

## A Cycling Strategy and Action Plan for the Greater Peak District Briefing Paper – Peak District Local Access Forum

### Background

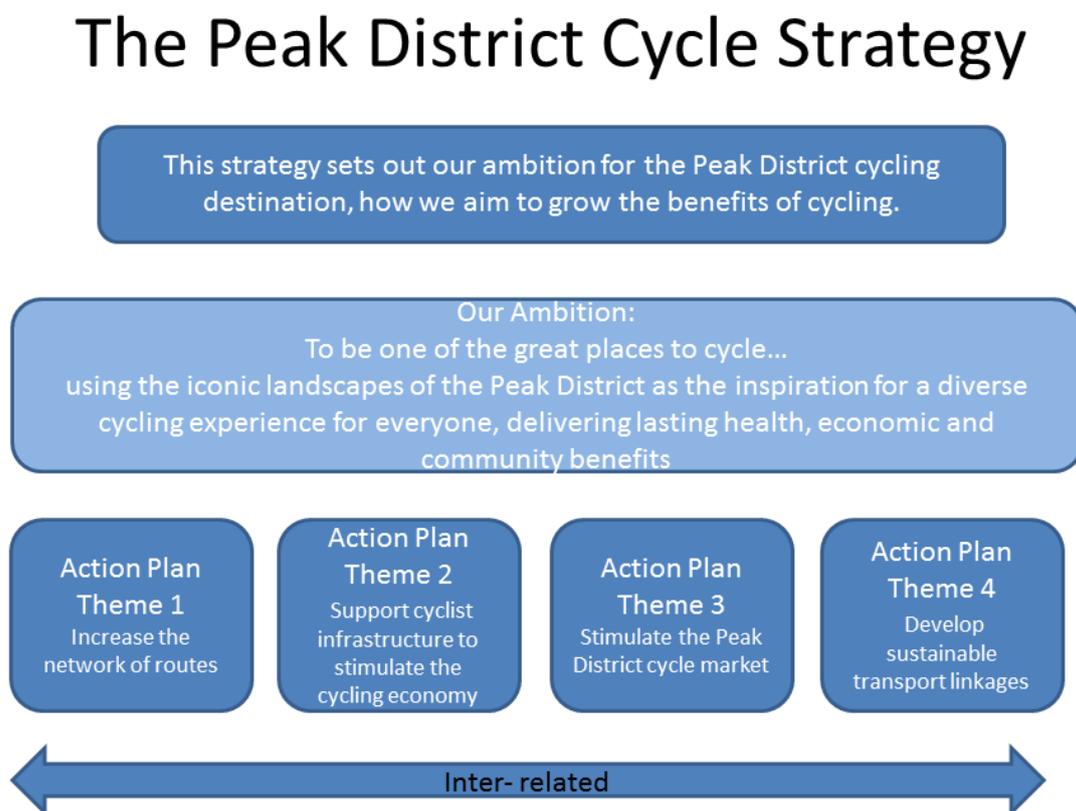
The Local Access Forum was updated on the formulation of the Peak District Cycling Strategy at the meeting in September 2013. Since September we have continued to work with colleagues and partners to develop the Strategy and Action Plan. Internal consultation has included gauging the views of relevant Lead Members and key Members through the Strategic Advisory Group in October 2013. More recently, an officer level Internal Working Group has been established to guide the strategy.

Our consultation with partners has led to the establishment of a Steering Group with representatives of constituent and neighbouring local authorities and other interested parties. The Local Access Forum were represented by Edwina Edwards at the inaugural meeting on 10<sup>th</sup> October 2013. Local Authorities from Manchester and the North West of the area were unable to attend the Steering Group Meeting. Therefore, in order to ensure that they are fully included in the process we held a meeting at the Transport for Greater Manchester Offices on 19<sup>th</sup> November 2013 to gauge opinion on the Strategy & Action Plan. In addition a number of one-to-one meetings have also taken place with other stakeholders including Sustrans, National Trust and Visit Peak District, whilst a meeting with Derby City Council has also been arranged.

### Overview

At the time of the last Local Access Forum Meeting, the Cycling Strategy and Action Plan focused on five strands of work across the short medium and long term. Since then we have revised our approach to encompass four Action Plan Themes sitting under our ambition for cycling – see Figure 1.

Figure 1 – Hierarchy of the Peak District Cycle Strategy



The four Action Plan themes will have a hierarchy of Actions attributable to each theme: -

#### **Theme 1: Increase the network of safe routes**

1. **Creating new routes** - create new routes to meet the entry level needs of less confident cyclists is a priority; delivering traffic free routes that are accessible to all; and ensuring connectivity to enable long distance rides.

2. **Plugging the gaps** – develop short connecting links of route and signage to join sections of the network, which will enhance the ease of use of the network by visitors and residents.
3. **Create iconic multi day routes** – develop the iconic status of the White Peak Loop as a destination. Develop strategic cycle routes such as Sheffield to Manchester.
4. **Encouraging diverse experiences** - explore opportunities to improve routes and facilities for mountain bikers, BMX riders and road cyclists.

### **Theme 2: Support cyclist infrastructure to stimulate the cycling economy**

1. **Creating cycle friendly places** – helping the most frequently used places in the cycle network, referred to as hubs, to have the highest level of cyclist welcome and support infrastructure, whether this is getting around on a bike, locking up a bike to explore further, traffic calming measures, route information or buying refreshments. At gateway towns links to public transport and car parking is especially important.
2. **Developing special cycling attractions** – developing special cycling anchor attractions along cycle routes, using the unique Peak District cycling offer as the backdrop for great experiences
3. **Stimulating cycle friendly businesses** - encouraging and supporting businesses (cafes, accommodation, cycle hire, attractions etc) and public providers to provide a high level of welcome and facilities to cyclists and to benefit from a growing cycling economy.

### **Theme 3: Stimulate the Peak District cycle market**

1. **Helping occasional cyclists become regular cyclists** – through promotion and advice on fitness, safe cycling, cycle hire and equipment for new or occasional cyclists aimed at increasing skills and confidence. Promoting fun and health benefits of cycling through cycling ambassadors
2. **Packaging of routes** - promotion and development of a range of coherent and visible signed routes for all abilities and types of cyclists, including a multi-day circular route around the whole area. Develop branding for Peak District cycling experience and iconic multi-day routes.
3. **Growing the Peak District cycling market through events** – establish a nationally known programme of events to encourage more overnight stays and encourage cycling for everyone. Investigate closed road circuits.
4. **Building loyalty from Peak District cyclists** – providing opportunities to build lasting relationships with the place and mechanisms to enable people to put something back into the place.

### **Theme 4: Develop sustainable transport linkages**

1. **Encourage better transport connectivity** – especially at gateways towns and cities explore how the cycle network can better connect with other sustainable transport options. Use more local (commercial and third sector) sustainable transport solutions to join up parts of the network.
2. **Provide integrated sustainable transport information** – provide a single joined-up web based sustainable transport information service for the Peak District, as the first port of call for easy to use transport information.
3. **Incentivise people to use sustainable transport** – through investigating how packages can be put together to incentivise travellers to use sustainable travel through a participating business scheme (such as a Peak District Green Explorer). Developing itineraries as alternatives to the car making it easy and fun for people to get to and around the Peak District by bike for all or part of the journey

### **Next Steps**

The next meeting of the Steering Group will be held on 10<sup>th</sup> December 2013 and offers another opportunity for a representative of the Local Access Forum to input into the development of the strategy and action plan with a further Steering Group meeting to follow on 17<sup>th</sup> February 2014.

A wider consultation will be undertaken during January 2014; this consultation will commence on 20<sup>th</sup> January 2014 for three weeks and will offer a further opportunity for the Peak District Local Access Forum to input into the development of the Strategy and Action Plan.

It is intended that the strategy and action plan will be taken to the Peak District National Park Authority Meeting for approval on 28<sup>th</sup> March 2014.