



Hampshire County Council Cycling Strategy

September 2015

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1. Introduction

1.1. The purpose of this strategy

The Hampshire Cycling Strategy has been prepared by Hampshire County Council to accompany the Hampshire Local Transport Plan (LTP). The strategy covers the period to 2025 and has been developed with four key aims:

1. To provide a clear statement on Hampshire County Council's overall aspirations for cycling in the short, medium and long term;
2. To provide a strategic framework to support the planning and development of cycling measures with local partners including District Councils;
3. To provide a means to prioritise available funding for cycling to the best value for money investments; and
4. To support the County Council in attracting new investment from funding partners for cycling and other associated sustainable transport measures.

1.2. Background

The national picture

Across the United Kingdom, general interest in cycling has grown in recent years. With the unprecedented achievements of British cyclists on a global stage, such as at the 2012 London Olympic Games and at the Tour de France, generations, both young and old, have been inspired to learn to cycle, to cycle more, or to reacquaint themselves with cycling.

As cycling has captured the public's interest, so too has it risen in prominence as a potential solution to the travel problems increasingly faced in and around towns and cities, as a leisure activity and as a means to increase daily physical activity. It is estimated that over 40% of all UK residents have access to a bike, but at present cycling nationally only accounts for around 2% of all trips. When compared with Germany and in the Netherlands, where figures of 14% and one third of trips have been achieved respectively, it is clear that the potential role of cycling as a means of travel is as yet unrealised.

Across the UK, an understanding is growing of how lessons learned from other countries in making cycling a popular travel choice could be applied within the UK and interest in innovative or pioneering local cycling measures is growing. Bold initiatives such as London's cycle hire ('Boris Bike') and Cycle Superhighway schemes have attracted most publicity, but quieter revolutions aimed at significantly increasing daily cycling activity and backed by significant support from National Government, are underway in other towns and cities across the country (including Brighton, Leeds, Bournemouth and Bristol).

Cycling in Hampshire

Hampshire has considerable potential for cycling to become a daily means of travel for a significant proportion of residents and an attractive travel choice for visitors. The existing cycle network provides over 750 miles of off-road and urban cycle paths which along with quiet rural roads and open countryside combine to provide an attractive environment for cycling. There are also a growing number of dedicated facilities to support a range of cycle sports.

Hampshire covers a geographically diverse landscape with distinct localities and this is currently reflected in the levels of cycling undertaken regularly in different parts of the county. Significant resources have recently been committed to cycling and related initiatives by the County Council, supported by funding successfully secured, for example through the Government’s Local Sustainable Transport Fund (LSTF). These have sought to enable and encourage more people to use sustainable travel within the main towns across south Hampshire and within the two national parks.

1.3. The policy context

Encouraging cycling is a key theme within the [Hampshire Local Transport Plan \(2011-2031\)](#) where Policy 12 seeks investment *“in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being”*. Cycling supports many policy agendas including public health, economic development, tourism and the environment.

Cycling is a key means of accessing growth areas across the county, reflecting the priorities for infrastructure as set out in the Strategic Economic Plans of the [Solent Local Enterprise Partnership](#) and the [Enterprise M3 Local Enterprise Partnership](#).

Provision for off-road cycle access is also key to the emerging [Hampshire Countryside Access Plan 2015-2025](#).

Cycling has the potential to support a wide range of the priorities set within the [County Council’s Corporate Strategy](#), as presented in: Table 1-1.

Table 1-1 How cycling can support Hampshire County Council’s corporate priorities

Theme	Priority	Supporting cycling measures
Health and wellbeing	Ensure children and young people thrive and achieve their full potential	<ul style="list-style-type: none"> Promote cycling as a means to increase physical activity and independence in these groups
	Promote and support healthy choices for all, reducing the difference between those with the best and worst health	<ul style="list-style-type: none"> Promote cycling as part of a healthy lifestyle for all age groups (including targeting those people with currently low activity levels)
	Help people to manage their health conditions, giving them choice, maintaining their independence and reducing the risks of social exclusion	<ul style="list-style-type: none"> Promote awareness and understanding amongst health professionals and individuals of how cycling can increase physical activity
Economy	Develop the infrastructure and services required for economic, transport and housing growth; and promote a globally competitive environment for investment in the county.	<ul style="list-style-type: none"> Ensure new developments promote access by cycling as an alternative to motorised traffic Improve cycle access to support tourism, including in rural areas.

Theme	Priority	Supporting cycling measures
	Provide opportunities for all to develop the skills needed to play a full part in Hampshire’s economic success.	<ul style="list-style-type: none"> • Enable everyone to reach education and training opportunities by cycling.
	Conserve and use natural resources more efficiently, protecting Hampshire’s environment and quality of life.	<ul style="list-style-type: none"> • Promote cycling as an environmentally low-impact form of daily travel.
Communities	Ensure that community and customer feedback, together with information about levels of need are used to plan and deliver services.	<ul style="list-style-type: none"> • Ensure funding and improvements are prioritised based on need and that customer feedback is considered in planning and delivery processes.
	Work with communities to find the local solutions that work best, giving more control over local services to communities where appropriate.	<ul style="list-style-type: none"> • Engage communities and involve local partners in the planning and management of cycle routes and facilities and the promotion of cycling.
	Improve access to all County Council services.	<ul style="list-style-type: none"> • Provide residents with access to Council materials and resources to support cycling
	Help residents to feel safe and be safe both on the road and where they park their bikes. This will be done by working with partners to reduce crime and anti-social behaviour.	<ul style="list-style-type: none"> • Improve the actual and perceived safety of cycling. • Advise on steps to reduce bicycle theft.
Efficiency	Redesign and implement new models of service delivery, ensuring that resources are targeted to where they are needed most.	<ul style="list-style-type: none"> • Identify and target those groups who are most likely to cycle more regularly or would benefit most from increased physical activity • Review the effectiveness of cycling interventions/ initiatives on cycling take up
	Generate more income from selling and sharing services with other public sector organisations, becoming more business-like in the process.	<ul style="list-style-type: none"> • Work with partners in the public, private and third sectors to identify and secure alternative funding streams and resources to support cycling.
	Equip the Council’s staff with the right skills to manage change and deliver priorities.	<ul style="list-style-type: none"> • Ensure cycling improvements and services are informed by up-to-date best practice.

2. The vision for cycling in Hampshire

2.1. The vision

Our vision for cycling in Hampshire is that:

In 2025, cycling will be a convenient, safe, healthy, affordable and popular means of transportation and recreation within Hampshire

2.2. Challenges, objectives and opportunities

Meeting this vision will require significant challenges to be overcome, and an understanding of the existing situation and trends has highlighted five key challenges which are shown below and considered in greater detail in the discussion that follows. For each challenge a corresponding objective has been identified, to reflect both the objectives of the Local Transport Plan and the Council's wider priorities.

In addition to these five cycling objectives is an over-arching objective **to ensure that investment in cycling supports the best value for money to the Council.**

Challenge	Objective
1. Realising the unmet potential of cycling for daily trips	1. To make cycling a daily travel choice for more people
2. Protecting cyclists and changing perceptions of safety	2. To reduce cyclist casualties and safety concerns
3. Increasing levels of physical activity amongst children and adults	3. To encourage regular cycling as part of a healthy lifestyle
4. Making recreational cycling opportunities more accessible	4. To enable more people to enjoy Hampshire by cycling
5. Encouraging cycle event organisers to manage their events responsibly	5. To ensure an appropriate balance between the needs of all road users

Challenge 1 - Realising the unmet potential of cycling for daily trips

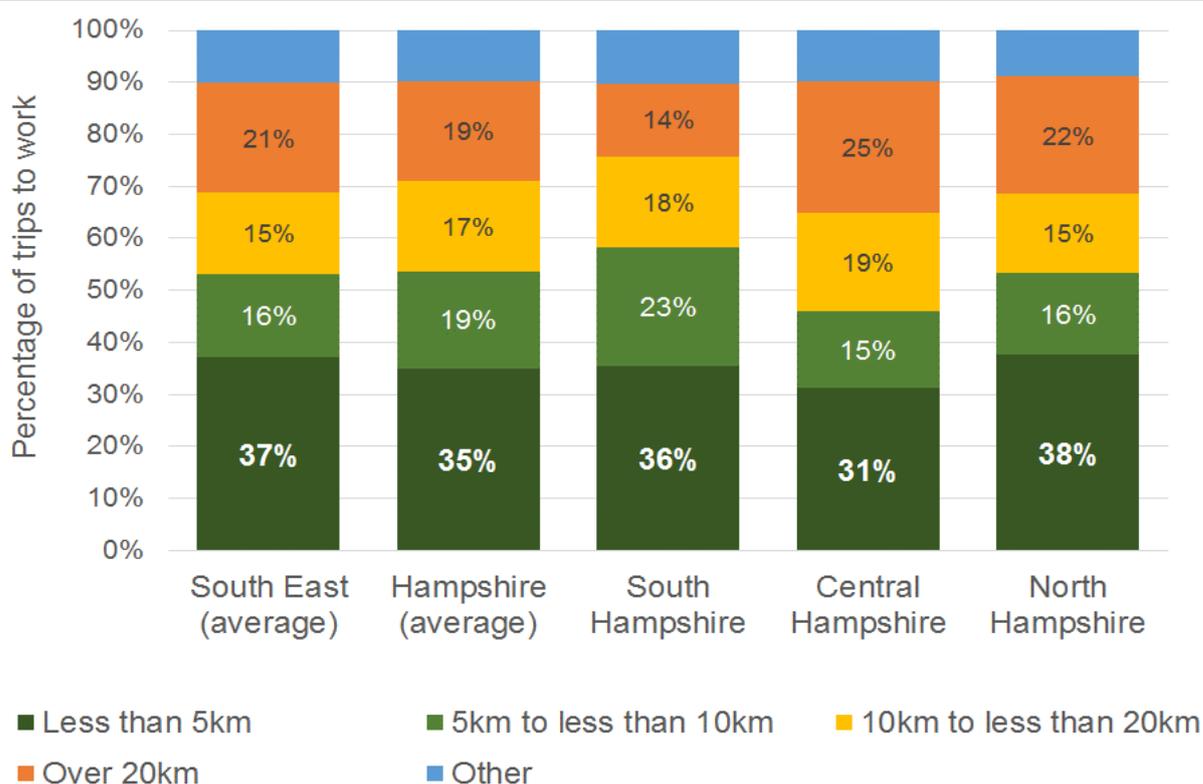
The challenge

Cycling can provide an efficient choice for many shorter trips. Across the county, approximately a third of all commuting trips are less than 5km (3.1 miles) in length which is typically considered a reasonable cycling distance, although at present fewer than 7% of these are made by cycling (Figures 1 and 2).

These levels, however, are by no means uniform across the districts within the county and vary significantly by area.¹ In Gosport, for instance where just below half of commuting trips are under 5km in length, over 1 in 6 are cycled (17%).

By contrast in Basingstoke and Deane or Rushmoor approximately 40% of commuting trips are under 5km in length only around 1 in 18 are cycled. This suggests that, in certain areas, there could be significant potential for growing cycling.

Figure 1 - Journey to work length by Hampshire area

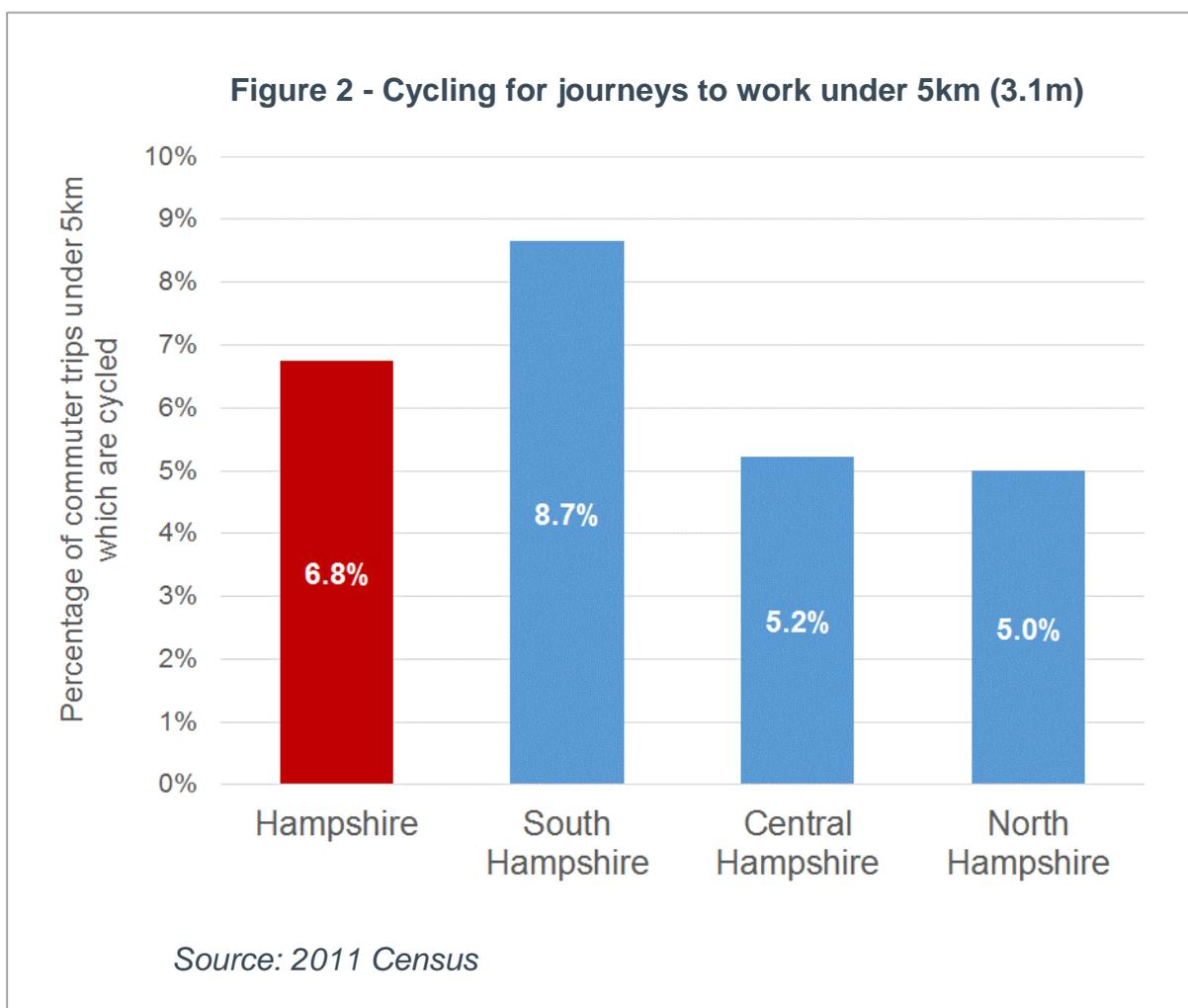


Source: 2011 Census

¹ The areas listed relate to those used for the LTP: South Hampshire comprises the districts of Eastleigh, Fareham, Gosport, Havant and New Forest; Central Hampshire comprises East Hampshire, Test Valley and Winchester; and North Hampshire comprises Basingstoke & Deane, Hart and Rushmoor.

The opportunities

- Better understanding why people choose to cycle / not to cycle will help to target resources more effectively;
- For those with a longer daily commute , there is the opportunity to consider whether cycling can form a part of their journey – for instance by cycling to or from their nearest railway station; and
- Planning the on-site and off-site facilities of new developments to maximise their cycling potential.



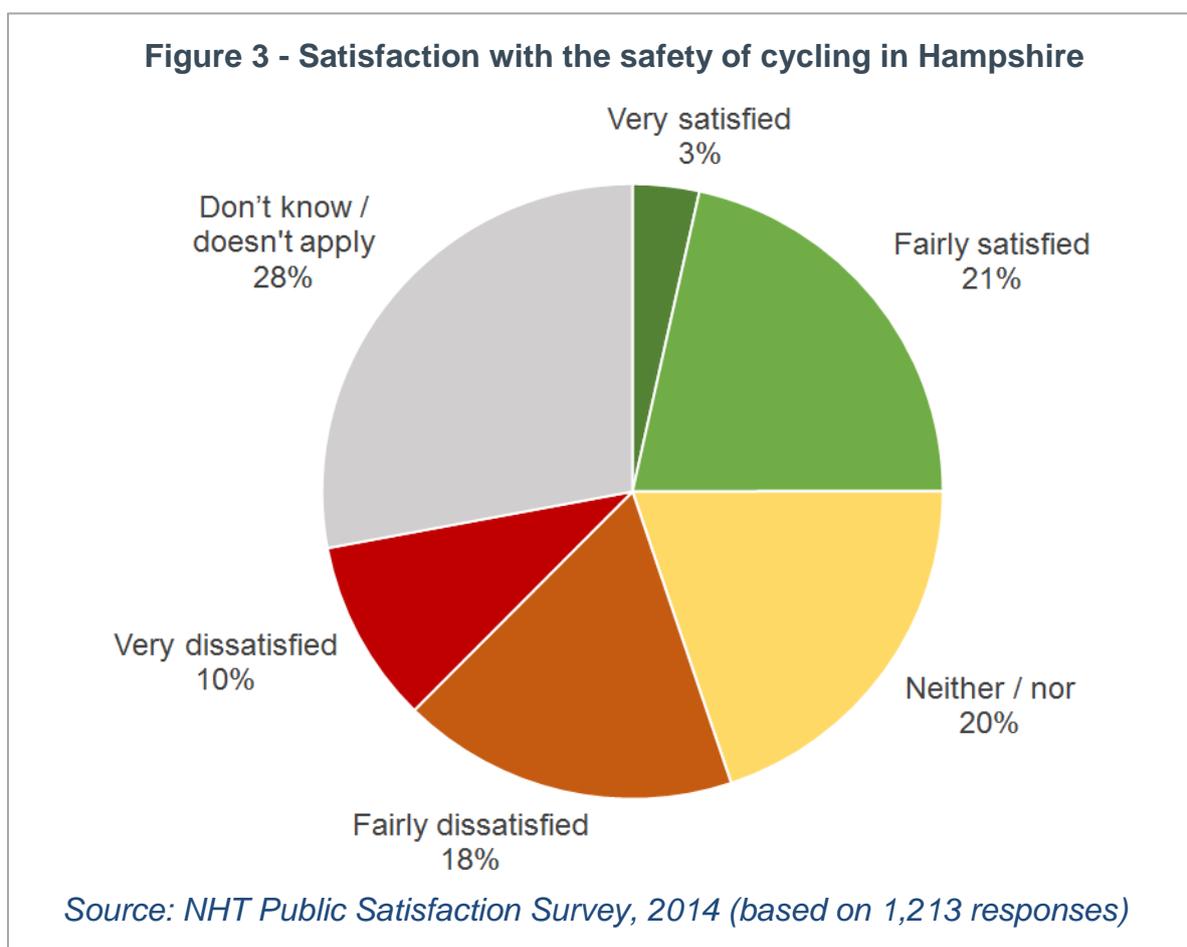
Challenge 2 – Protecting cyclists and changing perceptions of road safety

The challenge

For more people to be encouraged to see cycling on roads as a viable and attractive choice, the Council must help to ensure that it is recognised as a safe one.

Nationally the proportion of road traffic collisions involving cyclists is currently disproportionately high in relation to the proportion of trips which use this mode. Within Hampshire, around 13% of the casualties on our roads in 2012 were cyclists.

The perception of road safety is also vital in encouraging adults to cycle and in parents allowing their children to do so. Surveys of our residents (see Figure 3) show that while 24% of respondents were fairly or very satisfied with the safety of cycling, 28% were either fairly, or very dissatisfied.



The opportunities

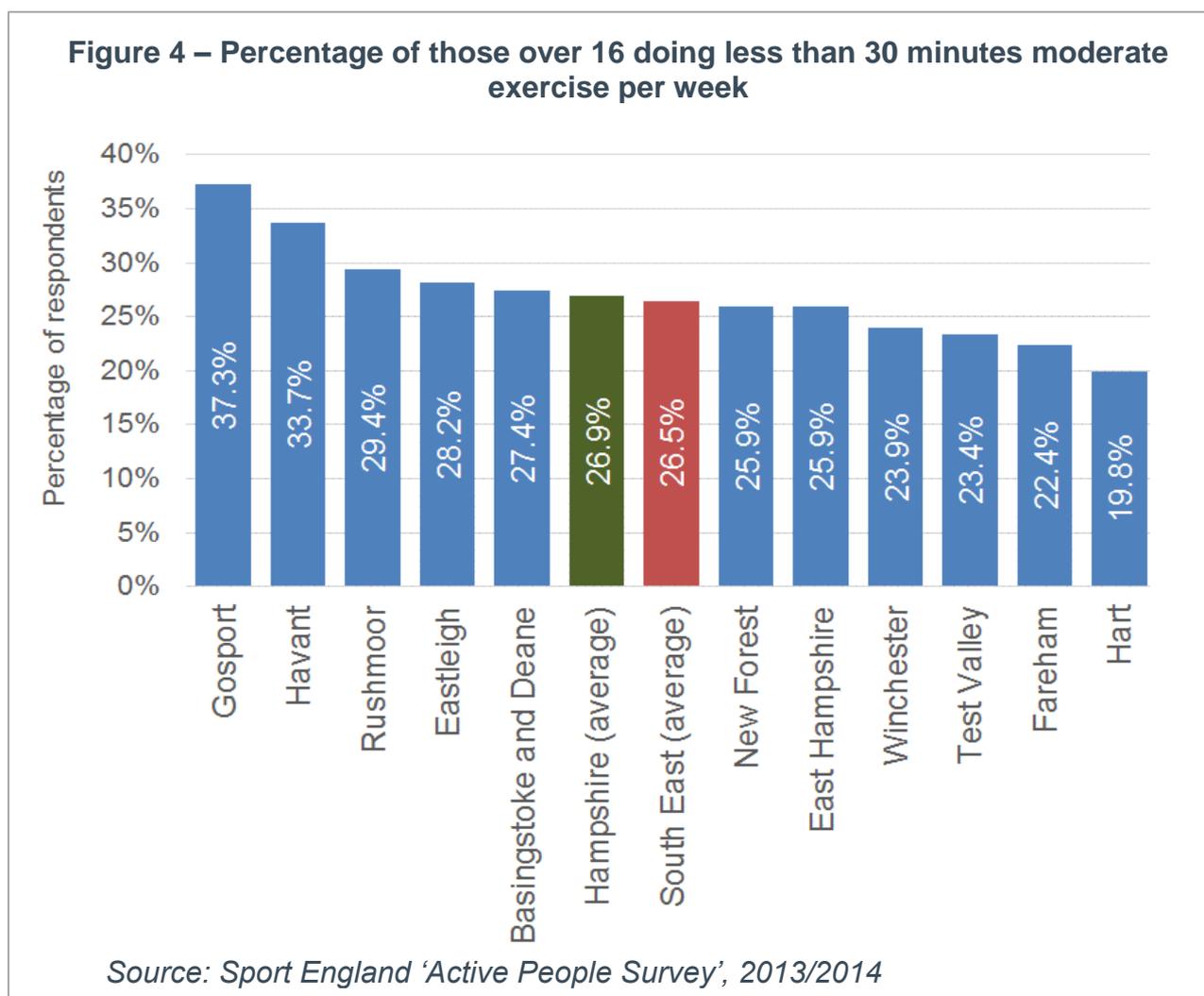
- Cyclists who have undergone training feel more confident and are better able to anticipate and manage potential dangers;
- Roads can be designed to reduce conflict between different types of road users; and
- Making drivers more aware of key dangers to cyclists and encouraging safer driving.

Challenge 3 - Increasing levels of physical activity, health and wellbeing

The challenge

Increasingly inactive lifestyles and rising levels of obesity in our population are issues of national concern. Physical inactivity is the fourth largest cause of disease and disability in the UK.

It is estimated that 65% of adults in Hampshire are either overweight or obese. We know that 1 in 4 10-11 year old children and 1 in 5 of 4-5 year olds in Hampshire are either overweight or obese.



The Chief Medical Officer recommends that adults should be doing 150 minutes per week of moderate activity, and it is estimated that 58% of adults achieve this. However, a significant proportion of adults are doing very little (Figure 4).

The wide ranging benefits of being active at all ages are well evidenced. Regular physical activity reduces the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, and musculoskeletal conditions. Even relatively small increases in physical activity are associated with some protection against chronic disease and can improve quality of life. Physical activity is also an important part of preventing and treating mental health problems, including depression. High-quality cycle infrastructure is particularly important for many in these groups.

The opportunities:

- Helping to make cycling an everyday activity within more people’s lives through targeted initiatives;
- Working with schools to help exercise, including walking and cycling, become a part of daily travel from a young age; and
- Improving access to recreational cycling opportunities.
- Support more schools to participate in initiatives to encourage cycling as a sport.

Challenge 4 – Making recreational cycling opportunities more accessible

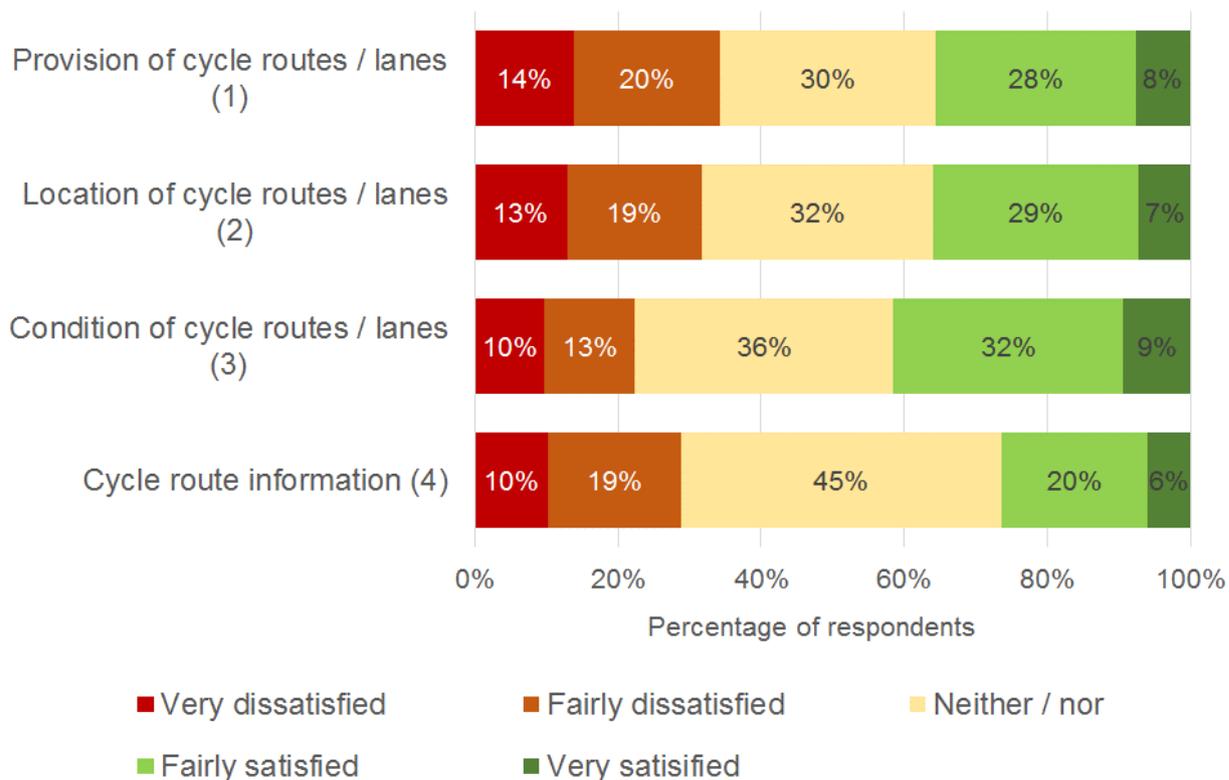
The challenge

Cycling can be an enjoyable recreational activity for those of all age groups, offering an opportunity to explore Hampshire’s towns and countryside and undertake physical exercise.

There are currently a range of on and off-road cycling opportunities, but there are presently a number of key issues which can be barriers to greater use, including:

- Gaps in on and off-road cycle routes which mean cyclists must negotiate busier roads, particularly when travelling to the countryside from urban areas;
- A lack of, or inconsistent availability of, high quality maps and information on routes.

Figure 5 - Satisfaction with cycle routes and information in Hampshire



Source: NHT Public Satisfaction Survey, 2014
 (Based on a sample size of (1) 871 respondents, (2) 856, (3) 818 and (4) 709)

Recent surveys undertaken for the County Council suggested that overall, more respondents were satisfied than not with Hampshire's cycle routes. But there is still notable dissatisfaction – particularly in relation to route provision, location and the information available (see Figure 5). The large number of people not expressing an opinion on route information also suggests a lack of awareness of existing materials.

The opportunities:

- Improving the quality of popular (and potentially popular) cycling routes; and
- Raising awareness of cycling opportunities and increasing the availability of high quality information.

Challenge 5 – Encouraging cycle event organisers to manage their events responsibly

The challenge

A growing interest in cycling in Hampshire should be welcomed for the wide range of benefits it can bring to individuals, potentially reducing pollution and boosting local economies.

The interest in cycling is very welcome, however large organised rides, cycling sportives and competitive events must be well managed to avoid tensions with local communities and other road users, particularly in popular areas such as the New Forest and South Downs national parks. Some important efforts have been made, for instance through the introduction of the New Forest Cycling Code and the New Forest Cycle Event Organisers' Charter.

The opportunities:

- Working with local partners to develop solutions most appropriate to their locality.
- Provide better guidance on the management and promotion for event organisers.

3. Our strategy

3.1. Our approach

3.1.1. Strategy themes

5 ‘**strategy themes**’ have been developed, to reflect the services provided by the County Council, in relation to cycling. These are:

- **Cycle infrastructure and facilities** – including the expansion and maintenance of cycle routes, cycle parking and cyclist facilities;
- **Cyclist skills and cycle safety** – including cycle training and road safety measures;
- **Promotion of cycling** – including marketing initiatives, maps and information and journey planning;
- **Recreational cycling** – including measures to promote cycling for exercise and cycle tourism; and
- **Sports cycling and events** – including cycle sports facilities and the management of cycle events.

The linkages between the objectives and the strategy themes are illustrated below:

Objective	Strategy theme				
	Cycle infrastructure and facilities	Cyclist skills and cycle safety	Promotion of cycling	Recreational cycling	Sports cycling and events
1. To make cycling a daily travel choice for more people	✓	✓	✓		
2. To reduce cyclist casualties and safety concerns	✓	✓	✓	✓	
3. To encourage regular cycling as part of a healthy lifestyle	✓	✓	✓	✓	✓
4. To enable more people to enjoy Hampshire by cycling	✓	✓	✓	✓	✓
5. To ensure an appropriate balance between the needs of all road users	✓	✓	✓	✓	✓

3.2. Strategy summary

Cycle infrastructure and facilities

Working with local partners and as funding will allow, the County Council will implement improvements to cycle routes, prioritised against the objectives of this strategy, with an emphasis on improving continuity, safety and ease of wayfinding. Providing better facilities (particularly secure parking) at the start and end point of each cycle journey will be a key means of making cycling a practical and desirable travel option.

Cyclist skills and cycle safety

Cycle skills and confidence training will be provided for school children and to targeted adult groups using the most cost-effective methods. Cyclist safety will be managed through a combination of better awareness and education and designing or re-engineering cycle infrastructure to reduce potential conflicts.



Promotion of cycling



The quality and availability of information on cycling within Hampshire will be improved to make it easier to understand for all how and where to cycle. Key groups of individuals will be identified and engaged with based on their likelihood to change existing travel behaviours to include more cycling.

Recreational cycling

A network of good quality off-road routes will be developed and promoted providing access to the countryside. The County Council will work with local partners to increase opportunities for recreational cycling in Hampshire. Combined promotional activities will help to present cycling for enjoyment as a healthy recreational activity and an attractive way for people to enjoy being out and about in Hampshire.



Sports cycling and cycle events



The Council will seek to increase participation in a variety of different cycle sports and work with partners to offer the right facilities. On-road cycle events will be supported where they are likely to bring economic and health benefits. As far as possible growing demand for mass participation rides (including cycle sportives) will be co-ordinated with the needs of local communities and other road users.

3.3. Cycle infrastructure and facilities

3.3.1. Cycle routes

The Council will work with local partners (including the Hampshire district and borough councils and Local Enterprise Partnerships) to plan, deliver and manage an enhanced network of priority cycle routes

Providing safe, direct, convenient and well-marked routes between where people live and where they need to access is essential in making cycling an activity that a growing number of people will undertake regularly.

Hampshire County Council has invested significantly in recent years to encourage cycling to key town centres, employment areas, railway stations, bus interchanges, schools and colleges – particularly through the LSTF and ‘Safer Routes to School’ initiatives. Whilst this has enabled significant progress to be made in some areas, there is considerable scope for improvement in many others, especially where gaps in strategically important routes mean that cyclists must either choose a less direct route option or have to encounter and negotiate busy traffic. Furthermore, as new developments come forward, there is a need for these to be joined to existing cycle routes if cycling is to be a realistic travel choice for those living in or visiting the county.

Hampshire’s diversity and the varying role that cycle routes play in different areas of the county requires a tailored, phased and prioritised approach to developing and maintaining our cycle network. This needs to reflect both urban and rural situations, local needs and aspirations, as well as the reality of available funding. In particular, the County Council must ensure that it’s infrastructure investment is the best option to delivering our cycling objectives and will look to the growing body of national and international best practice in innovative and cost-effective measures.

The following table sets out some general principles which will be applied in prioritising routes for funding:

Urban areas	Suburban areas	More rural areas
Connecting people directly, safely and conveniently with easy to follow routes to popular destinations, public transport and leisure opportunities	Connecting people safely to major urban and rural cycle routes and ensuring local streets support safe cycling	Connecting people safely to local employment, education and essential services and providing opportunities to enjoy the countryside for those with all levels of ability

The solution for improving cycle routes will vary depending on local circumstance and potential demand for cycling but could include:

- providing space for cyclists which is clearly marked to all road users within the existing carriageway;
- completing missing links through off-road cycle paths, cycle tracks or cycle lanes;
- installing additional controlled cycle crossing points;
- helping cyclists to negotiate junctions more easily (including signal priority options where appropriate);

- undertaking highway maintenance to support a safer and more comfortable cycling experience;
- using traffic management measures to reduce traffic speed or traffic levels.

Partnership working will be crucial to the development and ongoing management of Hampshire's cycling routes. Key partners will include the Hampshire district and borough councils (as the local planning authorities), the national park authorities for the New Forest and South Downs, cycling charities, parish and town councils and local volunteers. Rural routes, in particular, will need to reflect the recent Hampshire Countryside Access Plan which considers how to support improved access, predominantly through non-motorised modes. This involves applying greater focus to defining and maintaining strategically important routes for active modes of travel.

Cycle enhancements to the wider highway and off-road networks may also be considered as the opportunity and available funding will allow.

Highways England will be a key partner in instances where cycle routes interface with the strategic road network. In such cases the County Council will look to work with Highways England.

Key actions
<ol style="list-style-type: none">1. Work with the Local Enterprise Partnerships, Hampshire district and borough councils, National Park authorities, neighbouring authorities, Highways England, cycling charities and local communities to identify strategic cycling routes and priorities for investment.2. Develop a prioritised programme of cycle infrastructure investments, based upon robust evidence and business case, to be delivered as funding will allow.3. Ensure that the needs of non motorised users are considered when drawing up proposals for major highway schemes.4. Review proposed improvements in a growing body of evidence of what works well within particular areas and in response to particular challenges to ensure measures are cost effective and prioritise the needs of users.5. Identify how measures to make more space for cyclists can be incorporated within the existing highway, as part of improvement or maintenance schemes.6. Work with the district and borough councils and property developers to identify how the needs of cyclists can be reflected within the planning and design of streets within new development areas.7. Work with partners to better coordinate resources and activities to ensure cycle routes are consistently well maintained.

3.3.2. Cycle wayfinding

Clear and informative signage and surface markings will be provided to support wayfinding along important cycle routes.

High quality signs and surface markings which are clearly visible to cyclists are a key part of making cycling easier. They can help people to navigate or follow a designated route, direct them towards quieter streets, or tell them how much further they need to travel. When information is presented, in the right way and in the right place (for instance by showing how quickly a destination can be reached by a given route), good signage can be an important tool in promoting cycling as a convenient travel choice.

In developing enhanced cycle routes, the County Council will work with the Hampshire district councils, National Park authorities and other local partners to review existing signage provision and ensure, wherever possible, that signs or road markings are consistent in style, present the most relevant information where it is most needed, and take into account the local context.

Particular attention will be given to improving the signing towards the most popular cycling destinations (including railway stations and bus stations). Innovative techniques will be explored as new cycle routes are planned and implemented to ensure appropriate navigational support is provided across the entire length.

Key actions

1. Work with partners to develop consistent guidelines which ensure signs are easy to understand and that the content is most relevant.
2. Identify priority routes for signage improvements, focusing particularly on those which are most frequently used by cyclists and / or offer greatest potential for growth in cyclist numbers.

3.3.3. Cycle parking and facilities

The County Council will work with a range of public and private sector partners to improve the availability of convenient and secure cycle parking and supporting facilities where most needed.

The availability of convenient, sheltered and secure cycle parking at the start and end of a journey is a highly important factor in whether cycling can be a viable or attractive choice for a trip. In particular, any effort to encourage someone to take up cycling is going to be highly compromised if they do not have a place to keep a bike conveniently securely – particularly at home.

The Council must therefore work with a range of partners to increase the availability of parking facilities that offer not only a convenient place to leave a bike but also a place where people will feel their bike is not at risk of being stolen, vandalised, or damaged by the weather when left unattended. This is particularly important when it is likely to be longer than for a very short visit.

There are a number of priorities for enhancing cycle parking and facilities within Hampshire, including:

- increasing space for bicycles at existing or new higher density residential developments (for instance through the use of on-street cycle hangars);
- improving the availability of covered and secure parking within town centres;
- improving the availability of covered and secure parking at schools, centres of further education and workplaces;
- ensuring adequate parking is provided at railway stations and other major public transport interchanges (including bus stations and Park & Ride sites); and
- increasing the number of local employers which provide facilities for those who choose to cycle to work (including changing areas, showers and lockers);
- work with public transport providers, such as trains (Network Rail) and bus operators to reduce restrictions of cycles being carried on public transport.

A key part of this will involve the work that the Council does with developers, schools and employers in travel planning (see Section 3.5).

Key actions

1. Work with developers, housing associations and other local partners to increase the availability of secure residential cycle storage.
2. Work with the Hampshire district, parish and town councils and National Park authorities to increase all-weather cycle parking and storage within town centres and other key locations, including potential locations for cycle hubs.
3. Engage with employers to improve workplace parking and facilities for cyclists.
4. Engage with schools, further education providers and universities to increase secure and sheltered parking availability.
5. Work with Network Rail, South West Trains and bus operators to increase secure and sheltered parking availability at busy stations, interchanges, along key bus corridors and improve cycle access to railway stations.

3.3.4. New developments

The County Council will ensure that new developments are planned and designed to support travel by cycling and provide appropriate facilities for cyclists.

The attractiveness of Hampshire as a place to live and work means the County's economy and population is growing. New developments and building renovations provide key opportunities to introduce sustainable and healthy travel choices (including cycling) which are most desirable for residents and visitors. This could include the provision of secure cycle storage and designing street patterns that would permeate to pedestrian and cycle movement.

In particular, major areas of growth and regeneration will need to be planned to support direct cycle access to centres of employment, education, retail, healthcare, stations and public transport interchanges and other key amenities.

The County Council has a range of local guidance materials for developers and will review emerging design principles and solutions from across the UK and Europe (such as those identified within Cycle Nation’s ‘[Making Space for Cycling](#)’) to ensure that the County Council provides the latest best practice. Developers will be required to contribute to the cost of cycling measures and demonstrate how they will promote travel by non-car modes (typically through the requirement for a travel plan for the development).

Key actions

1. Work with the planning authorities and interested parties to support the planning and coordinated delivery of cycle facilities as part of major new development and regeneration initiatives, including connection to cycle networks.
2. The needs of cyclists will be explicitly considered as part of safety audits for new development schemes.
3. Work with developers to ensure that adequate provision is made within new developments (including residential cycle parking and cycle-friendly roads).

3.4. Cyclist skills and cycle safety

3.4.1. Training

Subject to the availability of funding, cyclist confidence and ability will be improved through Bikeability training and adult training programmes.

The County Council recognises that cyclists have a wide variety of abilities and some do not feel confident cycling on the roads. Training is an essential component of encouraging more people to ride as it can give people the confidence and competence to ride, as well as the awareness to ride more safely.

Cycle training for school children (predominantly of primary school age) within Hampshire is provided through the national ‘Bikeability’ programme, which is best described as cycling proficiency for the 21st century. Grants from the Government currently enable up to 12,500 young cyclists to be trained across Hampshire each year and the Council is keen to continue and extend this service, provided ongoing funding can be secured.

Adult training can offer similar benefits, particularly in helping people to feel more confident in coming back to cycling and to go on to become regular cyclists. Where appropriate, the provision of comprehensive training will be considered as part of initiatives aimed at promoting more regular cycling within targeted groups of individuals (see Section 3.5). Local community groups can have an important role in supporting and coaching newer or less confident cyclists. For example, in Basingstoke the ‘Breeze’ group is well established and organises led rides for women of all abilities.

Key actions

1. Continue the provision of Bikeability training for as large a number of school-aged children as funds will allow.
2. Consider, where funding allows, cost-effective cycle training for adults, with particular focus on those groups who are most likely to become regular cyclists.
3. Work with partners, such as Hampshire Constabulary, to improve driver awareness of

the needs of cyclists.

3.4.2. Safety improvements

The County Council will work with Hampshire Police and local partners to improve the safety of cyclists.

The safety of cyclists is of utmost importance, particularly in reducing the number of serious injuries or fatalities that occur through collisions with motor vehicles.

Improving safety for cyclists requires a broad approach, by the County Council and its partners, that could include:

- altering the design of roads and junctions (including with rights of way);
- reviewing current speed limits;
- targeted enforcement of traffic laws (for instance by targeting illegally parked vehicles which can force cyclists to steer into busy traffic);
- improving the understanding of all road users of potential hazards and how to avoid them, through training, education and awareness campaigns.

Good planning to avoid conflicts between cyclists and other road users is typically the most effective solution (if not always achievable) and innovative new types of infrastructure (including segregated one-way cycle lanes and tracks and low-level traffic signals) are making this more cost-effective. Safety will therefore be a key consideration in the design and selection of new cycle infrastructure.

Key actions

1. Review the impacts of the County Council's pilot of 20mph speed limits in residential areas.
2. Identify opportunities to design out safety problems on links and at junctions, including the potential use of innovative new infrastructure.
3. Undertake a Safety Audit of all new on-carriageway cycle facilities.
4. Educate all road and network users on how to identify and avoid situations which increase the likelihood of collisions and conflict, involving cyclists.

3.5. Promotion of cycling

3.5.1. Access to a bicycle

The County Council will work with partners to increase cycle ownership and ensure more people have access to a functioning bicycle.

Access to a bicycle can significantly improve an individual's mobility. For some, cycling can provide vital access to further education, training or a job. But the costs of cycle ownership can be an obstacle, even for those in full-time salaried employment. For others, who may already have a bicycle, this may not be in a fully functional condition.

The County Council encourages the private sector, charities, not-for-profit organisations and social enterprises to identify opportunities and will help them to develop and promote schemes which will increase access to good quality bicycles. Examples include:

- the Government's Cycle to Work scheme, which enables those working for participating employers to purchase a bike, tax-free, through monthly payments deducted directly from their salary;
- community cycle hubs (such as the Winchester Community Bike Hub) which can provide local access to a range of services including bicycle servicing and repair, sales of second-hand or reconditioned bicycles and cycle hire;
- folding bicycle hire which is now available at a growing number of railway stations and Park & Ride sites in the South East, providing a practical solution for a range of trips; and
- 'Inclusive Cycling' hire schemes, such as those provided within the New Forest, Queen Elizabeth Country Park and Alice Holt Forestry Commission land, which provide specially adapted bicycles for those who would otherwise be unable to cycle (such as those with a disability or mobility impairment).

In addition, the County Council will examine the success of innovative cycle purchase schemes such as Birmingham City Council's recent 'Bike Giveaway' which has provided 5,000 residents (meeting carefully selected criteria) with access to their own bicycle. Where this is part of a more holistic approach, this could provide a significantly more cost-effective solution to getting people cycling regularly than expensive infrastructure works.

Key actions

1. Encourage and promote the uptake of the Cycle to Work scheme by local employers.
2. Work with partners, including charities and not-for-profit organisations, to make bike ownership affordable to all (for instance through reconditioned bike or bike give away schemes).
3. Explore opportunities for increasing the provision of community cycle hubs.
4. Explore opportunities for increasing the availability of innovative cycle hire, potentially including electric bikes

3.5.2. Travel planning

The County Council will work with schools, major employers and developers within the county to support and promote travel by cycling

Travel planning has been proven to be one of the most effective means of encouraging more people to reconsider the way they travel.

The Council's School Travel Planning team works with schools across Hampshire and in combination with 'safer routes to school' schemes to improve local cycle infrastructure has helped to deliver significant increases in access to schools by walking and cycling. The County Council is currently participating in the national STARS (School Travel Accreditation and Recognition Scheme) which recognises and celebrates the steps that schools take towards increasing active and sustainable ways of travel. All schools have access to an online information and enrolment system which is supported by training.

For large new residential or commercial developments, travel plans are required to be submitted along with planning applications. These aim to ensure a range of travel options are provided in order to limit dependence on the private car. Travel plans will typically include measures to encourage cycling (including covered parking, lockers and showers, maps, pool bikes, or cycle purchase discounts). The Council's travel plan team also works with major employers within the county, encouraging them to develop and manage their own plans tailored to their employee's needs. This can provide a very cost-effective method of increasing cycling.

Railway station travel plans have been developed in conjunction with South West Trains, Network Rail and the Hampshire district councils for a number of the main stations in the county as part of the 'Hampshire Sustainable Transport Towns' LSTF project and the 'Two national parks LSTF programme' has focused particularly on access to stations. These have included the identification of specific measures to improve cycle access and increase cycle parking and the lessons learned through delivery will be considered for other stations in future.

Key actions

1. Continue to engage with schools to monitor and update school travel plans and encourage participation in the STARS programme.
2. Review the materials provided to developers in support of travel plan preparation to ensure these correspond to the latest good practice guidelines.
3. Implement, monitor and review station plans to identify further opportunities for increasing access by cycling and identify other stations where successful measures could also be provided, subject to availability of funding.
4. Engage with major employers to explore with them opportunities to encourage more employees to cycle.

3.5.3. Maps and information

The County Council will work with partners to improve access to high quality cycle maps and other supporting information, in digital and printed form

Cycle maps provide an important means of providing information to cyclists on the best routes to their destination (including marked on and off-street routes or quiet roads) and where they can locate cycling parking or storage and cycle repair facilities. With the use of isochrones (typically showing 10 and 20 minute distances) they can provide an excellent means of communicating what are normally surprisingly short journey times to people who are considering cycling and therefore act as an important element of a mode switch campaign. The County Council and the Hampshire district councils have shared responsibility for providing a range of high quality and accessible digital and printed materials.

Online tools and applications are emerging rapidly, with open source mapping and a massive increase in data availability providing developers with the tools to build innovative and increasingly advanced cycle planning tools. These have been incorporated into the journey planning tools offered through the [My Journey](#) website (a joint initiative between Hampshire County Council, Southampton City Council, Portsmouth City Council and other partners) which allows users to plan the most appropriate cycling route for a journey (or identify how cycling can be used for part of a journey). 'My Journey' also compiles cycle maps and other cycle information provided by a range of partners within Hampshire (including maps provided by the Hampshire district councils and links to resources provided by other partners such as the National Park authorities and cycling organisations). Increasing the ease of access to material of consistent quality will be crucial to making cycling easier.

Key actions

1. Improve the awareness of information and journey planning tools provided by partners.
2. Improve the presentation of the County Council's cycling information and maps across a range of formats.
3. Work with the Hampshire district councils, the National Park Authorities and other partners to improve the availability and quality of digital and printed information, particularly in order to complete any gaps in cycle map provision for the county's urban areas and attractive recreational destinations.
4. Identify the best means of disseminating information and raising awareness of the online resources (including the My Journey tools) with particular focus on marketing to target groups with greatest potential to cycle more.

3.5.4. Changing behaviour

The County Council will develop a marketing plan for cycling, focusing on key groups with targeted activities to raise awareness of cycling opportunities and inspire more people to cycle.

Getting the right messages out in a way that people will respond to is essential to getting more people cycling. Not everybody will be driven by the same motivations, so it is important to focus attention on those groups, in particular, who are likely to be most receptive to changing their current behaviour and understand what factors will encourage them to cycle more, either as a means of daily travel or to help improve their health.

A targeted approach is therefore essential and we must first seek to understand where best to focus our efforts. This includes learning from successful personalised journey planning initiatives tried in Hampshire and elsewhere. Innovative techniques such as those adopted by the Department for Transport (DfT) and Transport for London (TfL) relating to market segmentation (see for instance TfL's '[Analysis of cycling potential in London](#)') provide an important means of determining priority groups. Marketing approaches and campaigns can then be developed as funds will allow, building in particular from those being undertaken at a national level, to reach these groups through the most appropriate media.

When people move house they make choices about where they live in relation to where they work, where they are educated and where they spend leisure time. It is therefore important that new residential developments have good cycle route connections and facilities that are promoted through residential travel plans.

Key actions
<ol style="list-style-type: none">1. Identify the potential for cycling in Hampshire by determining those groups who are most likely to switch to cycling (adapting the TfL and DfT techniques as appropriate).2. Develop promotional and educational campaigns which are targeted at best reaching these groups, incorporating a range of different mediums as appropriate to the audience.3. Coordinate marketing and promotional activities with the programming of cycle infrastructure projects to raise awareness and publicise improvements and new cycling opportunities.4. Utilise the opportunities provided by cycling events to encourage more people to take up cycling as a regular activity and encourage cycling clubs to be more proactive in supporting more people to start or return to cycling.5. Focus investment on improvements in areas where they are likely to have the most effect in delivering the strategy outcomes.

3.6. Recreational cycling

3.6.1. Encouraging cycling for recreation

The County Council will enable and encourage more people to cycle regularly as part of a healthy lifestyle

In many areas of Hampshire the natural landscape and rural character present a highly attractive option for a weekend cycle ride, as reflected through the many local cycle clubs or informal groups of cyclists who meet regularly to enjoy this. The county offers a range of off-road and on-road routes for the enjoyment of those of all ages or ability.

There are many people, though, who consider that cycling is not an exercise option which is available or appropriate to them and for whom more can be done to change this. As well as issues around access to a functioning bicycle, the ease of access to appealing routes for cycling varies. Similarly, people's confidence in their own cycling abilities or concern over their safety whilst riding can serve as significant barriers.

By working with partners from across different sectors, the County Council will seek to improve the availability and awareness of routes for cycling across Hampshire and into neighbouring areas to help overcome the practical and psychological barriers to cycling. Targeted activities and promotions to those who can gain greatest health benefit from cycling can serve to improve the quality of life for those involved and help to reduce their future healthcare needs. A number of initiatives have been trialled across Hampshire, including CTC led rides, Sky Rides and Breeze Rides (for women). Where resources allow these interventions will continue to be encouraged.

Key actions

1. Work with local partners and volunteers to develop and maintain a network of off-road and lightly trafficked on-road cycle routes.
2. Work with and encourage local partners to improve access to the countryside from urban areas and railway stations.

3.6.2. Cycle tourism

The County Council will work with partners to help more visitors to Hampshire attractions to enjoy cycling as part of a sustainable approach to tourism

Tourism is an important part of Hampshire's economy. Statistics from Visit England for 2011-13 suggest that approximately 69 million day visits are made within the county each year, generating an estimated £1.7 billion spend. In addition, over 3.5 million people come to Hampshire on staying visits and spend an estimated £0.5 billion.

Cycling offers an excellent and low-cost means of exercise and way to enjoy Hampshire's beautiful natural scenery and historic towns and cities. The County Council has been working in particular with the National Parks authorities for the New Forest and South Downs in recent years through the 'Two national parks' LSTF programme to make it easier for more people to enjoy these areas by cycling. This has included the development of appropriate cycling routes, promotional and informational materials and measures to improve the ease of access by cycling to railway stations.

Cycle tourism opportunities in Hampshire, however, are not confined to these two areas and there is considerable scope for developing cycling as part of a sustainable approach to tourism within other parts of the county to boost the local economy. The County Council’s Countryside Access Plan will help to improve the availability and promotion of rural cycling routes and opportunities, as will wider rural development initiatives like the [Loddon and Test LEADER Strategy](#) which supports economic, social and environmental initiatives in rural localities. Increased cycling opportunities for visitors within historic urban areas should also be investigated.

Key actions

1. Work with local partners to develop cycle tourism, that is sustainable both financially and environmentally

3.7. Sports cycling and events

3.7.1. Sports cycling

The County Council will continue to support a variety of cycle sports facilities to inspire future generations of athletes and encourage more widespread participation

As new generations of cyclists seek to replicate the achievements of their heroes, the County Council wants to ensure that they are provided with the opportunity to do so. Cycle sport can cover a range of disciplines, from on-road races and time trials through to specific provision for BMX, mountain biking and indoor track cycling.

There are a range of cycle sport facilities within Hampshire, including:

- the Calshot and Mountbatten velodromes and the cycle track at Winchester South Park & Ride;
- BMX tracks at Gosport, Andover and Valley Park;
- mountain biking trails at Queen Elizabeth Country Park.

These allow beginner and more experienced riders alike to learn new, or harness existing, skills in competitive cycling. The County Council wants to ensure more people can enjoy these facilities and will continue to provide support in promoting their use and making sports cycling more accessible.

Key actions

1. Work with partners to promote sports cycling opportunities within Hampshire to children and adults.
2. Work with partners to identify opportunities to make dedicated sports cycling facilities more easily accessible to residents across Hampshire.

3.7.2. Cycling events

The County Council will support major cycling events in appropriate locations and will work with organisers, statutory and advisory bodies to encourage cycle events and organised rides that are safe and minimise the impact upon others

Major cycling events can provide a highly popular and inspirational spectacle and can attract thousands of visitors from local areas and beyond. The benefits of these events to local businesses can be important and such events provide an excellent opportunity to capture the interest and excitement generated, as well as encouraging people to cycle more, as part of their everyday lives. It is important to recognise that good management and communication with local communities and the police are essential to the successful running of cycle events.

Key actions

1. Work more closely with partners, including district councils, the National Park authorities, Safety Advisory Groups, local communities and event organisers to better coordinate events and mitigate against the impact on others.
2. Work with other local authorities facing similar challenges (such as Surrey County Council) to find the best approach to managing the impacts on other road users of cycle events and organised rides.
3. Work with partners to provide local communities with better information for when events are taking place.
4. Work with the New Forest Public Events and Safety Advisory Group to increase compliance with the Cycle Event Organisers' Charter.
5. Use cycling events as a means to promote cycling as an everyday activity.

4. Implementation

4.1. Making it happen

The implementation of this strategy will require a joined up approach across a range of County Council services, bringing together colleagues with responsibility for planning and maintaining cycling infrastructure, travel planning and the management of cycle training, communications, marketing and educational activities together with those engaged in delivering public health, countryside services and local tourism.

In addition, there are a range of partners who have an important role to play if the strategy objectives are to be met, including those shown in the table below:

Partner	Key roles and responsibilities
Enterprise M3 and Solent Local Enterprise Partnerships	The EM3 and Solent Local Enterprise Partnerships (LEPs) have a prominent role in determining priorities for transport investment in the county and in the allocation of funding to local sustainable transport measures. The LEPs will be particularly important in determining how investment in cycling infrastructure can be used to support sustainable economic growth.
District and Borough Councils and Neighbouring Authorities	Hampshire's eleven district / borough councils have responsibility for local planning and housing growth, which includes a key role in developing local cycle networks, providing facilities for cyclists and encouraging more cycling. Hampshire County Council will support the district councils in developing or updating local cycle strategy.
New Forest and South Downs National Park authorities	The two National Park authorities are strong advocates in improving cycling, both for local residents and for visitors. The NPAs promote cycling in support of the local tourism economy and have been working in partnership with the Council as part of the recent 'Two National Parks LSTF programme' which has included a strong component relating to cycling.
Cycling charities	Cycling charities within Hampshire play a direct role in raising awareness and encouraging more people to cycle and in providing cyclist training. In particular, CTC is currently working with the Council as an integral part of the My Journey initiative in developing and delivering initiatives to promote cycling. Sustrans has an important role to play in developing schemes, such as the National Cycle Network.
Private sector organisations	Developers, public transport providers, cycling businesses and local employers have a highly important role in making cycling a realistic and attractive option for daily travel, particularly in providing facilities such as secure parking for residents / employees.
Safety Advisory Groups	These groups have an important role to play as regards major events on the public highway.
Local communities and volunteers	Local communities and volunteers are important partners in identifying local needs for cycling and taking an active role in making sure that local paths used by cyclists can be kept serviceable throughout the year.

Partner	Key roles and responsibilities
Local cycle clubs and event organisers	There are many local cycle clubs across Hampshire ranging from competitive sports clubs to organised touring clubs and small groups of recreational cyclists. Clubs and event organisers have an important role in helping to encourage physical activity through cycling and in the dissemination of practical information to cyclists.

4.2. Funding the strategy

Funding the Cycling Strategy will require drawing together resources and identifying alternative sources of funding which could be applied to cycling investments. In many instances, the measures set out in this document will complement wider initiatives or investments by the Council, so it will be important to look at opportunities to add value to these by incorporating improvements for cyclists.

The business case for cycling projects will need to compete favourably against other public sector investments opportunities, in order to attract future funding. Evidence suggests that cycling schemes can provide excellent value for money, however it is important to be realistic about the level of funding which can be attracted to support the strategy. It is hoped that the Hampshire Cycle Strategy will support the County Council in attracting new investment from funding partners for cycling and other associated sustainable transport measures.

In addition to the provision of staff time, there are a number of existing funding sources and additional funding opportunities to deliver the measures which are set out in Chapter 3.

4.2.1. Existing sources of funding

Local Sustainable Transport Fund

The Local Sustainable Transport Fund was created by the Government to support local economic growth through improved transport links and this has proved to be a key source of funding for cycle infrastructure and initiatives. Local Sustainable Transport Funding has been secured directly by the County Council and in partnerships led by the national park authorities that have been used in part to support cycle infrastructure and initiatives. For example the Council has been successful in its application for funding for the ‘Supporting the economy by transforming travel connectivity in Rural Hampshire’ project. This includes provision for cycle training, station access improvements by cycling and walking and bike discounts. Also Hampshire County Council are partners in a joint scheme with Surrey County Council for the ‘Stepping up connectivity in the Sci:Tech Corridor and the Blackwater Valley’ project, the objectives of which include unlocking economic, health and carbon reduction benefits through sustainable travel choices.

Local Growth Deal Funding

The Local Growth Deal brings together funding for housing, infrastructure and other areas into a single pot which is distributed by Government on a competitive basis via Local Enterprise Partnerships (LEPs). The Enterprise M3 LEP which covers as part of its area, north and mid Hampshire and the Solent LEP which covers south

Hampshire (together with the cities of Southampton and Portsmouth and the Isle of Wight) have both submitted Strategic Economic Plans which have been used by Government as the basis for funding allocations for a wide range of infrastructure investment. The Council's allocation for local transport will be determined within the context of the LEP priorities for investment across the full range of infrastructure projects, the needs of other local authorities covered by each LEP and the value for money for individual projects. Improving infrastructure for sustainable travel choices is a priority for the both LEP's and the EM3 LEP has identified on-going funding for Local Sustainable Access improvements within its programme.

Local Transport Plan

Hampshire County Council receives an annual allocation, known as the 'Integrated Transport Block' from government, which is used to fund a wide range of transport infrastructure investments, including road safety, traffic management, pedestrian and cyclists measures, public transport schemes and network enhancements.

Other Government funding

The Government has created a number of funds to support its vision for growth in cycling at a national level. This has included the 'Cycle Ambition' fund (formerly known as the Linking Communities Fund) to support cyclist growth within eight 'Cycling Ambition Cities' and grow cycling in national parks. Significant funding has recently been awarded for improvements in the New Forest and South Downs to support cycle tourism and the local economy.

Funding for cycling may improve as the government advances its Cycling Delivery Plan and the strategy for national cycling (and walking) infrastructure connected with the implementation of the Infrastructure Act 2015.

Funding for Bikeability programmes within Hampshire is currently provided through a Government grant. Funding for school travel planning initiatives is also often secured in this way. Whilst it is expected that funding will continue, future levels are not yet known.

Developer funding

Developer contributions through planning obligations can provide important funding for measures to enable and promote cycling linked to new developments. Recent changes in Government guidance have changed the requirements for some developments and the nature of the contributions made by developers may change (as discussed overleaf).

4.2.2. Other funding opportunities

Whilst it is likely that most of the funding for the strategy will need to be provided through conventional sources or future grants from Government, there are other opportunities which will be explored and may emerge to be more significant.

A number of these opportunities are expanded upon in Table 4-1, which also sets out how important they are expected to be in providing funding for the measures presented within this strategy.

Table 4-1 Potential funding sources for cycling

Source	Description	Importance to funding strategy
European Union	There are a range of European funding streams which relate to sustainable travel and sustainable development. The Council has previously been highly successful in obtaining funding through previous grants for projects, including INTERREG and will consider opportunities that could include cycling measures.	Low
Wider Government funding	Increasing cycling can support a range of outcomes beyond the transport sector (including health and rural economy benefits). There are therefore opportunities to incorporate measures relating to cycling within other projects. For instance the North Hampshire LEADER project to support rural community growth includes improvements to cycling as part of measures to boost local tourism.	Moderate
Community Infrastructure Levy	The Council has powers to apply a levy on most types of new development which is to be spent on meeting infrastructure needs within the county to support growth. It is likely that this levy will in future play an increased role in securing contributions from developers relative to the current approach to developer funding.	Moderate
Private sector participation	There are a number of opportunities where the private sector can play a lead role in improving provision for cycling. Bike hubs, for instance, are frequently operated commercially, typically adopting the social enterprise model. Depending on the scale, cycle hire also generally operates as a commercial operation, or with limited public funding support.	Moderate
County Council borrowing	The Council has powers to enable it to borrow money from Government infrastructure investment in circumstances where it will be able to pay this back through increased revenues in future. This includes Tax Increment Financing which involves borrowing against future revenues from business taxes made possible through infrastructure works.	Low

4.3. Measuring and reviewing progress

Monitoring progress will be an important part of ensuring that the objectives of the strategy are being met. There are a range of publically available data sources and data routinely collected by the County Council which will be used to provide a measure of our progress. These indicators are set out in Table 4-2.

Table 4-2 Indicators of progress

Objective	Indicator	Source	Measuring frequency
1. To make cycling a daily travel choice for more people	Cycle counter data	HCC	Annual
	Proportion of commuters travelling by bicycle as their main transport mode	Census	Every 10 years (2021)
2. To reduce cyclist casualties and safety concerns	Number of recorded cyclist casualties	Hampshire Police	Annual
	Satisfaction of Hampshire residents with the safety of cyclists	NHT Survey	Annual
	Satisfaction of Hampshire residents with the safety of children cycling to school	NHT Survey	Annual
3. To encourage regular cycling as part of a healthy lifestyle	Proportion of residents undertaking recommended level of exercise	Active People Survey	Annual
4. To enable more people to enjoy Hampshire by cycling	Satisfaction with the provision, location and condition of cycle routes and facilities	NHT Survey	Annual
5. To ensure an appropriate balance between the needs of all road users	Ongoing monitoring of correspondence related to large-scale organised cycling events	HCC 'Confirm' database and feedback from the Safety Advisory Groups	Annual