mixed use or cycle lanes; they require additional sweeping; it can be difficult to provide route continuity at side roads and segregation at junctions. There can also be safety problems for cyclists, particularly at side roads. A high standard of design, construction and maintenance is required to achieve a safe and well-used facility.

Policy CS11: Shared Use Paths

The Council will aim to reduce any possible conflict and the perception of conflict between cyclists and pedestrians.

Although the numbers of reported accidents between cyclists and pedestrians is low, footway cycling is widespread and there is a strong feeling of conflict between pedestrians and cyclists. We will aim to reduce conflict by promoting considerate cycling and adhering to national design guide.

Wherever possible space for cyclists is taken from the carriageway rather than the footway. Special provisions will be made to provide facilities for cyclists in situations where they may resort to using the footway, such as contra-flow cycle lanes on one-way streets and exemptions for cyclists at banned turns and road closures. Routes shared with pedestrians are only implemented when other facilities have been considered and care is taken to provide segregation.

Policy CS12: Cycle Audits

The Council will ensure all transport scheme designs allow for and encourage cycling through the use of Cycle Audits for all schemes.

It is important that we recognise that new highway and traffic management schemes do not inadvertently worsen conditions for cyclists and, indeed, wherever possible they make positive improvements. In order to achieve this, schemes will be subject to Cycle Audits in line with the IHT Guidelines

Cycle Audit is a systematic process, applied to planned changes to the transport network, which is designed to ensure that opportunities to encourage cycling are considered comprehensively and that cycling conditions are not inadvertently made worse.

Cycle Audits are not a resource-hungry activity. They can be applied efficiently at different stages of the design process. Depending upon the complexity of the scheme, the audit (including a report of

recommendations) at detailed design stage can typically take about one person day.

We should not need to have to subject the same highway, traffic management or environmental scheme to a series of separate audits. Cycling and pedestrian audits, both of which seek to encourage sustainable travel, can usually be undertaken together by the same person(s). However, safety audits, which focus on the impact of a scheme on the safety of all road users, should remain a separate activity, undertaken after the cycling and pedestrian audit.

Policy CS13: Planning Controls

The Council will seek to ensure that land use planning policies and planning decisions allow for and encourage cycling.

The use of planning policies to improve facilities for cyclists and to assist in the provision of cycle parking facilities is an essential part of this strategy. The current review of the Unitary Development Plan will greatly assist with this policy. The use of planning gain and commuted payments to improve the transport infrastructure to aid cyclists will also be an important source of funding for cycle-friendly infrastructure.

Policy CS14: Maintenance

As resources permit, the Council will undertake prompt surface sweeping and maintenance on designated cycle routes.

We recognise that good maintenance of cycle routes is essential if we are to encourage increased cycle use. There are a number of areas that need to be improved, including sweeping, landscape growth and surfacing. The surface conditions will tend to affect cyclists to a far greater extent than motorists and can result in a safety hazard for cyclists. We will aim to maintain cycle routes at a high standard, subject to the availability of resources and the prioritisation of the use of maintenance funds, with priority being given to:

- Sweeping – appropriate intervals for sweeping are important, broken glass or other debris is the most frequent problem. This can cause danger to cyclists when trying to avoid it or be an inconvenience when they have to find an alternative route or stop to mend a puncture. The Routine maintenance schedule will ensure that cycle routes are swept 3 times a year.
- Landscape growth – appropriate landscape maintenance is required to ensure that shrubs, brambles and branches do not protrude into the cycle way and also that adequate sight lines are maintained. The Routine maintenance schedule will ensure that at least 3 times a year a flail of the vegetation will take place. This will be at least a 1-metre strip either side of the cycle route.
- Surfacing – uneven surfaces can affect the balance and stability of bikes. The problems include potholes, sunk or raised gullies, inspection covers and inadequately dropped kerbs. Appropriate remedial works will be needed where the above pose a problem for cyclists. Where coloured surfacing has been used to demarcate a cycle lane the reinstatement should be in similar materials and colour. The Council will endeavour to repair potholes within 24 hours as part of the normal highway maintenance programme.

- Carriageways - many cycle routes will use the road space adjacent to the kerb, which means that cyclists are constrained to the inner third of the road, where there is a high amount of damage from heavy goods vehicles etc. Consequently greater emphasis will need to be given to the quality of road surface in this area.
- Defects- Checking for defects can be onerous and the assistance of local cyclists should be encouraged to report defects.

Policy CS15: Cycle Parking

The Council will ensure that adequate cycle parking is provided according to the standards set out in this strategy.

The Standards, which are shown in Appendix 4, form the basis of the UDP's cycling accessibility standards. Parking should be provided at retail centres, public transport interchanges, leisure facilities and other major journey attractors. Wherever possible, employers will be encouraged to provide workplace cycle parking.

Many potential cyclists are deterred from riding a bicycle through fear of having their bikes stolen. However, carefully planned provision of secure parking facilities can do much to encourage new users and make existing cyclists more confident about leaving their bicycles.

The level of cycle parking provision needed depends upon the type of development. There are suggested minimum levels of provision for different locations. For retail, commercial and industrial premises as well as entertainment sites it is recommended that one cycle parking place to be provided for every 10 parking spaces. This has now been endorsed by the Council with the proviso that some developments (e.g. Retail) may need less and appropriate variations can be made case by case.

Facilities for cycle parking in new developments and re-developments should be in line with the Government's planning guidance (PPG 13). It states that authorities should encourage the provision of secure cycle parking at public transport interchanges, including railway stations and park and ride facilities to increase the opportunities to use cycles in conjunction with public transport and car sharing.

Cycle parking should also provide security for bikes, convenience for the cyclist and an indication to the public that cyclists are welcomed. To this end, cycle parking should be provided in prominent sites close to entrances of public places and the like, rather than on left over plots at the rear. The parking should be in view of the building entrance so that it benefits from casual, as well as formal, surveillance.

Appendix 1 Walsall Cycling Action Plan (WCAP)

This Action Plan collects together the outputs i.e. actions to be undertaken by the Council to put into effect the Cycling Strategy. The Action Plan is challenging but realistic, recognising inevitable pressures on staff time and budgetary constraints. It is intended that pedestrians will as soon as possible begin to see the benefits of this Strategy, so 'quick wins' will be implemented where possible. The programme is dependent on sufficient resources, and to take advantage of external funding opportunities, certain programmes may be accelerated and others postponed.

Within 1 year (by April 2004)

Policy	Action	By Whom
WCAP1	Publish Walsall Cycling Strategy as Council policy.	
WCAP2	Complete Walsall section of route 5 the National Cycle Network.	
WCAP3	Set up a Local Access Forum	
WCAP4	Work in partnership with British Waterways to develop a Canals Strategy for the borough with provision for cyclists.	
WCAP5	Identify key locations for cycle parking in Walsall town centre and district centres.	
WCAP6	Develop maintenance agreement with Streetcare for all cycle routes.	

Within 2 years (by April 2005)

Policy	Action	By Whom
WCAP7	Identify key routes from local centres to district centres and implement at least 2 routes	
WCAP8	Identify sites for cycle parking in all District Centres	
WCAP9	Develop leisure cycle routes and produce promotional leaflets	
WCAP10	Produce another cycle map (fourth edition)	

Within 4 years (by April 2007)

Policy	Action	By Whom
WCAP11	Identify links from District Centres to local centres. e.g. Willenhall to Short Heath	
WCAP12	Review local provision of cycle parking	
WCAP13	Produce (internet and paper) cycle maps of local and district centres	
WCAP14	Review Walsall cycling strategy	

Appendix 2 Progress to Date

- Produced a cycle map of the Borough with the support of the Health Authority and local cycle dealers.
- Introduced new and improved cycle parking in district centres, libraries, several public buildings and leisure centres.
- Constructed the Walsall-Willenhall Cycle route.
- Constructed a section of the National Cycle Route through Walsall.
- Appointed an Artist to work with communities along the Millennium Cycle route to make pieces of public Art.
- Undertaken Safer Routes projects at Manor Farm Community School, Sneyd, Willenhall, Joseph Leckie and Brownhills. Provided secure cycle storage at more than 12 schools. Supported bicycle user Groups (BUG'S) in schools to identify further improvements for young cyclists.
- Organised promotional events to celebrate National Bike Week.
- Pursued the principle of cycling in Parks - cycling now permitted in the Arboretum/ Reedswood/ Willenhall Memorial park.
- Introduced cycle mileage allowance for Council business trips.
- Provided secure parking and a shower for officers cycling to work.
- Supported and developed the Cyclists Consultation Group – a multi-agency and interest group.
- Established cycle parking standards for new developments.
- Introduced advance stop lines for cyclists at traffic signal controlled junctions.
- Remodelled a number of road closures opened enabling easier access for cyclists.
- Completed the Walsall - Darlaston canal cycle route.
- Completed towpath and access improvements as part of the Brownhills Greenway Network, with funding provided by Sustrans, Walsall MBC, AWM and British Waterways.
- Completed towpath and environmental improvements on the Bradley Canal Arm, Moxley, linking the former Bradley Locks in Wolverhampton with the Walsall Darlaston Canal, with funding from the Moxley Local Committee, AWM, British Waterways and WREN Landfill tax.
- Completed improvements to the canal network along Top Lock between Walsall and Reedswood with funding from City Challenge.
- Completed improvements to the Goscote Canal with funding provided as part of the Goscote Valley project. Further improvements are currently being discussed with

Goscote and Blakenall residents through the Neighbourhood Nature project.

- Completed a missing link between Reedswood and Goscote along the canal utilising SRB funds provided by Harden and Ryecroft Local Committees.
- Developed a new cycle route along the Ash Track next to Reedswood Park.
- Developed a Greenway around the Mossley Housing Estate, linking Sneyd school and the Staffordshire Way.
- Implemented a high quality cycle route across an area of public open space at Pouk Hill in the Bentley area which forms part of the Walsall to Willenhall route.

Appendix 3 Schedule of Works for 2003

PROJECT	JUSTIFICATION	CAPITAL FUNDING	PARTNERS	TIMETABLE
Improvements in Willenhall Memorial Park	Forms a link to the highway section of the Walsall to Wolverhampton route			To be completed by end of Feb 2003
Link to Lowry Close, Willenhall	Forms link to Wolverhampton	£33,000 from LTP		Route completion by end of March 2003
Toucan Conversion, Brownhills	National Cycle Network	£15,000		Implementation before Sept 2003
Sandwell St / Lysways Street Junction	National Cycle Network	£5,000		Implementation before Sept 2003
Darwall Street to Hatherton Street	National Cycle Network	£50,000	Planning Services	Design in 2003
Bridge Street	National Cycle Network	£15,000		Design in 2003
Lichfield Street to Freer Street	National Cycle Network	£25,000		Design in 2003
Upper Rushall Street	National Cycle Network	£3,500		Design in 2003
Hatherton Street Crossings	National Cycle Network	£5,000		Design in 2003
Brownhills Greenway Network (canal)	To continue the upgrading of this section of the Wyrley and Essington Canal around Brownhills	£177,425 (estimate)	AWM. British Waterways	On site Feb 2003
Rushall Canal	Rushall Canal to Park Hall ramped access	£127,455 (estimate)	AWM	
Wyrley and Essington Canal (Perry Hall Bridge to Willenhall)	Towpath and access improvements to a section of this canal	£146,288 (estimate)	AWM	On site Feb 2003
Willenhall Cycle Route (Newhall Street to Moose Lane)	Creation of a new section of cycle route through Willenhall park to Moose Lane to extend the existing Willenhall Cycle Route	£134,050 (estimate)	AWM	On site Feb 2003
This Schedule of Works will be updated annually as projects are completed and new schemes initiated				

Appendix 4 Cycling Parking Standards

For short and medium stay cycle parking in locations the Sheffield or Grippa stand should be sufficient. These are ideal at Town Centres, shopping centres, and entertainment centres, e.g. Cinemas, public buildings, health centres / hospitals, parks / leisure facilities, libraries / post offices.

Secure long stay cycle parking should be made available where the development attracts large numbers of cyclists especially commuters. The standards specify bike lockers for ease of reference but, as long as the ratio is maintained relative to car parking spaces, and is secure and attractively designed cycling accommodation can be in any format. The council will give appropriate guidance and help tailoring the cycling provision in individual circumstances. Showers and changing facilities are also essential for employers who wish to cycle to work and the provision of such facilities should reflect the potential number of users.

TYPE OF LAND USE	STANDARD	ABSOLUTE MINIMUM
Retail Developments		
Food and convenience goods shops	1 bike stand for every 20 car park spaces	2 bike stands
Other shops	1 bike stand for every 20 car park spaces	2 bike stands.
Hot food takeaways	1 bike stand for every 5 car park spaces	2 bike stands
Garages and vehicle repair workshops	1 bike stand for every 10 car park spaces	2 bike stands
Car showrooms	1 bike stand for every 10 car park spaces	2 bike stands
Industrial and Commercial Developments		
Offices	1 bike locker or other appropriate secure cycle shelter for every 10 car parking space	
General industry	1 bike locker or other appropriate secure cycle shelter for every 10 car parking space	
Health and Educational Facilities		
Hospitals	1 bike locker or other appropriate secure cycle shelter for every 10 car parking spaces	
Health centres and surgeries	1 bike stand for every 10 car parking spaces	2 bike stands
Schools	4 bike lockers or other appropriate secure cycle shelter for every car parking space	
Colleges	1 bike locker or appropriate secure cycle shelter for every car park space	
Other community facilities e.g. libraries	1 bike stand for every car park space	

TYPE OF LAND USE	STANDARD	ABSOLUTE MINIMUM
Leisure and Recreation Developments		
Cinemas and conference facilities	1 bike stand for every car park space	
Sports halls, swimming pools	1 bike stand for every car parking space	
Health and fitness clubs	1 bike stand for every car park space	
Stadia	1 bike stand for every 10 parking spaces	
Other outdoor sports pitches	15 bike stands per pitch	
Hotels and guest houses	1 bike stand for every 10 car park spaces	2 bike stands
Golf clubs	1 bike stand for every 10 car park spaces	

Appendix 5 Route Assessment Methodology

A system of monitoring will be put in place to monitor the progress of the strategy.

Monitoring will include:-

- Recording of cyclists as standard procedure in all traffic counts. This will help to establish baseline levels of cycling in Walsall and subsequently to monitor the effects on usage of pursuing cycle friendly policies (infrastructure and promotion).
- Obtaining information on accidents involving cyclists from all relevant sources.
- Regularly consulting with the Cycling Consultation Group and other interested agencies to monitor progress towards reaching the proposed targets.
- Monitoring of cycle flows for the first three years before (where possible) and three years after implementation of measures to facilitate cycling.
- Monitoring of cycle training schemes.
- Success and suitability of facilities will be measured through feedback from users.

Factor	Points Score	Points Range	Description
Existing Usage (Cycle Flow AM Peak)			
Commuter Route			
School / Link to Further Education			
Recreation Route / Access to Countryside			
Community Benefit / Shopping / Leisure Centres			
Link to Existing Route (NCN)			
Links – Fills a gap in network			
Potential to increase numbers of cyclists			
Existing Accidents			
Traffic Speeds			

- This system will be applied to the individual route segments making up the cycle network.
- A scoring system will be applied to proposed sections of the cycle network to establish priorities.
- The maximum possible score will be 50 when all factors are added together. This total gives an indication of scheme priority, a high score shows the route is a good candidate for implementation and a low score gives the opposite indication.

- Each piece of the network will be considered on its own merit. Not all the design options will be possible in all locations. Dedicated cycle facilities maybe the solution in one instance, traffic restraint and speed reduction in another.
- In all cases, a specific and detailed consideration of cyclist's needs will be undertaken.