

Cambridgeshire's

Active travel strategy

Making active travel safe, pleasant and convenient in order to become the preferred travel choice for local journeys.



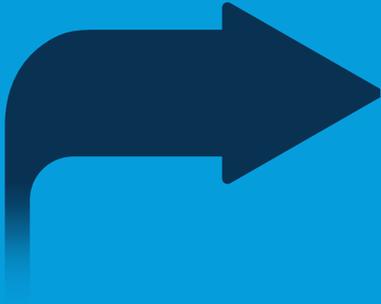
Paper copies of the survey are available on request.

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Contents

Introduction	5
What is the purpose of the Strategy?	6
Benefits of active travel	15
Cambridgeshire context and challenges	17
Vision and objectives	23
Vision	24
Objectives	26
Policies	29
Our active travel approach	30
Embrace	31
Enhance	37
Expand	42
Encourage	51
Delivery	57
Funding and implementation	58
Monitoring and evaluation	60
High-level action plan and strategic studies	61
Cambridgeshire vision of a connected active travel network	66
Appendices	73
Appendix 1 Key supporting documents	74
Appendix 2 References	79

Introduction



Cambridgeshire is a diverse county with transport, societal and environmental challenges that need to be faced to enable meaningful change locally, for the benefit of all.



What is the purpose of the Strategy?

The long-standing important role of walking and cycling, or 'active travel' as an affordable and accessible mode of transport has been heightened in recent years. The climate crisis, change in national policy, and the behavioural change experienced during the COVID-19 pandemic, resulting in increased levels of working from home, has highlighted the importance that walking and cycling has on all our lives. Whether directly on our health through living more active lifestyles, or indirectly through improving the environment, all people in Cambridgeshire will benefit from making more journeys on foot, cycle or other 'wheeled' modes of active travel. Alongside other local policies, this Active Travel Strategy will build on

achievements so far, such as the high levels of cycling in the city of Cambridge, and further improve and increase the proportion of journeys made by active modes across all of Cambridgeshire. Past decades have seen a higher priority given over to travel by private car at the expense of walking, cycling and public transport. This Strategy, in support of central government and local transport policy, sets out how we will rebalance the travel options available to the people of Cambridgeshire. This will enable and encourage more people to switch some of the journeys they once made by private car to active modes as the most affordable and accessible mode of travel available to people of all ages. Our aim is that, over time, active travel will become



a natural first choice of travel alongside public transport, with fewer people being dependent on the private car.

The overall purpose of this Active Travel Strategy ('the Strategy') is to provide a comprehensive set of policies that will enable quality provision of active travel infrastructure and initiatives in Cambridgeshire to achieve mode shift to more sustainable modes of travel and contribute to the County Council's target to achieve net zero carbon by 2045. By enabling and encouraging more people to travel by active travel modes, resulting in a reduction in the number of journeys made by car, the strategy will have a significant role to play in addressing the following:

- > Improvements to Cambridgeshire's wider transport network by reducing the pressure of ever-increasing vehicular traffic on our roads and the significant impact this has.
- > Sustainable growth in Cambridgeshire through well connected and integrated sustainable transport networks and supporting infrastructure.
- > Achieving at a local level a number of significant environmental targets including net zero carbon, air quality and biodiversity.

- > Achieving a significant positive impact on people's health, wellbeing and quality of life by enabling more active lifestyle choices, creating pleasant spaces for people to travel along and spend time in, and provide affordable, inclusive access to key services for people of all ages and ability.
- > Ensuring that all new developments meet a common standard of infrastructure provision for inclusive walking and cycling across the county.

The Strategy sets out how we will deliver the aims of central government to decarbonise transport¹ and make England a great walking and cycling nation. The vision and policies within this Strategy, alongside the action plan of schemes in the Cambridgeshire Local Cycling and Walking Infrastructure Plan² (LCWIP), set out how Cambridgeshire will meet this challenge.

The term 'active travel' within the Strategy refers to walking and cycling, but also includes other modes of travel and use of mobility aids (as shown in Figure 1) that support the aim of the Strategy to enable and encourage a shift away from journeys being made by private car.



Figure 1: Active travel modes

Whilst the Strategy is inclusive of people who can travel by wheelchair, adapted cycle or other mobility aid, it acknowledges not everyone has this travel option and those with limited mobility will remain reliant on travel by car or community transport. There is a wide range of physical and mental disability which impacts on how people can travel. The Strategy aims to ensure people are not disabled by their environment, and where they can travel independently, or with assistance, they are enabled to do so by a well-designed and inclusive active travel network. Active travel is just one way to move towards a more sustainable way to travel in the future but will play a significant part in levelling up the travel options available for all who are able and would benefit from an alternative way to make their everyday journeys. Our approach for

other modes of travel is covered by other strategic documents, as explained under 'Setting and Implementing Change'.

The Strategy is focused on utilitarian walking and cycling journeys including journeys to schools, town centre facilities, transport hubs and places of healthcare and employment, as well as the supporting infrastructure to make these journeys safe and attractive. This includes journeys to leisure facilities and the wider rights of way network. Whilst improvements to the rights of way network is the purpose of the [Rights of Way Improvement Plan](#)³ (ROWIP), implementing new and improved infrastructure for 'active travel' purposes can overlap and potentially conflict with existing networks of public rights of way and bridleways. Wider users of the network, 'non-motorised users' (NMU),



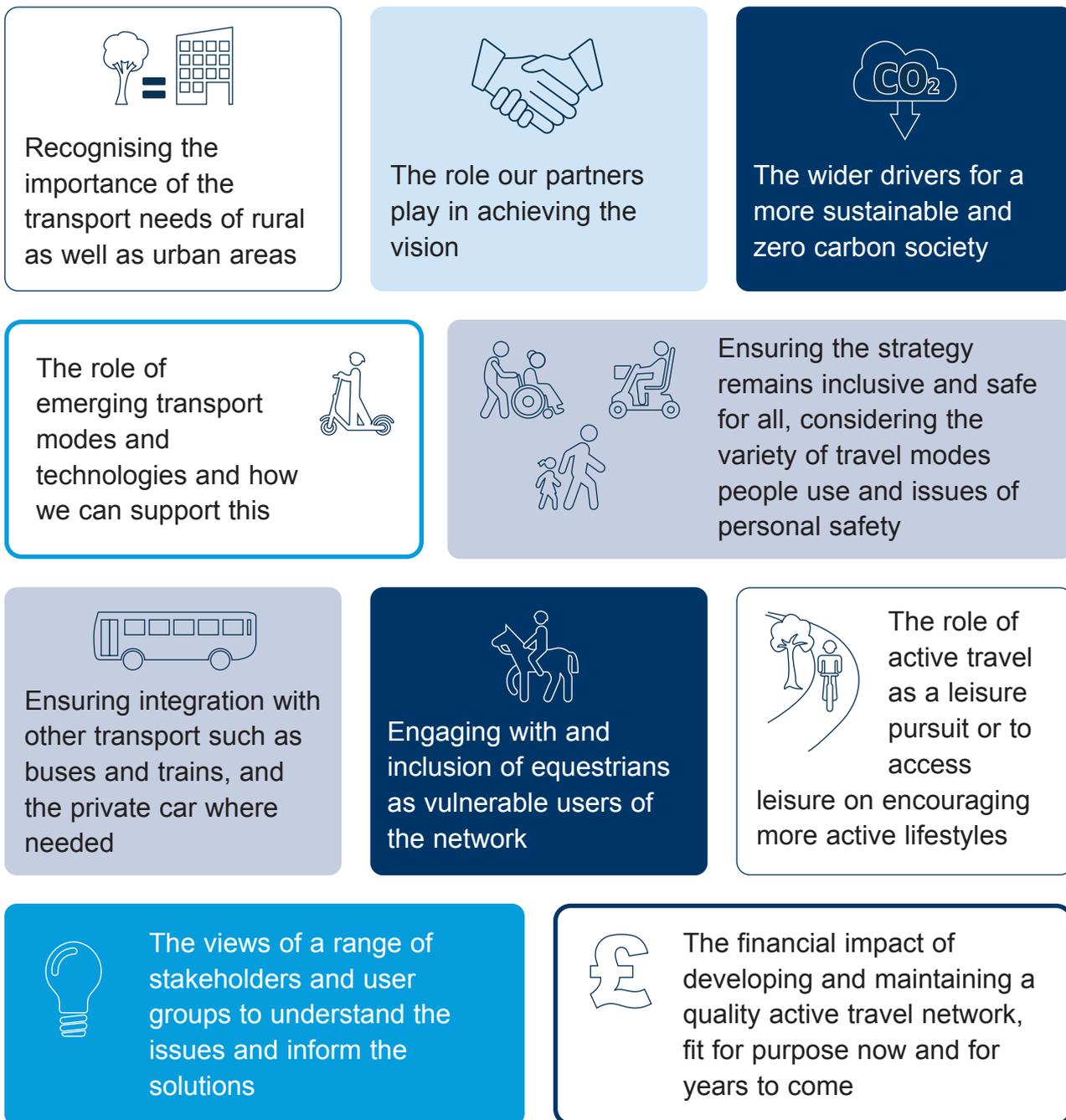


Figure 2: Factors considered in the development of the Active Travel Strategy

include those walking, cycling or horse riding as a leisure, recreational or commercial activity (e.g. riding schools), and must be considered and protected in such cases. The Cambridgeshire Active Travel Design Guide should be referred to in such cases.

E-scooters are currently only legal to use on a public highway when hired as part of a government trial scheme in specific

areas, such as Cambridge. Also, although a sustainable mode of travel, they require limited levels of activity. Until the outcome of the trials is known and further guidance provided, e-scooters have not been included within our definition of active travel.

In developing the Strategy, consideration has been given to the factors shown in Figure 2.

Setting and implementing change

This Strategy supports the bold Central Government decarbonisation agenda prioritising improvements in sustainable travel, including several targets and commitments for increased cycling and walking over the coming decades, as illustrated in Figure 3 (overleaf). Active Travel England (ATE) is the new executive agency that will deliver the government's bold vision for walking and cycling set out in Gear Change⁴ (2020). The County Council will seek to work with ATE as it becomes established and consider updated and emerging strategies, guidance and toolkits.

Since the Devolution Deal⁵ in 2017, the responsibility to produce the Local Transport Plan (LTP) has passed from Cambridgeshire County Council (CCC) to the Cambridgeshire and Peterborough Combined Authority (CPCA). The CPCA is updating the LTP adopted in 2020 with the Local Transport and Connectivity Plan⁶ (LTCP). The LTCP sets the overarching transport strategy for Cambridgeshire and addresses all modes of travel. This Strategy is a 'child document' of the LTCP and focuses on the active travel improvements needed to achieve the vision and objectives of the LTCP. The vision for the draft LTCP is:

A transport network which secures a future in which the region and its people can thrive.

It must put improved health at its core, it must help create a fairer society, it must respond to climate change targets, it must protect our environment and clean up our air, and it must be the backbone of sustainable economic growth in which everyone can prosper.

And it must bring a region of cities, market towns and very rural areas closer together.

There are several 'child' documents of the LTCP which provide more detailed policies on specific topics or areas. The County Council district-based transport strategies set out the policy approach for all transport modes and the integration between them, including improvements to bus and train services and infrastructure, and the road network in those areas. Although this Strategy focuses on detailed active travel policy, it should be read in conjunction with the LTCP and other 'child' documents of the LTCP, as well as wider supporting documents and technical guidance as listed in Appendix 1.

England's Economic Heartland⁷ (EEH) is the sub-national transport body for the region and provides a steer on strategic infrastructure and services. The Strategy has considered the EEH Regional Transport Strategy and emerging EEH Active Travel Strategy.

Cambridgeshire County Council is the Highway Authority and will work in partnership with the CPCA as well as local districts and the Greater Cambridge Partnership⁸ (GCP). Cambridge City Council and all District Councils are important partners in developing and delivering the Strategy, and it must support the development of district Local Plans.

The GCP is the local delivery body for the Greater Cambridge City Deal⁹ which has secured a significant amount of funding to plan and deliver a network of active travel improvements within the City of Cambridge and links to its surrounding villages.

Cycling and Walking Investment Strategy 2017

By 2040 our ambition is to deliver:

BETTER SAFETY

A safe and reliable way to travel for short journeys

BETTER MOBILITY

More people cycling and walking – easy, normal and enjoyable

BETTER STREETS

Places that have cycling and walking at their heart

Gear Change: A bold vision for cycling and walking 2020

England will be a great walking and cycling nation

Places will be truly walkable. A travel revolution in our streets, towns and communities will have made cycling a mass form of transit. Cycling and walking will be the natural first choice for many journeys...

- > Healthier, happier and greener communities
- > Safer streets
- > Convenient and accessible travel
- > At the heart of transport decision-making

Decarbonising Transport: A Better Greener Britain 2021

The plan in detail: Increasing cycling and walking



We will invest **£2 billion** over **5 years** to deliver a bold future vision for cycling and walking,

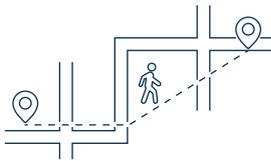
making it the natural first choice for many journeys

By 2030

we will aim to



have **half of all journeys** in towns and cities cycled or walked



By 2040 we will have a **world class** cycling and walking **network** in England

Cycle Infrastructure Design: Local Transport Note 1/20

This Local Transport Note provides guidance and good practice for the design of cycle infrastructure, in support of the Cycling and Walking Investment Strategy. The scope of the document is limited to design matters.



Figure 3: Central Government targets for decarbonisation and improvements in active travel

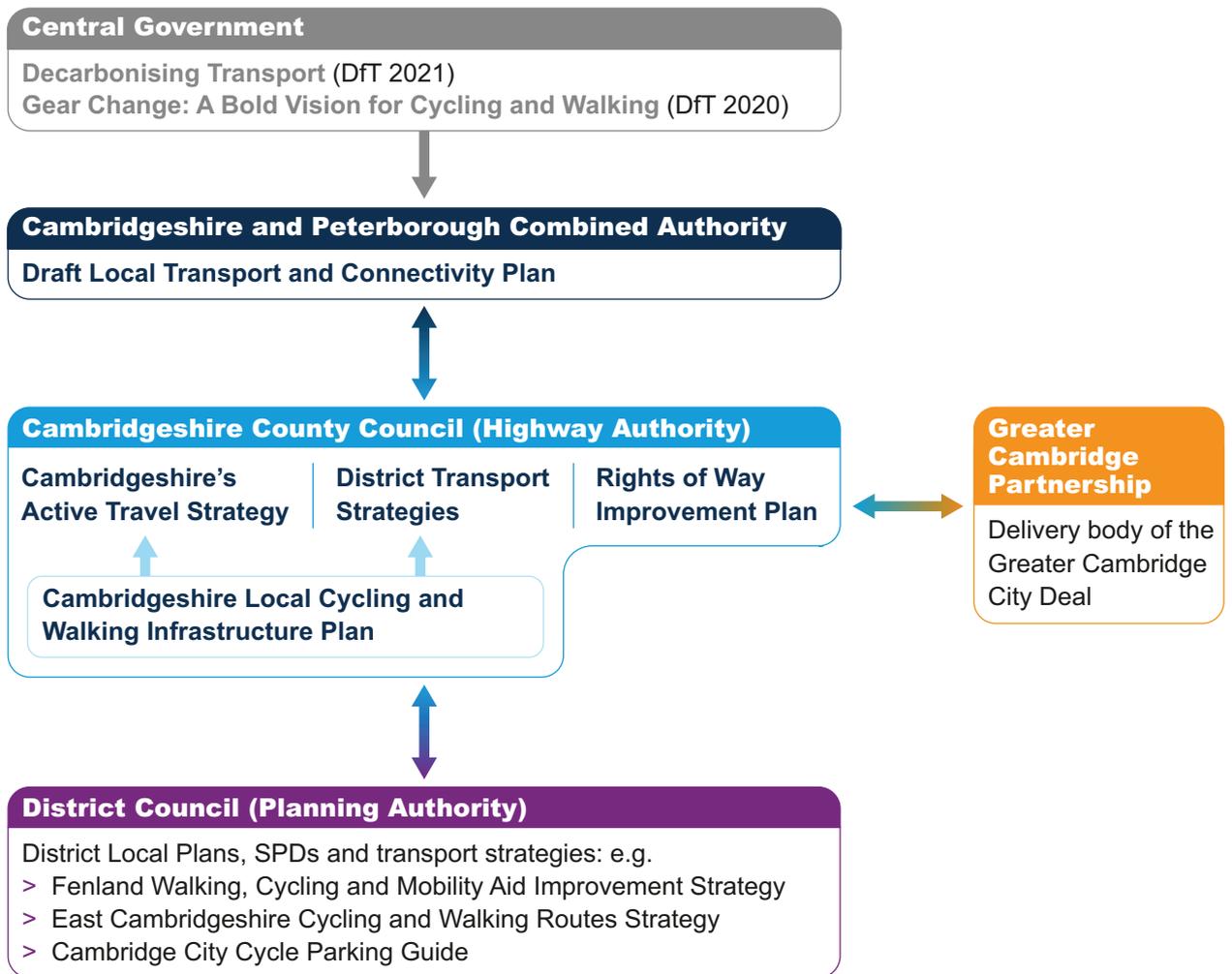


Figure 4: Relationship between the County Council transport strategy documents and the CPCA’s LTCP

All future active travel schemes will align with the overarching vision of the LTCP and the detailed policies of this Strategy.

Figure 4 shows the relationship between the County Council transport strategy documents that sit under the CPCA’s LTCP, district planning and other transport plans and strategies.

In developing this Strategy there has been significant consideration and alignment with the Cambridgeshire Local Cycling and Walking Infrastructure Plan and Cambridgeshire Rights of Way Improvement Plan, as explained below.

Cambridgeshire’s Local Cycling and Walking Infrastructure Plan

Cambridgeshire’s Local Cycling and Walking Infrastructure Plan² (LCWIP) was adopted in October 2022. It forms part of the Government’s ambition to increase walking and cycling in the UK by 2025 particularly to schools, as outlined in the first Cycling and Walking Investment Strategy¹⁰ (CWIS, 2017) and more recently the CWIS 2¹¹ published in July 2022.

The plan identifies priority cycle routes for each district based on census data of

origin and destination with journeys mapped to identify where most utility trips were made that could be undertaken by cycle rather than by car. For walking it focuses on routes to key destinations in Cambridge, Ely and the larger market towns as well as Cambourne.

The LCWIP routes are comprised of both new routes and existing routes that need improvement and form a first tier of prioritised active travel schemes, as set out in the active travel network maps. The LCWIP is a live document which will be reviewed and updated as needed.



Cambridgeshire's Rights of Way Improvement Plan

As the Local Highway Authority, Cambridgeshire's Rights of Way Improvement Plan³ (ROWIP) is a statutory document and important in providing guiding principles for improvements to the rights of way network and enhanced countryside access and should be read in conjunction with this Strategy. The objective of the ROWIP is:

To manage, improve and promote a public rights of way network as an integral part of a wider transport system which meets the needs of the whole community for safe sustainable local transport, which improves public health, enhances biodiversity, increases recreational opportunities and contributes to the rural economy.

The ROWIP sets out how the public rights of way network, for which the County Council is responsible for, will be managed and improved. Its scope includes all non-motorised users (NMUs) including equestrians and ramblers, and although it contributes significantly to active travel objectives, it also has a more wide-ranging purpose including recreational needs of users on the network.

There will be instances on the network of roads, pavements, rights of way and bridleways where new infrastructure or improvements cause conflict between existing and new users. Emerging or updated documents such as the Cambridgeshire Active Travel Design Guide, HDM General Principles for Development and Highway Operational Standards will set out how all users will be considered appropriately as active travel schemes are designed and delivered where they impact on existing rights of way.

Developing the Strategy

This Strategy has been developed with input from council officers, key partners, local users and interest groups and wider engagement with county and district councillors, parish/town councils and key stakeholders. Feedback received through workshops, working group meetings and written comments have been considered in the development of the Strategy. A draft Strategy was consulted on through a six-week public consultation between September and November 2022. Feedback was analysed and changes were made to the draft strategy. For more detail, the consultation report can be read [here](#)¹².

Benefits of active travel

This Strategy looks to build on the success of existing high levels of walking and cycling in Greater Cambridge to create a Cambridgeshire culture of active travel. As well as becoming a natural choice for local journeys, providing more strategic cycleways and integrating with transport hubs will enable longer journeys to be made by sustainable modes. Making these travel choices will reduce the increasing pressure on our local environment and reduce the wider environmental impact of transport and its impact on the quality of life for future generations, whilst improving the health of the population of Cambridgeshire (see Figure 5 overleaf).

Cambridgeshire's Climate Change and Environment Strategy¹³ (2022) and the Cambridgeshire and Peterborough

Health and Wellbeing and Integrated Care Strategy¹⁴ (2022) are important drivers for change and have been considered throughout the development of this Strategy. For more information, refer to Appendix 1.

Housing and employment growth in Cambridgeshire is expected to continue, and we need to do more to enable and encourage better travel habits for those living and working in the county. To do this, we need to persuade more people out of their cars and on to more sustainable modes of travel. Without this change, there will be continued increases in air pollution and journey times due to significant congestion on the roads across the county. We will fail to meet significant international, national and local targets to combat climate change.



Improve our environment now and for the future:

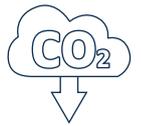
Reduce air pollution



– reduction in the production of particulates and nitrogen dioxide (NO₂)

Source: [Cambridgeshire Climate Change and Environment Strategy](#)¹³

Reach net zero carbon by 2045



Improve our health and wellbeing:

33% of all 10 and 11 year old **children** in Cambridgeshire are **obese**



and over **60%** of all **adults** in Cambridgeshire and Peterborough are **overweight**

Source: [Joint Strategic Needs Assessment](#)¹⁵

72% of adults (19+ years) are **physically active**



11% of 16+ year-olds rate their **happiness as low**



Source: [Cambridgeshire Insight](#)¹⁶

Over **5%** of Cambridgeshire's population **mortality** is attributed to **air pollution**



Source: [Cambridge Air Quality Action Plan](#)¹⁷



Cycling and walking can help **reduce the risk**



of cardiovascular disease, diabetes and dementia

Source: [Joint Strategic Needs Assessment](#)¹⁵

Reduce traffic congestion:



83% own a car/van

Source: [Cambridgeshire Insight](#)¹⁶

15% reduction in car miles



driven in Cambridgeshire and Peterborough **by 2030**

Source: [Cambridgeshire and Peterborough Independent Commission on Climate](#)¹⁸

Cambridgeshire rates of **cycling** and **walking** are the **lowest** amongst the **over 40s**

Source: [Cambridgeshire Insight](#)¹⁶

Figure 5: Benefits of active travel

Cambridgeshire context and challenges

Cambridgeshire is a diverse county, formed of the cities of Cambridge and Ely, towns and large rural areas made up of villages and open countryside. There is significant planned growth across the county which presents transport challenges, particularly in rural areas where a lack of alternative options means there is a dependency on travel by private car. The COVID-19 pandemic has changed the way people travel, but the long-term impact is still unknown, which presents a new challenge, but equally an opportunity to address changes to how the people of Cambridgeshire are living, working and

travelling. There is also a recognised need to tackle the wider climate crisis. A target to reduce car miles driven within Cambridgeshire and Peterborough by 15 per cent by 2030 (compared to baseline) is recommended in the [Independent Commission on Climate Report](#)¹⁸ and included in the LTCP.

The city of Cambridge and its immediate surrounding area form a globally significant high-tech and biotech cluster, with the University of Cambridge being a major employer and a source of knowledge and skills that supports and drives the businesses in the cluster and



the local economy. The Cambridge area is a very desirable place to live, study and work, but is also a significant trip generator from other parts of the county and from neighbouring areas for work, business and leisure. Traffic congestion is already a significant problem in Cambridge and many of the towns.

Cambridgeshire is a predominantly rural county and many of the rural areas, particularly in the north of the county, suffer from problems related to social exclusion through poor transport access to key services. The Council's District-based Transport Strategies¹⁹ explore the challenges facing each district in more detail. Walking and cycling have a role to play in addressing these challenges in rural areas alongside public transport, and the flat natural landscape of the county means it could become an attractive travel option to more people. The current lack of safe and connected active travel provision is a significant barrier so improving walking and cycling

routes to key destinations for work, education and healthcare to help reduce social exclusion is an important part of local transport policy.

Active travel in Cambridgeshire so far

The city of Cambridge has the UK's highest levels of cycling with 29 per cent of its working residents cycling to work in 2011. Cambridge also topped the table in 'Sport England' 2015 active people survey²⁰ with 33 per cent of adults cycling three times a week. South Cambridgeshire also enjoys high levels of cycling with 7.6 per cent of residents cycling to work in 2011.

The Greater Cambridge region has seen significant recent investment in sustainable travel improvements since the creation of the Greater Cambridge City Deal in 2013, now known as the Greater Cambridge Partnership (GCP). The £100m of government funding made

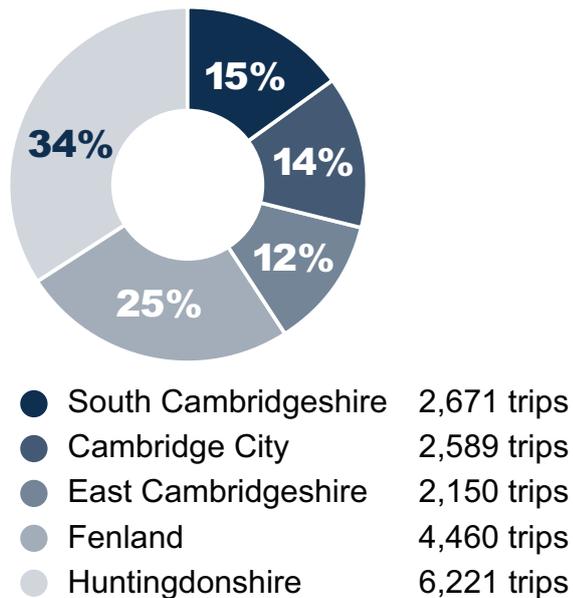


available for transport improvements until 2020 has seen a number of schemes delivered. Schemes include improved active travel infrastructure on four key corridors into Cambridge, approval of the Greenways programme consisting of 12 new segregated routes, Cycling Plus schemes and the opening of the Chisholm Trail Phase 1, with Phase 2 starting in late 2022. Following the 2020 Gateway Review, an extra £200m of funding has been made available up to 2025. The GCP's City Access project proposes a new Sustainable Travel Zone in the City of Cambridge in the form of a road user charge, that will help fund transformative improvements to how people and vehicles will move around the city, whilst reducing congestion and improving air quality. The proposal, if agreed, would provide further investment in active travel in the city, alongside substantial public transport improvements ahead of the charges taking affect. The full proposals for the Sustainable Travel Zone were included in the Making Connections consultation that finished in December 2022. The results will be evaluated ahead of a formal decision that is scheduled for later in 2023.

The success of investment in sustainable travel in the Greater Cambridge area can be seen by the recent report prepared by [Sustrans on Walking and Cycling Index 2021](#)²¹. Every year, walking and cycling prevents 827 serious long-term health conditions, creates £215.6 million in economic benefit for individuals and the region, and saves 19,000 tonnes of greenhouse gas emissions in the Greater Cambridge area.

The situation outside the Greater Cambridge area is somewhat different and investment in active travel has been

Cambridgeshire – car trips to work, under 2km, 2011



Source: Census 2011, National Statistics

Figure 6: Car trips to work in Cambridgeshire

more limited. Although half of work trips are walked or cycled in Cambridge City, only one in seven walk or cycle in the rest of the county¹³, with walking preferred over cycling. There are wider public health issues in some parts of Cambridgeshire with high levels of obesity and many adults having limited levels of exercise. There are many short journeys currently being made by car that if made by active modes could make a significant difference to both individuals and the local and wider environment (see Figure 6).

Increasing levels of active travel across Cambridgeshire, with a focus on making more journeys by foot or cycle that are currently being made by private car, will play a significant part in tackling the many local transport challenges as well as wider impacts on climate and health. To achieve significant modal shift, the challenges identified in Figure 7 (overleaf) will need to be addressed.



Figure 7: Challenges to implementing active travel

Addressing the barriers to mode shift: what can we do?

It is acknowledged not all journeys that are currently made by car will be possible by active means, and everyone's circumstances are different. There are many barriers that prevent people from walking and cycling. Many of these barriers can be addressed through better designed and inclusive schemes, as well as behaviour change initiatives to create an active travel

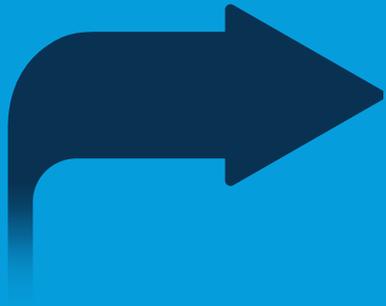
culture. However, there will always be barriers that are difficult to overcome, either due to constraints of location or the needs of travellers. Some of the most common barriers to why people do not currently walk or cycle more are shown in Table 1, but there can be other specific reasons why people feel they cannot walk or cycle more. This Strategy includes how we can address many of these barriers, through its policies, schemes and initiatives, as summarised below.

Table 1: Barriers and potential solutions to mode shift

Perceived barrier	Proposed solution
<p>Longer journey times to walk or cycle compared to private car and the need to make multiple journeys at one time.</p>	<p>By providing high-quality, safe and direct infrastructure and creating a more inclusive active culture, more journeys will be possible by active modes by more people. A key part of the Strategy is encouraging people to make different choices to create an active travel culture across Cambridgeshire. This can be achieved by sharing information and promotional activities and campaigns.</p>
<p>Travelling with young children or people less mobile, as well as needing to travel with goods.</p>	<p>Designing infrastructure to accommodate cargo and e-cargo bikes, both for carrying people and for goods, as well as providing appropriate cycle parking. Trials and hire schemes can help show people and businesses the potential of these solutions. All new active travel infrastructure should be designed for all ages to use safely.</p>
<p>Concerns of safety or perception of safety – congested roads, poorly designed infrastructure, unlit paths and conflict of users can make people feel at risk of harm.</p>	<p>Policies within this Strategy, as well as relevant technical guidance and supporting documents, should be applied consistently for all transport improvements or new transport schemes, and in the design of new developments to ensure schemes are safe and inclusive for all users.</p>
<p>Physical ability and confidence – as well as people who have mobility or specific health issues that limit their ability to travel actively, e.g. a health condition, disability or age, many people have low levels of fitness or lack confidence that makes them feel they cannot walk or cycle more often.</p>	<p>Education and training – building on the work of the CCC Road Education Team and Road Safety Partnership, educating both motorists and all non-motorised users on the Highway Code and code of conduct, as well as cycle training initiatives such as Bikeability.</p> <p>Removal of pinch points to allow for non-standard and adapted bikes.</p>
<p>Access to cycles – standard, electric or adapted – to enable people to cycle or allow for longer journeys to be made by cycle.</p>	<p>Bike hire and sharing schemes – work with CPCA as Transport Authority to explore ways to expand micromobility schemes outside of the City of Cambridge, as well as localised initiatives to widen people’s access to a bike. ➤</p>

Perceived barrier	Proposed solution
<p>➤ Lack of supporting infrastructure – if secure cycle parking is not available there is a high risk of cycle theft. No benches, changing facilities at destinations, wayfinding and appropriate lighting can all deter people from walking or cycling.</p>	<p>Policies within this Strategy, as well as relevant technical guidance and supporting documents, should be applied consistently for all transport improvements or new transport schemes, and in the design of new developments to ensure supporting infrastructure is considered at early stages of scheme design. Collaborative working with district councils and external partners will be important to achieve this.</p>
<p>Bad road user behaviour – both motorists and cyclists are known to present bad behaviour on roads and shared user routes at times, making it unpleasant or unsafe for all users when this happens.</p>	<p>Education and training – building on the work of the CCC Road Education Team and Road Safety Partnership, educating both motorists and all non-motorised users on the Highway Code and code of conduct, as well as cycle training initiatives such as Bikeability.</p>
<p>Non-existent and poorly designed or maintained active travel routes – an active travel route is only as good as its weakest point, and there are known gaps and deficiencies in the existing network which create unsafe or unpleasant journeys by active modes.</p>	<p>A key part of the Strategy is to identify the gaps and deficiencies within the network and to deliver improvements as funding opportunities are secured, working closely with the highway capital maintenance programme.</p>
<p>Bad weather and other unpleasant environments – bad weather, poor air quality and noisy congested streets are all factors that people say put them off walking or cycling as it is not a pleasant journey to make in those conditions.</p>	<p>A key part of the Strategy is encouraging people to make different choices to create an active travel culture across Cambridgeshire. If this is achieved, the environment we travel in will become more pleasant and a safer place to be.</p>

Vision and objectives



A vision for Cambridgeshire that acknowledges the need to embrace active travel as an authority and a society, and our roles in achieving the significant and essential wider health and environmental benefits needed.



Vision

Active travel will be embraced in all transport policies, projects, investment and development in Cambridgeshire, prioritising cycling and walking and associated travel modes. We plan to create a well-connected, safe and inclusive active travel network that will become the 'go-to' travel option for local journeys.

We will enhance existing active travel infrastructure, expand the network with new, safe, high-quality active travel routes and rebalance the use of road space to better reflect the road user hierarchy. The aim will be to increase the number of utility journeys taken by foot, cycle or other 'wheeled' modes as defined in the Strategy, whilst taking account of other motorised and non-motorised user (NMTU) needs.

The Strategy identifies the policies and actions needed to create and deliver a

connected countywide active travel network plus associated infrastructure, addressing both urban and rural provision, designed with consideration of the needs of differing user groups and abilities. It will make improving internal and collaborative processes a high priority, ensure the application of existing and emerging national guidance, helping to secure funding to deliver the vision. We will seek new ways to encourage those who are able to make active travel a natural choice for local journeys



currently taken by private car, as well as linking to transport hubs for onward travel by bus or train. Journeys to schools, town centre facilities, transport hubs and places of healthcare and

employment, including supporting infrastructure, are the key focus of the Strategy in order to achieve wider Council aims. These priorities are summarised in Figure 8.

We will:



Figure 8: The 4 Es – priorities to achieve the active travel vision

Objectives

Our objectives set out how we will seek to achieve the active travel vision for Cambridgeshire and how the 4 Es described in Figure 8 will be embedded into the longer-term delivery of the Strategy. The County Council will:

- 1 Embrace a clear, deliverable vision for a high-quality, safe, inclusive and connected active travel network across Cambridgeshire that will enable and encourage more journeys currently being made by car to be taken by walking or cycling. This will support achieving net zero carbon by 2045, reduce air and noise pollution and create a healthier, more active Cambridgeshire.
- 2 Develop the active travel network by identifying improvements to local journeys, as well as connections to public transport for onward travel. An integrated network will better connect both urban and rural communities to local facilities, improving social inclusion, physical and mental health and wellbeing.
- 3 Deliver significant step change in active travel provision across the county, by improving internal processes and collaborative working with key partners, developers, stakeholders and communities.

Together, we will ensure safe and inclusive active travel is embedded and prioritised in all future decision-making, projects, schemes and policies at all levels.

- 4 Ensure the existing and future Active Travel network is fit for purpose by:
 - a. identifying improvements to the existing active travel network, filling in the gaps in connectivity and supporting infrastructure such as signage, benches and cycle parking to make routes safer and more pleasant to use
 - b. ensuring high-quality and connected active travel provision is planned as part of all transport schemes and developments at the outset of projects and planning applications
 - c. review and improve maintenance of existing active travel infrastructure, addressing the importance that well maintained routes have on sustained use
 - d. embedding a 'whole life cycle' approach to scheme development, ensuring all new schemes are designed to a high-quality whilst minimising the ongoing maintenance cost and secure alternative funding, e.g. commuted sums.

5 Explore new ways to promote and encourage active travel and support initiatives that create behaviour change and modal shift. We will look holistically at the shared experience and influences that make walking or cycling an attractive option as a form of travel, as well as addressing the barriers people face that impact on their choices

Active travel is one part of a much bigger transport picture that will play a part in achieving wider societal, health, environment and climate targets both locally and nationally. Modal shift away from travel by private car will depend on other significant changes. For example, the reduced need to travel through integrated land use and transport planning, and significant improvements to integrated public transport. These issues are addressed in the LTCP,

District-based Transport Strategies and work proposed by the Greater Cambridge Partnership. A holistic approach will create opportunities for improved public realm, better connected communities and address wider health and inequality issues. Safe and inclusive active travel can open wider travel opportunities for young people and those who cannot afford other transport options. Eventually, creating a society where walking and cycling is the norm, for all ages and abilities, will increase independent mobility as people get older, and reduce the likelihood of people developing health conditions.

Improved digital connectivity and flexible working patterns, with more people able to work from home, will help people live and work more locally. The Cambridgeshire and Peterborough Combined Authority emphasises the important role this plays in future travel patterns as outlined in the Local



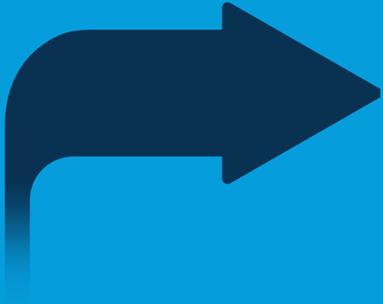
Transport and Connectivity Plan, which also sets out the Authority's plan for improved bus service provision across the region.

This Strategy aims to be bold but also realistic, setting out a step change in transport priority, to reach the longer-term net zero carbon targets by 2045. There will be a short-term focus on better collaboration and processes internally, and working with key partners, placing a higher priority on active travel in all decision making. The identified short-term actions will not depend on significant levels of funding but focus on setting good foundations for significant quality active travel infrastructure improvements and decision making over the lifetime of the plan.

The statement of actions and studies focuses on developing and implementing a detailed pipeline of active travel improvements and new schemes that will work to achieve the longer-term vision of a connected active travel network. This stage will be dependent on securing funding opportunities to design and deliver the pipeline of schemes. Further detail on the funding and delivery of the Strategy is under section 'Delivery'.

The impact, or 'success' of the Strategy on achieving its vision, objectives and wider policy aims will be dependent on enforcing the policies within it and identifying funding over its lifetime to deliver the vision for a connected active travel network across Cambridgeshire.

Policies



Achieving a step change in improved collaboration, process and quality design to enable successful long-term delivery through putting active travel at the heart of everything we do, to help meet the significant change needed by 2045.



Our active travel approach

Cambridgeshire's Active Travel Strategy is designed to complement, reflect and align with a range of plans and strategies, as active travel contributes directly to a whole range of policy outcomes and delivery methods. These include health and wellbeing, equality and inclusion, safety, climate and environment, and sustainable growth.

This section sets out the policies of the County Council as Local Highway Authority for Cambridgeshire. These policies should be read in conjunction with:

- > existing, updated or emerging government guidance
- > [Cambridgeshire and Peterborough Local Transport and Connectivity Plan⁶](#) (LTCP)
- > [Area-based transport strategies¹⁹](#) – Cambridgeshire County Council
- > [Cambridgeshire Rights of Way Improvement Plan³](#) – Cambridgeshire County Council
- > District council Local Plans, SPDs and transport strategies
- > Neighbourhood Plans and parish-led LCWIPs
- > The [Greater Cambridge Partnership programme⁸](#)
- > [The Vision Zero Partnership: Towards 2030 – Making our roads safer for all²²](#)
- > existing, updated or emerging supporting documents as referenced.

They are intended to provide a robust framework which will be referred to by our partners and adhered to by all parties where active travel modes are considered or affected. For a full list of documents considered as part of the Strategy, refer to Appendix 1.

Policy AT01: The overarching Strategy approach

As a key part of the transport network, active travel will play a significant role in contributing positively to the climate change, environment and health agendas, support economic growth, mitigate the transport impacts of the growth agenda, reduce congestion and help protect the county's varied but distinctive character and environment. To achieve this, active travel networks will be provided across the county in an integrated, connected and accessible way to embrace, enhance, expand and encourage active travel journeys. At the heart of this Strategy is safety, inclusivity and connectivity, ensuring everyone can get to where they need to go.

Linked to objectives **1 2 3 4 5**

This Chapter sets out the policies under the 4 Es: **Embrace**, **Enhance**, **Expand** and **Encourage**.



Embrace

By embracing the use of active travel modes across the county, we will put active travel at the forefront of decision making on transport investment decisions. It will be embedded into the design and delivery of transport schemes, with active travel user needs prioritised and attention focused on integrating active travel from project inception. These measures will support active travel as the go-to option of travel, particularly for everyday local journeys, or as part of longer journeys. In all contexts, where people are making journeys, decision makers must always consider and prioritise active travel at the outset. The needs of existing users of the network will be recognised and considered at the early stages of all schemes and developments in order to achieve an acceptable balance appropriate to the location and scheme. One of the key aims of the Strategy is to ensure a wide range of policies adopted by the County Council and endorsed by district and local partners to reflect and support the move towards active travel.

Nationally there are commitments to embracing and boosting active travel, through policy and guidance, as well as through the newly formed Executive Agency Active Travel England (ATE). Locally, it is by working across departments and collaboration with ATE, local partners, developers, stakeholders and the wider public, that the greatest changes will be made. This can be achieved through establishing an Active

Travel Centre of Excellence within the County Council. The Centre of Excellence (CoE) is being developed to support Cambridgeshire and the region to develop and implement active travel. The CoE will identify and secure funding to deliver active travel schemes from central government, CPCA and through the planning process. The CoE will lead and promote active travel in the region and act as a unifying voice for the region.

Policy AT02: Collaborative working with partners, businesses and developers

The County Council will work collaboratively with key partners, partner agencies, businesses and developers to deliver enhanced and expanded active travel networks which encourage and facilitate active travel journeys. Partners include all those who can influence active travel, including Active Travel England, Cambridgeshire and Peterborough Combined Authority (CPCA) as Transport Authority, the district councils as Planning Authorities, and the Greater Cambridge Partnership (GCP). Wider partner agencies, neighbouring authorities, Parish and Town Councils also have an important role to play. A good example of effective partnership working can be seen through the multi-agency Cambridge Cycle Crime Task and Finish Group, which involves local police officers and key stakeholders to reduce cycle crime

in Cambridge. It has made a positive difference since the Task and Finish Group was established in 2020. Lessons learnt could be used across the county. Failure to work together could result in ad hoc provision, missed opportunities or duplication of work. Taking a proactive, positive and collaborative approach will support the successful long-term delivery of the Strategy.

All partners must consider active travel and prioritise it through the planning process and from the inception of all ideas, projects, programmes and plans which involve people making journeys. We will work with train and bus operators to develop easy, safe and pleasant transitions between modes at transport hubs.

The County Council will engage with the Local Plan process to encourage robust policies which prioritise walkable neighbourhoods, integrated land use/transport planning, and active travel in new developments including safeguarding of routes, appropriate S106 schemes, appropriate car parking standards and cycle parking standards as well as other supporting infrastructure.

Linked to objectives **1 3**

Policy AT03: Collaborative working with key stakeholders and the community

The County Council seeks to ensure key stakeholders and communities impacted by projects are proactively engaged throughout the process, including community groups and relevant campaign/interest groups. We will also engage with Neighbourhood Planning alongside the relevant Local Planning Authority. It is recognised there is

opportunity to improve internal processes to ensure engagement with all interested and affected groups takes place from the outset of projects as well as when projects move through different stages of the process, and at formal public consultation stage. This should include stakeholder input, where appropriate, in agreeing scheme details through the S106 developer contributions process, see action plan ATAP 13.

Linked to objectives **3 5**

Policy AT04: Ensure that Active Travel is prioritised in new developments

Early consideration of active travel provision is fundamental to achieving high-quality infrastructure and sustainable growth. An important way to ensure the optimum solution is provided is to safeguard active travel routes in Local Plans. The County Council will work with district council planning teams to identify and secure appropriate routes through the Local Plan process.

Another important stage the County Council can influence active travel provision and design is through the planning application process. Transport Assessments (TA) are required to support any planning application that produces a net increase of 50 person trips (by all transport modes) per day. For smaller-scale developments, a Transport Statement (TS) is generally required. However, a full TA may be required if the development falls below this threshold but has other local issues that may need to be addressed.

Measures that embrace, enhance, expand and encourage active travel for new developments must be embedded

from the start. The Council encourages developers to work with transport officers at the outset of their projects to ensure all opportunities are considered. The emerging Active Travel Centre of Excellence will input into this process to ensure consistency and quality across proposals. The [CCC Highway Development Management General Principles for Development](#)²³ document sets out requirements to applicants, developers, their agents and local authority officers in relation to new highway, access and adoptable infrastructure across Cambridgeshire. This will be updated to reflect the key theme of embracing active travel in all new decision making (refer to Action Plan 08). The Cambridgeshire Active Travel Design Guide is also available to assist developers where public rights of way are involved or new rights are being considered.

An Active Travel Toolkit for New Developments will be adopted (refer to Action Plan 02) that will provide guidance for planning authorities, County

Council departments and developers. Developments of all types and sizes should consider the key considerations and expectations within the Toolkit. The checklist will need to be completed for larger-scale developments, as defined in the Toolkit, to show that active travel is considered at the earliest stage to ensure provision of or impact on active travel is accounted for.

Linked to objectives **1 2 3 5**

Policy AT05: Internal processes

Consideration of active travel provision must be embedded across the Council in the same way as safety is considered. All NMUs should be considered at the early stage of scheme inception. A joined-up approach and sharing of information internally will foster better outcomes for active travel and improved engagement and consultation with all relevant teams and wider stakeholders at both early and detailed design stages will be essential.



The County Council will explore new ways of working that ensure wider and improved collaboration within Council teams, relevant partners and key stakeholders as appropriate across stages of scheme inception, design and implementation. Refer to Action Plan 12 and 13.

Linked to objectives **1 3 4**

Policy AT06: Applying the road user hierarchy

An important part of embracing active travel is putting those who walk or cycle at the top of our transport user hierarchy. The 2022 updates to the Highway Code²⁴ put more emphasis on protecting the most vulnerable users of the road

network, including horse riders. The road user hierarchy, as illustrated in Figure 9, based on the Manual for Streets²⁵ (DfT, 2007), puts active transport modes at the top of the road user hierarchy. The inclusion of equestrians reflects the need to consider all vulnerable non-motorised users such as horse riders in all transport schemes, ensuring they are provided for where appropriate on a scheme-by-scheme basis and are not adversely impacted.

The road user hierarchy should be considered alongside the ‘Place’ and ‘Movement’ concept set out in the LTCP that will identify the suitability of any new or improved transport scheme within a specific location and should be referred to alongside this policy.

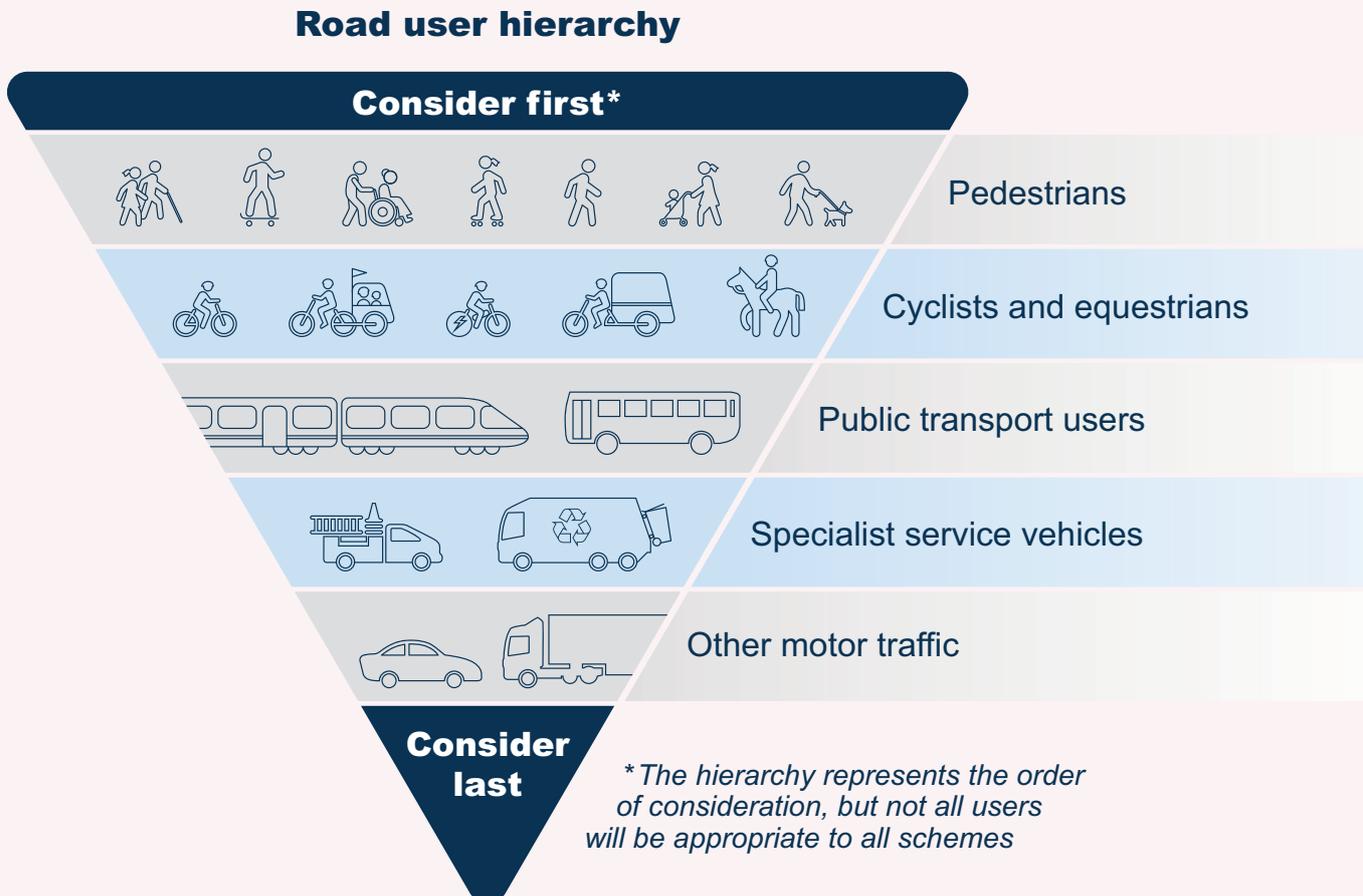


Figure 9: Road user hierarchy

The GCP Cambridge Road Classification review could redefine how different types of roads will look and feel for different road users, placing more emphasis on the application of the road user hierarchy using the place and movement concept. This could have a significant impact on the attractiveness of active travel routes where this is implemented.

Linked to objectives **1 2 4**

Policy AT07: All highway improvement schemes must consider active travel

As set out in Local Transport Note (LTN) 1/20²⁶ appropriate cycle facilities should be provided within all new highways schemes and development proposals, regardless of whether the scheme is on a designated cycle route, unless there are clearly defined and suitable alternatives. Improvements for walking should also be provided to meet the Healthy Streets²⁷ indicators where appropriate. Highway improvement schemes must consider active travel improvements and it will not be acceptable to continue an existing poor level of service for those walking or cycling. Along new transport routes such as major highway improvements, transport corridors and new busways, dedicated and generous parallel active travel facilities should be provided as standard along the full length, including junctions, and connected to wider existing infrastructure. This should include wider NMU facilities where there are opportunities to link with existing provision to improve connectivity of NMU routes.

The needs of those using active travel modes must be prioritised and embedded at each key stage of the

Gateway process in the County Council's Project Management Framework.

Policies set out in the National Planning Policy Framework²⁸ (NPPF), the National Model Design Code²⁹, and the Rights of Way Improvement Plan (ROWIP) must be observed and implemented as well as any new or updated relevant guidance. Partnership working is crucial in involving all parties who can advise on the needs of active travel.

Linked to objectives **1 3**

Policy AT08: Accessible and inclusive provision

Accessible and affordable transport is a lifeline for many Cambridgeshire residents. It connects people to opportunities for healthcare, learning, work, socialising, sport and leisure activities. Effective transport networks enable communities to contribute to economic growth and support diverse and thriving populations. However, travel in some areas, particularly in rural areas, can be problematic for those who do not have access to a private vehicle, or where households have access to one vehicle but have incompatible journey needs.

Our future networks and connections will be planned and designed to create inclusive and safe environments for all to enjoy the benefits of active travel. This will include designing for adapted cycles and mobility aids, removing physical barriers, reducing pavement parking and street clutter which can be a barrier to active travel, especially for those using mobility equipment and those with pushchairs. We will build on existing practices such as the need for an Equality Impact Assessment for all

projects and continue to work with partners to learn lessons and continually update our best practice. This will include early engagement with user groups and considering appropriate design measures for people with different needs and abilities, applying the key principles set out in [Inclusive Mobility – a Guide to Best Practice on Access to Pedestrian and Transport Infrastructure](#)³⁰ (DfT, 2021).

We recognise that not everyone is able to take up an active mode of travel and the use of private car, public transport, taxis or community transport services remain essential for some of those people. We will, however, look to better provide for our aging population and those with disabilities by creating healthy streets focusing on elements such as safer crossings and providing more benches. All protected characteristics should be considered, including disability, age, gender, gender reassignment, sexual orientation, race and ethnicity, religion or belief, marital and civil partnership status and pregnancy and maternity as defined in the [Equality Act 2010](#)³¹. As a Council, we have gone beyond these: poverty and rural isolation are also included in Cambridgeshire County Council's [Single Equality Strategy](#)³², and should also be considered in all active travel projects.

Linked to objectives **1 2 3 4**

Policy AT09: Safety for all

The County Council is a member of the [Vision Zero Partnership](#)²², which is committed to a Safe System approach. Its structure and activities are based on the principles of Safe Systems and the Vision Zero Strategy: Making our roads safer for all (2020) sets out how all partners will work together to achieve Vision Zero, which states:

No human being should be killed or seriously injured as the result of a road collision.

As Highway Authority, the County Council supports this vision and will ensure that the safety of vulnerable road users will be considered through appropriate design and implementation of active travel infrastructure at all scales and stages of development.

It is recognised that safety means different things to different users of the network. For example, the safety challenges of a non-disabled person will be different to someone who uses a wheelchair or is blind. Equally, the safety challenges will be different for a child versus an elderly person, and between other people who experience marginalisation related to their protected characteristics. We will build on existing practices to consider 'safety for all' in every project and continue to work with partners to learn lessons and continually update our best practice. By creating safer infrastructure and addressing perceptions of safety for users, more people will be encouraged to travel by active means for more of their local journeys.

Linked to objectives **1 2 3 4 5**



Enhance

Cambridgeshire has an existing network of roads, pavements, cycleways and public rights of way such as footpaths and bridleways, but not all of these are fit for purpose and therefore active travel can be hindered. This is more acute in some parts of the county than others and is part of the [Cambridgeshire Rights of Way Improvement Plan](#)³ (ROWIP). This section focuses on the active travel network used for everyday journeys to places of education, health and work, and local amenities such as town centres. These policies and future transport schemes will need to be considered alongside the ROWIP and the provision and protection of the recreational activities associated with the wider rights of way network.

There are significant challenges to creating and maintaining an active travel network, in terms of resource, budget pressures, traffic management pressures and the legacy of poor design or materials used. However, by filling ‘gaps’ in existing parts of the network, improving design, surfaces and supporting infrastructure, and adopting forward-thinking approaches, such as Healthy Streets for pavements in our towns and city centres, significant enhancements can be made. As set out in the ‘Embrace’ section, wherever possible, the opportunity will be taken to improve the existing walking and cycling networks as part of all highway schemes.

Enhancements should incorporate ecological benefits in schemes in accordance with the Council’s net biodiversity gain ‘Doubling Nature’ set out in its [Climate Change and Environment Strategy](#)¹³, recognising the value of green infrastructure to mental health and wellbeing. Making existing routes safer and more pleasant spaces to move through will encourage more people to use them.

Policy AT10: Improve existing walking and cycling provision

The Strategy recognises that there are known gaps and barriers in the rights of way and walking and cycling networks. This includes missing links between provision, below standard infrastructure, unsafe junctions or crossings, as well as removing or designing out physical barriers, that can reduce usage and impact on users’ safety.

We will seek to identify and address these gaps and barriers (refer to AT101) to greatly enhance provision, provide complete and safer routes and encourage new users to take up active travel journeys.

Linked to objectives **1 2**

Policy AT11: Improve supporting infrastructure of the existing network

To fully support the increase in more active travel journeys, accompanying infrastructure must also be delivered. Supporting infrastructure includes providing secure and accessible cycle parking for standard and adapted cycles in the right locations, providing appropriate lighting where possible, and installing benches, signage and wayfinding to make routes as user friendly, attractive and safe as possible. This should be provided on all active travel routes as well as at transport hubs, e.g. bus and train stations and bus stops, to ensure ease of connection to public transport.

Experience of or fear of cycle theft can be a significant barrier to people choosing to cycle. Cycle theft is particularly high in areas of longer-term parking such as at train and bus stations. The County Council will support the provision of secure cycle parking and shared cycle hire at key destinations, e.g. train/bus stations, town centres and local shops, community facilities, as well as places of leisure, employment and education. We will also support the installation of facilities such as showers, lockers or lockable enclosures and secure covered cycle parking, considering designs that are accessible and inclusive for all. The County Council will build on recent projects where cycle parking has been installed in many town centres in consultation with town and parish councils. Opportunities to install new or improved cycle parking in other key destinations will be considered as funding is available. It is acknowledged that not all residential properties have space for cycle storage and

opportunities for secure cycle parking in residential areas will also be considered. We will work with district councils to ensure good cycle parking standards for new developments are set out in local plans and implemented through the planning process.

In more rural locations, lighting provided by street lighting columns will be minimised wherever possible and only used where a clearly defined requirement is identified, such as at conflict areas, e.g. at a crossing point where a cycle path crosses a main road. The design of schemes will consider the use of solar lighting studs or reflective studs wherever possible in line with Cambridgeshire's Active Travel Design Guide. This approach is in line with the Council's Climate Change and Environment Strategy considering reducing energy consumption and light pollution that can be detrimental to night-time wildlife.

The County Council, partner organisations and developers should seek to include provision of supporting infrastructure in all schemes that have the opportunity to improve and support existing active travel infrastructure and journeys and encourage employers to provide facilities for its workers. Refer to Policy AT22 for supporting infrastructure for new schemes and developments.

Linked to objectives **1 3 5**

Policy AT12: Adopt the Healthy Streets approach

The [Healthy Streets](#)²⁷ approach (see Figure 10), includes 10 Healthy Streets indicators that provides a framework for the active travel network, ensuring that all decisions in the built environment

improve people’s health by delivering better places for people to live in. In an active travel context, we will address existing street scene issues such as removing street clutter, improving air quality, providing safe crossings, and places to stop and rest. Planning for these provisions requires the support and commitment of our many partners and we will work together to improve accessibility and ease of movement for people who are walking, cycling or wheeling and so enhance journeys by these modes and the health of our population.

The Council will support schemes and initiatives that will improve the existing built environment that seeks to achieve the healthy streets approach and will seek to find opportunities to implement this through specific schemes or wider area improvements, such as through Healthy Steet Audits.

Linked to objectives **1 2**

Policy AT13: Explore ways to prioritise maintenance of active travel infrastructure and future-proof transport schemes

Maintenance of our active travel routes and supporting infrastructure will be a key part of achieving our vision, ensuring it continues to be fit for purpose and safe in all weather conditions. All new schemes will need to be designed to a high quality and standard in order to minimise the long-term maintenance cost, taking into account the implications of the legal status of a route. Any new NMU route being offered for adoption must meet the criteria set out in the County Council’s NMU Adoption Policy³³.

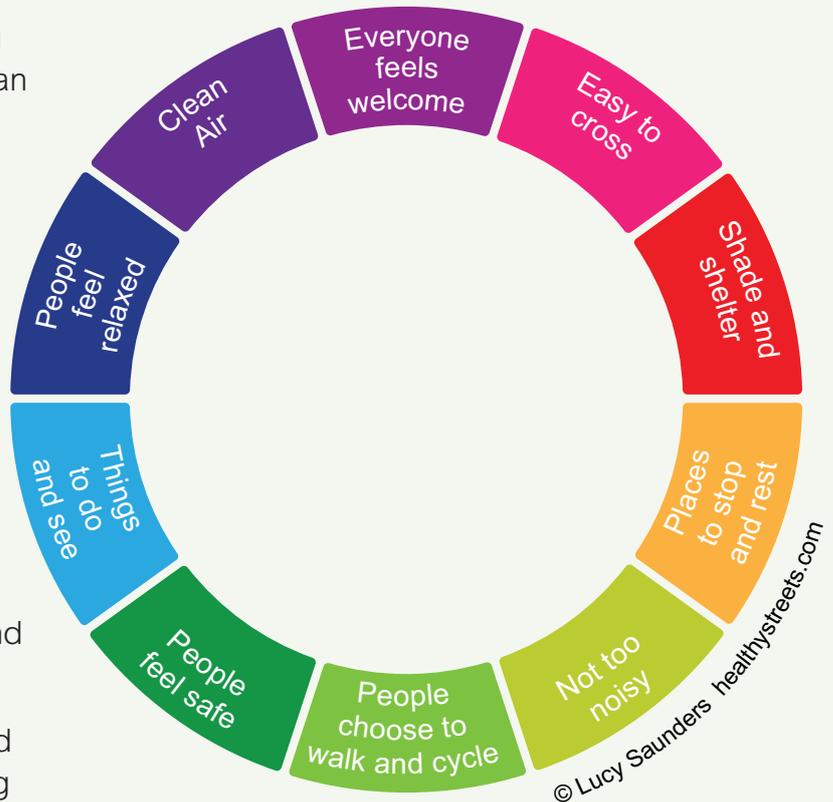


Figure 10: Healthy Streets approach

The County Council’s approach to maintaining our highways is set in our Highway Asset Management Policy³⁴ and detailed within our Highway Operational Standards.

The County Council will:

- > consider new ways to prioritise and deliver the maintenance of active travel infrastructure, e.g. through updated policies, consideration of the maintenance programme and legal classification of assets (refer to Action Plan 03)
- > explore different funding models for schemes, e.g. commuted sums, particularly in new developments. Consideration could also be given to innovative ways to maintain the network, such as using volunteers and working with community groups (refer to Action Plans 04 and 09).

Linked to objectives **1 3 4**

Policy AT14: Use enforcement powers to better manage active travel routes

Congested streets and anti-social parking can detract from active travel. Effective traffic management and enforcement of restrictions will help to create and enhance active travel routes, for example active enforcement of bus gates.

A number of traffic restrictions were implemented across the county during the COVID-19 pandemic in 2020–2021, funded by the Government’s Emergency Active Travel Fund.

Schemes involving Traffic Regulation Orders in the form of modal filters were implemented to give more space to pedestrians and cyclists and promote a greener recovery. These schemes, some of which were experimental, showed how restrictions to the network can provide better routes for walking and cycling, and the wider impact on the transport network.

As Highway Authority, we will use our enforcement powers to support the enhancement of active travel routes including working with district councils to reduce street clutter and obstructive



parking. Further powers will become available through the enactment of [Traffic Management Act part 6](#)³⁵ which could be used to enable safer active travel routes. Applications are being developed for civil enforcement powers in Huntingdonshire, Fenland and South Cambridgeshire District Councils. There are already civil enforcement powers in the Cambridge City Council area. In these district areas the Highway Authority could take advantage of these new powers by implementing further measures to enable improvements to active travel, such as enforced bus gates and tackling pavement parking.

Linked to objectives **2 3 4**

Policy AT15: Investment in the Rights of Way Improvement Plan (ROWIP)

The [ROWIP](#)³ was adopted in 2006, setting out how the Council will manage, improve and promote the public rights of way network. The Statements of Action were updated in 2016. Although focused

on the recreational use of the network, it needs to be considered alongside active travel improvements. It works in harmony with the Local Transport and Connectivity Plan and the Cambridgeshire and Peterborough Health and Wellbeing and Integrated Care Strategy, and now the Active Travel Strategy for Cambridgeshire.

Continued investment in the active travel priorities set out in the ROWIP is important to meet the objectives of this Active Travel Strategy. Securing funding from all available sources and working in partnership with the CPCA, district councils and the Local Access Forum (LAF) in Cambridgeshire will help to deliver on our commitment to enhancing active travel by raising awareness of the ROWIP and implementing the Statements of Action. Considering recent political and policy changes, a future review/update of the ROWIP will be considered (see Action Plan 05).

Linked to objectives **1 2 3 4 5**



Expand

A key focus and challenge for this strategy will be to expand the existing active travel network to encourage and facilitate more active travel. High-quality routes linking towns and villages with key destinations, main employment areas, transport hubs and schools will be particularly important. There will be a strong focus on making active travel the first choice for these journeys. Filling in missing links, included within the 'Enhance' section, will be a key part of achieving this.

The Cambridgeshire Local Cycling and Walking Infrastructure Plan² (LCWIP) identifies routes most likely to generate additional cycle journeys by using mainly census journey-to-work origin and destination data in each of the districts. Whilst these routes are generally supported, consultation identified the strong wish for more rural connectivity, linking villages with safe walking and cycling routes to existing routes and proposed Greenways, and to local destinations, particularly to village colleges, transport hubs and urban centres.

The Strategy recognises that a tailored approach will be needed, working with local communities and user groups across the county, to reflect the varied demographics, existing infrastructure provision and travel patterns experienced in different areas. Our district-based transport strategies detail the specific challenges for active travel in each district and set out the strategy approach for each area.

The Strategy supports leisure pursuits through considering links to the public rights of way network and local connections to tourist destinations, such as National Trust properties. Early engagement with all non-motorised users, including the equestrian community, will be required.

Policy AT16: Our vision for a connected active travel network across Cambridgeshire

Alongside enhancing our existing network of walking and cycling routes, future infrastructure provision needs to be well connected to the existing and proposed network and to key services and facilities and integrated into the wider transport network, particularly public transport hubs and across neighbouring boundaries. This will help achieve 20-minute neighbourhoods as proposed in the Local Transport and Connectivity Plan.

This high level connected active travel network (see Figure 11), will provide the basis for a detailed active travel network, as set out in the 'Delivery' section of this Strategy. It will be aligned with the objectives of existing or emerging transport strategies.

Linked to objectives **1 2**

Figure 11 (overleaf): Cambridgeshire's high level connected active travel network vision

Cross-boundary neighbours

Cambridgeshire Towns

Retail and services

Employment centres

Medical facilities

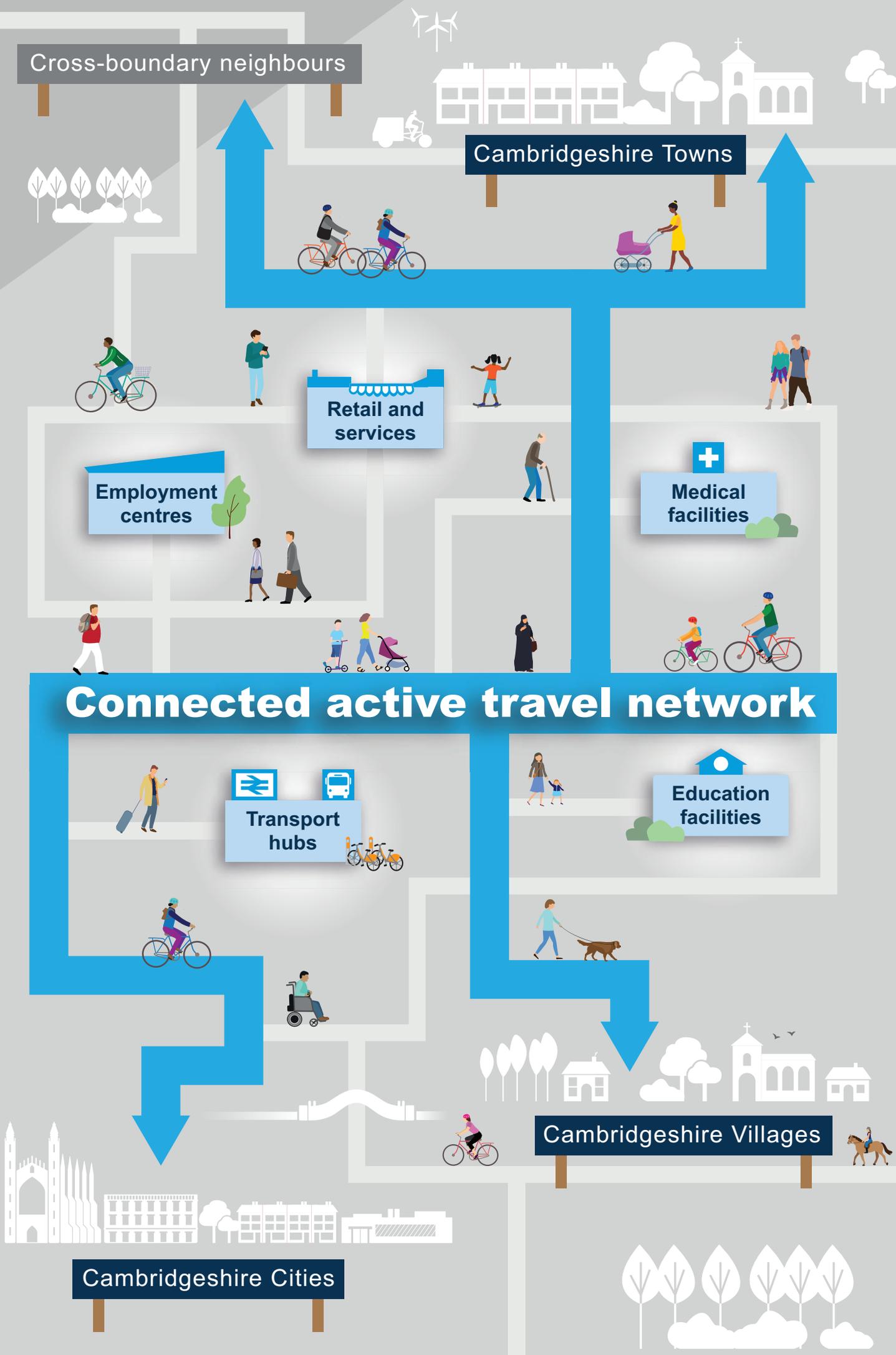
Connected active travel network

Transport hubs

Education facilities

Cambridgeshire Cities

Cambridgeshire Villages



Policy AT17: Creating a quality active travel network

The capacity, quality and safety of walking and cycling networks will be increased to enhance and promote healthy and active travel. The highest possible standard of cycling and walking infrastructure appropriate to a location will be pursued in line with the most recent design guidance.

The use of active travel as part of multi-modal trips will be encouraged wherever possible. Walking and cycling links to travel hubs, train stations and bus stops, including facilities for cycle hire and parking will be essential to create a joined-up sustainable transport network. We will work with key partners and stakeholders, such as CPCA, district councils, Network Rail, bus and train operators and community rail partnerships to achieve this. Routes, including junctions and crossings, will be direct, accessible, safe and wide enough to provide a suitable environment.

We will work with communities to identify everyday destinations for active travel, to highlight barriers such as unsafe or difficult-to-use junctions, and to identify opportunities for new community links.

Linked to objectives **1** **2**

Walking network

The walking network refers to pavements and public rights of way that can be used by foot, wheelchair or mobility aid, and includes people who use pushchairs and push scooters. Walking is an easy, convenient and free mode of travel. It offers a viable and healthy alternative for short local journeys that are currently made by private car, as well as part of a

longer journey if walking to a train station or bus stop.

The 10 Healthy Streets²⁷ indicators provide a framework for the active travel network (refer to policy AT12), particularly with regard to walking. The County Council will aim to balance these factors to provide improvements to existing streets and designing new provision, for example:

- > low volume and speed of traffic where feasible, and comfortable pavement widths.
- > safe pedestrian crossings appropriate for the location, which should follow desire lines
- > seating, lighting, shade and wayfinding.

All new development schemes should refer to the Active Travel Toolkit for New Developments once adopted (see Action Plan 02).

Cycling network

Cycling offers the possibility to travel further than is often acceptable by foot, and journeys made by cycle could become even longer with the uptake of electric cycles. Although cycling on roads is possible, and may be the best option in some circumstances, such as low volume and low speed trafficked locations, segregated provision is essential on busier and faster roads, as set out in design guidance. Segregation will attract new and inexperienced cyclists, offer a viable travel option in more rural areas, and make it safe for all, including children.

Therefore, in the provision of new cycle infrastructure the optimum standard of cycling infrastructure appropriate to a

location will be pursued in line with the Department for Transport's guidance on designing high-quality, safe cycle infrastructure LTN 1/2026, and other existing and future standards e.g. Manual for Streets, Healthy Streets, etc.

It is recognised, however, that where highway space is limited, private land acquisition not possible or there are environmental constraints, compromises may need to be made. Where full compliance with LTN 1/20²⁶ is not possible, this will need to be justified and a best alternative design that provides the optimum solution to still achieve coherent, direct, safe, comfortable and attractive provision, within the constraints of land and budget, will be sought in collaboration with partners and local communities.

Urban areas

Urban areas across Cambridgeshire include the cities of Cambridge and Ely, towns and larger villages where footfall and travel demand is higher due to higher population density and presence of local services. People living in more urban locations often live closer to their key services and facilities. An important part of this strategy is to enable and encourage more people to make such local journeys by foot or cycle, reducing the need to travel short distances by a private car.

The number and/or size of new development in urban areas often leads to opportunities for new or improved active travel infrastructure due to developer contributions. Also, funding of schemes in urban areas is more likely to come forward due to the higher travel demand and subsequent benefit/cost

ratio. These benefits will need to be fully realised to maximise the opportunities to deliver active travel infrastructure in urban areas across the county.

Policy AT18: Cycling in urban areas

Expansion of the cycling network will focus on filling in the gaps, removing barriers and identifying new routes to create a safe, convenient, direct cycle network linking to education, employment, public transport hubs, shops and other services.

Improvements will include:

- > improving junctions which have a high accident rate for people cycling or which act as a barrier to those wanting to travel by bike. This could include advanced stop lanes and approach lanes, advanced green stages at signals and innovative measures such as Dutch-style roundabouts and segregated facilities at signals
- > provision of segregated facilities along main radial and orbital roads. This may necessitate reallocation of space for vehicular traffic, for example a reduction of traffic lanes or making roads one-way for motor vehicles to allow for two-way cycle provision
- > speed and traffic reduction measures such as 20 mph zones, School Streets, creation of low traffic neighbourhoods and bus/cycle/pedestrian-only through routes as well as traffic calming infrastructure
- > widening existing or providing new shared use paths across green spaces where needed or physically segregating people walking and cycling where usage creates conflict and providing new off-road routes

which link key destinations. This would need to be balanced against environmental considerations

- > removing or designing out the need for physical barriers to ensure routes are accessible and comfortable for all, including users of adapted cycles and cargo bikes.

All new development planning applications should refer to the Active Travel Toolkit for New Developments once adopted (refer to Action Plan 02). Local and stakeholder consultation at a very early stage will also be essential.

Linked to objectives **1** **2**

Policy AT19: Walking in urban areas

The network of walking routes in urban areas generally already exists with pavements and footpaths, and the LCWIP identifies priority walking routes for improvement in the cities of

Cambridge and Ely, and larger market towns which link to local shops, schools, employment areas and other services. Footways and footpaths need to be inclusive and accessible to those with disabilities, particularly those who use a wheelchair.

As set out in the LCWIP, the focus will be on improvements to these routes using the Healthy Streets approach as well as:

- > improving existing paths where needed and identify and develop new footpaths or shared paths, for example across open spaces, in order to link key destinations. This would need to be balanced against environmental considerations
- > removal of barriers, for example, designing out pavement parking and other anti-social parking and targeting enforcement; ensuring use of A boards and dockless scooter and bike parking does not cause an obstruction



to people walking or wheeling, and that infrastructure such as gates and bollards does not create barriers to those in wheelchairs, adapted cycles or mobility scooters

- > updating light-controlled 'legacy' crossings with new control systems that improve the responsiveness to pedestrians crossing, or consider replacement with zebra crossings
- > designing side roads and private accesses to promote low speeds and pedestrian priority.

Linked to objectives **1** **2**

Rural areas

Rural areas across Cambridgeshire include villages and rural settlements, as well as the rural landscape and rights of way network linking our cities, towns and villages. Many parts of Cambridgeshire, outside the City of Cambridge, are more rural in character with vast areas of countryside between towns and villages. People living in rural areas generally travel greater distances to access services than their urban counterparts. Public transport provision is currently generally poor, primarily due to the lack of commercial viability of longer rural routes. For most rural residents in Cambridgeshire, the car is therefore the dominant transport mode, and is increasingly used to travel further to key services such as shops, workplaces, hospitals and schools. However, not everyone has access to a car, particularly young people, and active travel can improve social mobility and equality of access to services for those people. There are many journeys for which active travel would be a valuable alternative if improved or new

infrastructure and supporting initiatives were in place. Walking and cycling are often the primary mode for the first and last mile of longer journeys made by public transport, so ease of transition between modes is also important at transport hubs and at bus stops.

Challenges for expanding active travel in rural areas vary across the districts, and area-specific approaches to rural connectivity, including by public transport, are outlined within each District-based Transport Strategy. Investment in active travel infrastructure in the more rural parts of Cambridgeshire has been limited, primarily due to lower population density and higher cost of schemes due to longer distances. Even so, there is an identified need for investment in rural connectivity, supported by many local communities as highlighted through the LCWIP consultation. The County Council will work with key partners to continue to identify active travel schemes in rural areas and seek funding opportunities as they arise.

Rural areas have a rights of way network that is primarily used for recreation and leisure pursuits such as by ramblers, horse riders, dog walkers and runners. Existing users of these networks enjoy these routes for their natural character, and improvements are guided by the Cambridgeshire Rights of Way Improvement Plan. In the development of active travel schemes in rural areas, this Strategy recognises the importance of retaining the character of existing public rights of way with minimal impact on existing users, and identifying improvements where opportunities exist. The Cambridgeshire Active Travel Design Guide provides information and resources for the planning and design of

schemes in rural areas to ensure an appropriate balance between existing users and active travel improvements is achieved.

Policy AT20: Cycling and walking in rural areas

In rural areas, the priority will be to provide new or improved connections to key services in towns and villages, employment centres, transport hubs and places of education which are within walking or cycling distance. Around Greater Cambridge, priority will be to improve links from outlying villages to places of education, transport hubs and connections between and to the Greenways.

The focus will be on providing routes segregated from traffic or modal filters to reduce traffic volumes where appropriate alternative routes exist. Where highway space is insufficient for segregation private land will be sought along field edges.

The public rights of way network is particularly important in rural areas and often provides a much used and needed missing link in the transport network. Where the rights of way network is impacted by proposed active travel schemes, there will be early engagement with local communities and user groups to develop schemes which considers the needs of all users according to the Cambridgeshire Active Travel Design Guide (refer to Action Plan 11) and the Cambridgeshire Rights of Way Improvement Plan.

Linked to objectives **1 2**

Policy AT21: New developments and design standards

The Local Plans covering Cambridgeshire set out the spatial strategy for each district and the level of new homes and jobs planned for the area. The County Council will work with local planning authorities to input into Local Plans and the planning process. We will work with developers through pre-application discussions and the Transport Assessment process to ensure the delivery of high-quality provision for active travel.

The Council expects active travel to be a priority in all new developments, and that cycling and walking are considered at the outset of design so it is embedded in the overall transport approach. For all new developments:

- > Any new cycle infrastructure should accord with [LTN 1/20](#)²⁶
- > All new streets should be scored according to the [Healthy Streets Design Check](#)²⁷
- > Development must be guided by the Active Travel Toolkit for New Developments (see Action Plan 02): A toolkit to enable active and healthier new communities and towns by embedding an active travel culture from when the first occupant moves in.
- > Engage with local stakeholders from the outset of the process to understand local issues and provide agreed acceptable solutions.
- > Work with the district councils, as planning authorities, to ensure the protection of identified future active travel routes.

Linked to objectives **1 2 3 5**

Policy AT22: Supporting active travel infrastructure provision as part of new transport schemes and within developments

Infrastructure that supports active travel routes is essential to providing a comprehensive network. Sufficient lighting, benches, clear signage and secure and accessible cycle parking for standard and adapted cycles can all help to get more people cycling and walking and must be considered as part of all new schemes and developments.

The principles set out in Policy AT11 should be applied to all new transport schemes and new developments. The Active Travel Toolkit for New Developments requires supporting active travel infrastructure to be considered and delivered early in the planning and construction phases of new developments.

The County Council will work with district authorities to ensure suitable cycle

parking standards are included in Local Plans and expects other supporting infrastructure to be considered and provided alongside any new development or transport scheme that will improve or support active travel provision. Developments and schemes should consider all active travel routes as well as links to transport hubs, e.g. bus and train stations and bus stops, to ensure ease of connection to public transport.

Linked to objectives **1** **2**

Policy AT23: Reprioritising road space for active travel

In some circumstances it will be either necessary or appropriate to reprioritise road space in favour of active travel provision. This can provide safer and more attractive routes for walkers and cyclists, away from busy traffic, and reduces the potential conflict of road users.



The County Council supports the reallocation of road space in favour of cycling and/or walking as an essential measure used to achieve its transport objectives, although new schemes must be considered on a case-by-case basis. The types of schemes that will be supported are:

- > Low Traffic Neighbourhoods
- > Modal filters excluding access to motor vehicles or only allowing certain vehicles, e.g. buses
- > 20 mph zones
- > School Streets
- > Dutch-style infrastructure.

The Greater Cambridge Partnership has consulted on the proposal for a Cambridge Road Classification review which will look at how different roads across the city are used and propose how they could work differently in the future. If developed, it could achieve major change to the way that traffic and people use roads and streets to move around the city. Space on the roads could be freed up for more frequent and reliable public transport, as well as creating a safer and more attractive environment for people walking, cycling or using other methods of active travel. The Council will consider similar reviews in other areas of the county.

Linked to objectives **1** **2**



Encourage

How people choose to travel is affected by many factors beyond physical infrastructure, for example, a lack of skills or confidence, security and safety concerns, individual health conditions, a lack of information or knowledge of routes. A first step to encouraging active travel will be to make people aware of existing provision – knowing what's out there is essential.

Whilst some people already walk or cycle for work, exercise or leisure, as well as for some of their day-to-day trips, encouraging more people to make their local journeys by active travel modes will be essential to achieve the objectives of this Strategy.

This Strategy includes all modes of active travel that can be used as an alternative to the private car. There are many new technologies that assist more and more people to travel without the need to rely on a car, and new solutions are being created for some of the challenges faced. For example, travelling with children or carrying large objects has been addressed through the introduction of cargo bikes. Electrified cycles push these opportunities even further allowing heavier loads and/or longer distances to be made by e-bikes. This Strategy will look to maximise these opportunities by ensuring the public are aware of the possibilities and the benefits of much wider active travel provision.



A recent survey in Fenland³⁶ shows that there was a high percentage of bike ownership but low usage, which shows that access to a bike is not always the biggest issue. The challenge therefore is much more complex, and ways to encourage more people to make more journeys by foot or cycle will need to be diverse.

Policy AT24: Active journeys to schools

The school run is a known major trip generator at peak times during the school week due to the high numbers of families who travel to school by car. These everyday journeys add congestion to

local road networks, as well as noise and air pollution. They can often create safety issues due to ill-considered parking and manoeuvres at a time where there are higher volumes of people using the road network, especially children walking, cycling or scooting along pathways.

It is a key focus of the Strategy to enable more journeys to school by active modes to address these issues, as well as establish an active travel culture amongst the next generation, and the physical and mental health benefits this will have on society over time.

To achieve this, we will need to build on the work achieved by Cambridgeshire's Road Safety Education team, and work collaboratively with wider partners such as Public Health with schools and their families to explore ways to increase the number of journeys made by active modes. The success of existing School Streets schemes could be publicised to schools across the county to expand these further, and work closely with school communities to understand where opportunities for improvements would help them make a change.

Linked to objectives **1 2 3 5**

Policy AT25: Active journeys to work

- > Driving alone to work which is less than 5 miles from home should be avoided as it causes unnecessary congestion on our roads, a negative impact on the health of pedestrians and cyclists, and an impact on the environment. We will work closely with employers by encouraging active travel, such as walking and cycling, for short journeys made by employees living within a 2-mile radius of work. Electric bikes provide another option



for those employees living within a 2–5-mile radius of work. This is a great way to stay active, save money on fuel and avoid traffic congestion.

- > Provide changing facilities, showers and lockers for cyclists. We will encourage employers to provide conveniently located, covered and secure cycle parking for their staff and cycle parking near the front entrance for visitors.
- > Promote local cycle repair shops and bike and e-scooter hire.
- > Promote national bike events such as Bike to Work Week and Love to Ride to encourage employees to cycle as part of their exercise.

Linked to objectives **1 2 3 5**

Policy AT26: Promoting active travel

We will promote existing and new walking and cycling routes to commuters, residents and visitors, in particular encouraging more parents and children to walk, cycle or scoot to school. Opportunities to successfully encourage behaviour change exist at times of transition in people's lives, in particular when they move house.

We will seek to improve the availability, type and quality of information on sustainable modes, such as with signage and mapping. All promotional materials will ensure the health, carbon and air quality benefits of active travel are emphasised. We will work with key partners and stakeholders, such as CPCA, District Councils, Network Rail, bus and train operators and community rail partnerships to achieve this.

We will encourage local and district councils to engage with cycling and

walking groups, retailers and other stakeholders to promote active travel as part of national campaigns, such as National Bike Week, Ride to Work Day, In Town Without My Car Day and more localised events aimed at commuters, residents and visitors.

We will seek to provide easily accessible information to the public on existing walking and cycling infrastructure and alternative routes. Up-to-date information will be provided online and where funding allows, as physical maps (refer to Action Plan 07).

We will promote new infrastructure to the local community as schemes are delivered.

Significant work has already taken place to make public rights of way mapping records available online through the Rights of Way Improvement Plan policy 'SOA4 Knowing what's out there'. The County Council will endeavour to keep this up to date and expand this resource to provide a comprehensive record of the active travel network. Developing easily accessible information for the public on active travel in the county will assist the general public as well as more specific users such as for schools or employers to encourage active travel in their setting.

Targeted activities in areas where improvements to active travel have been made could increase uptake. By working closely with other community-facing teams such as Cambridgeshire's Road Safety Education team and Public Health, a collaborative approach, including with Active Travel Champions, could reach new parts of the Cambridgeshire community.

Linked to objectives **1 3 5**

Policy AT27: Travel planning

The County Council supports the development and implementation of travel plan measures so that active, healthy, safe, low carbon travel options are actively encouraged and supported.

Smart Journeys³⁷ (formerly Travel for Cambridgeshire) is a not-for-profit commercial enterprise working with employers, residential developers and schools to change travel behaviours through the delivery of strategies and initiatives to decrease car dependency and significantly increase levels of walking, cycling, ride sharing and public transport use. The County Council will support Smart Journeys in their work to promote active travel and public transport use.

New planning applications will be required to submit a travel plan in line with National Planning Policy Guidance and work with the Council's Transport Assessment team. Developers are responsible for funding the promotion of active travel within, to and from their development.

Cambridgeshire's Road Safety Team are part of the Modeshift STARS³⁸ scheme, the national schools awards scheme established to recognise schools that have demonstrated excellence in supporting cycling, walking and sustainable travel. The scheme encourages schools across the country to join in a major effort to increase levels of sustainable and active travel, to improve the health and wellbeing of children and young people.

We will work with schools and other organisations to provide advice on sustainable travel choices and continue to encourage schools to sign up to Modeshift STARS. For example, All Saints Interchurch Academy, March and Barnabas Oley C of E Primary, Great Gransden have received a STARS National Platinum Level award for their efforts to increase levels of walking, cycling and other forms of sustainable transport for the journey to school (pictured below).

Linked to objectives **1 2 3 5**

Policy AT28: Training and education

To encourage more people to switch to active travel, we need to build skills and confidence of people of all ages to address the reasons which may prevent some people from walking and cycling, as well as educate people on the many benefits, especially to their health. Bikeability³⁹ training in primary schools is a well-established programme and has already helped many children to become confident cyclists and can help create lifelong active travel habits. Cycle training and working with schools will continue to form an essential part of our strategy and we will work with partners



to investigate success stories and how these can be replicated across the county (refer to Action Plan 10).

We will explore funding opportunities to make a range of training programmes available in accessible community locations throughout the county. This will enable people of all ages and abilities to progress through learning to ride, including e-bikes and non-standard or adapted cycles. Developing skills for on-road cycling and basic cycle maintenance and route-planning will give people the confidence to cycle for longer trips, and to continue cycling over their lifetime.

Linked to objectives **1** **5**

Policy AT29: Active travel modes and new technologies

Our policies support the promotion and roll-out of known and unknown innovative technologies that support the vision and objectives of this Strategy, such as e-bikes and cargo bikes, which will allow new groups of people, including families, to cycle and travel longer distances by bike. Adapted cycles, including electric-assisted, can also introduce cycling to people who would otherwise not be able to travel by that mode and loan schemes could promote this.

The County Council will support trials of new technology such as e-scooters in line with Department for Transport guidance, working with the Combined



Authority to assess the best ways to manage such technologies on the transport network, ensuring the safety of users and people walking and cycling. In collaboration with the CPCA, the County Council will also support cycle, and e-cycle sharing opportunities across the county and will work with providers to find sustainable ways of offering bike share to different communities. The barriers or challenges of uptake should be considered, such as vandalism and theft, location and accessibility, technology required and awareness.

We will support the introduction of bike sharing schemes to facilitate cycling for visitors and those making 'one-way' trips, subject to the agreed Code of Conduct for Dockless Bike Sharing Operators for Cambridge, agreed with local councils to ensure that negative impacts on the urban realm are minimised. We will work with the CPCA to update this document to cover all of Cambridgeshire and to include e-bikes, and e-scooters should legislation change (refer to Action Plan 14).

Linked to objectives **1 2 3 5**

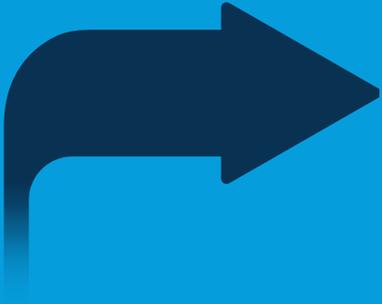
Policy AT30: Sustainable freight

We will support trials and promotion of e-cargo bikes for businesses, community organisations and families to move around goods, materials and shopping as they can outperform light vans in terms of investment and running costs, journey times and environmental impact.

The Council will support the consolidation of freight at hubs on the outskirts of urban areas. This would enable a reduction of delivery vehicle traffic and reduction of emissions in the urban environment by switching freight to cargo bikes (as well as electric vans/trucks) for the first and last mile.

Linked to objectives **1 2 3 5**

Delivery



To ensure change is achieved, actions need to happen. The delivery of the Strategy will be determined through the high level short-term actions and detailed action plan being implemented.



Funding and implementation

This Active Travel Strategy for Cambridgeshire is designed as a tool to secure additional funding for active travel improvements. Many of the policies and actions are written to ensure active travel is embedded into all our transport and planning processes and decision making. The County Council and its key partners will put active travel at the heart of decision making and encourage active travel, but essentially, people play the biggest part by making different travel choices.

Nonetheless, implementing active travel improvements and new schemes will play a significant part in delivering change across Cambridgeshire. The Cambridgeshire vision for a connected active travel network expands on the first [Cambridgeshire Local Cycling and Walking Infrastructure Plan²](#) (LCWIP) and presents a wider connected active travel network across Cambridgeshire. This will inform an expanded Cambridgeshire LCWIP setting out active travel schemes across the county. As each scheme is developed we will work collaboratively with key stakeholders and local communities from an early stage.

The key stages of delivering the Strategy and its schemes are:

Stage 1: Adoption of Strategy.

Stage 2: Prioritisation of schemes identified in the Cambridgeshire vision for a connected active travel network and added to an expanded Cambridgeshire Local Cycling and Walking Infrastructure Plan (LCWIP). Refer to ATAP 01.

Stage 3: Embedding the principles of the Strategy into everyday processes, progressing actions and working with officers, members, partners, stakeholders and communities as required to ensure the Strategy is adhered to and change is achieved.

Stage 4: Pipeline development:

- a) Studies to be undertaken as funding opportunities are secured.
- b) Feasibility work on identified schemes within the LCWIP to be undertaken as funding opportunities are secured – to come forward according to prioritisation or specific funding criteria.
- c) Construction of schemes to be delivered as funding opportunities are secured – to come forward according to prioritisation, specific funding criteria or through new developments.

Stage 5: Monitoring and review of the Strategy 'Statement of Actions' and LCWIP on an annual basis

A key challenge of the Strategy is to be ambitious whilst ensuring it is achievable within the funding opportunities available. It is important that the need and aspiration for change is reflected, and that it provides a strong basis to secure additional funding and provide the step change needed. The current funding environment is challenging, and it is important to maintain a level of realism as to what might be deliverable to manage expectations. However, an ambitious Strategy is presented to push for the optimum provision possible within the funding opportunities available over the short, medium and long term, and recognising the wider significance in achieving long-term modal shift to active travel modes.

Funding opportunities will be sought to deliver the actions set out in this Strategy and the Cambridgeshire vision for a connected active travel network through the Cambridgeshire LCWIP. Such opportunities include:

- > funding bids to central government e.g. Active Travel England
- > funding bids to CPCA
- > funded and delivered by Cambridgeshire County Council, e.g. through LTP Integrated Transport Block (ITB) funding
- > funding and delivery by partner organisations, e.g. GCP, district councils
- > funding and delivery by developers
- > financial contributions from developers through CIL or Section 106
- > funding and delivery as a package from multiple sources.

New and innovative forms of funding schemes are always being considered, and the County Council will work with partners to investigate new ways to bring schemes forward for development.

Monitoring and evaluation

Regular monitoring and evaluation is essential to the success of this Strategy. It will help us understand what aspects are working well and what aspects are not and need review. It will allow us to track progress and ensure we are going the right way towards achieving our vision.

The County Council collects a range of data related to transport and traffic. The Cambridgeshire Traffic Monitoring Report⁴⁰ is published annually informed by data collected in the Spring and Autumn each year. Data is collected on the number of pedestrians and pedal cycles, as well as other modes of transport, entering and leaving the towns. As the monitoring happens annually trends over time can be seen.

Cambridgeshire's Active Travel Strategy is a child document of the emerging Cambridgeshire and Peterborough Combined Authority's (CPCA) Local Transport and Connectivity Plan (LTCP). The LTCP sets the overarching transport direction for the area, therefore, to reduce duplication a joint approach with the CPCA in the monitoring and evaluation of active travel is proposed and will be developed as part of the LTCP.

The actions and prioritisation of schemes and studies from Cambridgeshire's Active Travel Strategy and LCWIP will be reviewed on an annual basis and brought back to the Council's Highways and Transport Committee as part of the annual budget setting process. This will involve consultation on the prioritisation with the Transport Strategy Member Steering Groups for each district.

High-level action plan and strategic studies

This section outlines several actions and studies to support the vision and objectives of the Strategy.

The short-term actions have been identified through the development of the Strategy and are needed to create sound foundations to build upon, focusing on developing robust policies and internal processes as well as establishing better collaborative working with partners, stakeholders and communities. They are considered low-cost improvements that can be delivered in the short to medium term.

To support the continued evolution of the Cambridgeshire vision of a connected active travel network, further work must take place to identify new ideas, solutions and schemes. Potential future studies and/or initiatives have been identified to be developed as opportunities and funding arise to further expand and improve the proposed active travel network. Such further work will identify additional location-specific schemes and wider interventions such as behaviour change initiatives that will support the delivery of the Active Travel Strategy across Cambridgeshire.

High-level action plan

Action ref	Action	Responsibility	Timescale	Cost
ATAP 01	Develop a prioritised action plan of studies and schemes. Schemes to be included as an expanded Cambridgeshire Local Cycling and Walking Infrastructure Plan.	CCC Transport Strategy team	By end of 2023	Low
ATAP 02	Finalise an Active Travel Toolkit for new developments to be endorsed by all authorities.	Various CCC teams, District Councils	<1 year	Low
ATAP 03	Investigate rebalancing of the CCC maintenance programme and budget with a higher prioritisation given to active travel infrastructure.	CCC councillors, CCC maintenance team	1–2 years (in line with budget-setting timescales)	Low – medium
ATAP 04	Explore different funding models for maintenance of schemes, e.g. an adopted position on use of commuted sums.	CCC Project Delivery team	<1 year	Medium
ATAP 05	Review/update the Rights of Way Improvement Plan.	CCC Asset Management and CCC Transport Strategy teams	2–3 years	Low
ATAP 06	Review and update the Transport Investment Plan (TIP) and associated processes for scheme inclusion and inputting of information to ensure it remains an effective tool.	Various CCC teams and TIP Group	1–2 years	Low
ATAP 07	Provide easily accessible online information to the public on existing walking and cycling routes, either via MyCambridgeshire ⁴¹ , or alternative digital platform. Regular update of cycle maps to be provided online and printed. Identify internal resource to distribute maps to key locations as needed and seek funding for updating and printing.	Various CCC teams	1–2 years	Low – medium
ATAP 08	Update CCC Highway Development Management General Principles for Development guidance to reflect the priority placed on embracing active travel in all decisions, developments, schemes and projects.	CCC Highway Development Management team	<1 year	Low
ATAP 09	Investigate innovative ways to maintain the network such as using volunteers and community groups, considering the creation of charitable trusts.	Various CCC teams	1–2 years	Low

Action ref	Action	Responsibility	Timescale	Cost
ATAP 10	Work with partners and external organisations to identify successful schemes which have enabled more people to either walk or cycle and look to expand the success to other parts of the county.	Various CCC teams	1+ years (as schemes are identified)	Low
ATAP 11	Adopt a CCC Active Travel Design Guide to address the overlap and balance required between the potential pressures and conflict of usage when providing for Active Travel whilst maintaining existing networks of public rights of way for 'non-motorised users' (NMUs).	CCC Project Delivery team	<1 year	Low
ATAP 12	Develop robust internal processes that ensure active travel and all NMUs are considered at all key stages of the planning and design process of new development, schemes and projects, through early and ongoing consultation with active travel officers, relevant teams and stakeholders, as appropriate.	Various CCC and District/City Planning teams	<1 year	Low
ATAP 13	Review internal processes that improve the outcomes of schemes derived from developer negotiations, ensuring schemes are the optimum solution in terms of active travel, considers all NMUs and are deliverable, e.g. through early assessment of the risks associated with schemes. Detailed scheme designs should be consulted on internally, and with stakeholders if appropriate.	Various CCC and District/City Planning teams	<1 year	Low
ATAP 14	Work with the CPCA to update the Code of Conduct for Dockless Bike Sharing Operators for Cambridge to cover all of Cambridgeshire.	CCC / CPCA	1–2 years	Low

Strategic studies

Study	Responsibility	Timescale	Cost
Individual NMU studies of towns and surrounding areas to identify missing links, additional opportunities and barriers to the active travel network in line with the Active Travel Strategy. A focus on journeys to schools, town centre facilities, transport hubs and places of healthcare and employment, ensuring cross-boundary journeys, safety, accessibility and inclusivity are also considered.	CCC / CPCA	Short – medium term	Medium
Identify opportunities for new cycle parking or improvements to existing cycle parking in line with the Active Travel Strategy.	Districts / CCC	Short – medium term	Low – medium
Study to identify wayfinding improvements needed to support take-up of active travel journeys and improve user experience. Studies to be considered by location or by scheme priority basis, e.g. LCWIP routes.	CCC	Short – medium term	Low – medium
Study to consider creation of low traffic neighbourhoods, bus/cycle/pedestrian-only through routes and/or traffic calming infrastructure. In conjunction with the district council.	Districts / CCC	Short – medium term	Medium
Extend the approach taken by the GCP Road Classification Review of the City of Cambridge to urban areas across the county.	CCC / CPCA	Medium – long term	Medium – high
Study of old railway networks across Cambridgeshire to consider their use for possible active travel routes – noting suitability and possible safeguarding as longer distance, strategic active travel routes.	CCC / CPCA	Short – medium term	Medium
Study of water networks across Cambridgeshire to consider their use for possible active travel routes – noting suitability and possible improvements creating longer distance, strategic active travel routes.	CCC / CPCA	Short – medium term	Medium
Study to consider if there is a case for development of a longer-term, strategic, county-wide active travel network linking to neighbouring authorities.	CCC / CPCA	Medium – long term	High
Audit of core walking zones as identified in the LCWIP to assess them against the Healthy Streets audit checklist and further develop measures for the LCWIP walking routes as well as other high footfall routes which may be identified.	CCC / CPCA	Short – medium term	Medium
Study of areas across the county looking at cases of pavement parking and identify measures to combat this behaviour where it is a barrier for people walking. Starting with Cambridge City, extending to other areas of the county in line with emerging new enforcement powers.	CCC / Districts	Short – medium term	Low – medium

Study	Responsibility	Timescale	Cost
Audit of existing routes and identified transport schemes to assess against LTN 1/20 compliance, identifying where non-compliance is a significant hinderance to active travel and where a compliant solution is possible.	CCC	Short – medium term	Medium
Work with partners who have identified active travel schemes and/or initiatives to put forward for funding and delivery. For example, schemes identified through the Fenland Cycling, Walking and Mobility Aids Improvement Strategy and ECDC Cycling and Walking Routes Strategy.	Districts / CCC	Short – medium term	Medium
Explore new ways to promote existing and new active travel routes and encourage more people to use them, working with neighbouring authorities on cross-boundary journeys. Expanding on ATAP 07, ensuring people are aware of mapping tools that are available.	Districts / CCC / CPCA	Short – medium term	Low – medium
Explore new initiatives to encourage people to make changes to the way they travel, focusing on more active and sustainable options, e.g. bike/cargo bike loan scheme, bike maintenance classes. Working in partnership with key teams across the County Council and partners to identify opportunities working towards joint aims.	Districts / CCC / CPCA	Short – medium term	Low – medium
Work with district planning partners to identify, protect and fund future active travel routes.	Districts / CCC	Short – medium term	Low

Cambridgeshire vision of a connected active travel network

The following maps (Figures 12–16) illustrate the vision of a connected active travel network across Cambridgeshire that will support the delivery of the vision and objectives of Cambridgeshire’s Active Travel Strategy.

The Cambridgeshire active travel network is set out on the maps below showing two categories of routes:

Tier 1: Tier 1 active travel routes have been identified through the Cambridgeshire Local Walking and Cycling Infrastructure Plan 2022 and form the priority routes of the proposed active travel network which include routes being delivered by the Greater Cambridge Partnership. These are represented by a green line on the Active Travel Network map for each district which also includes routes with identified funding, or which are being delivered through new developments.

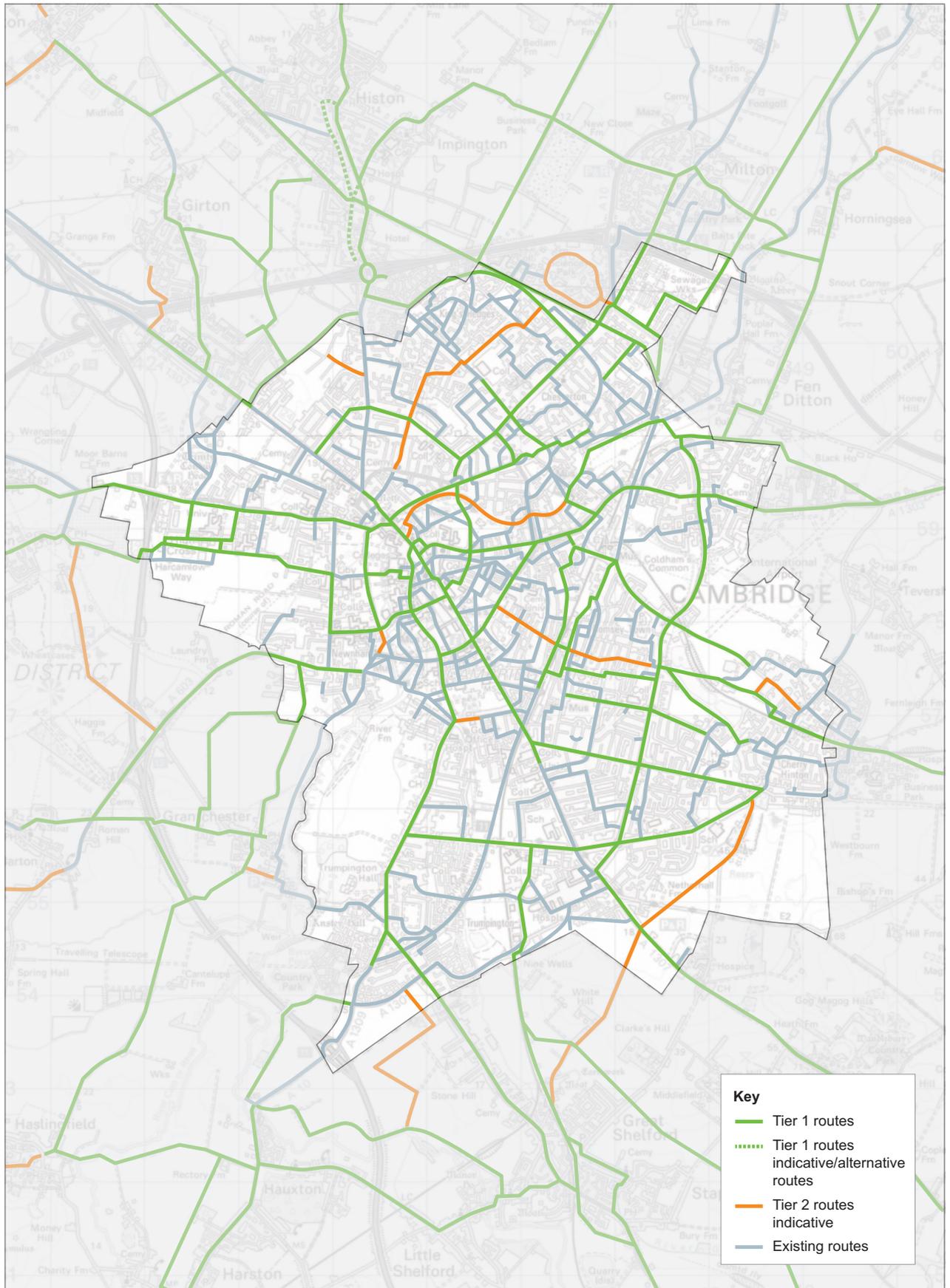
Tier 2: Tier 2 includes additional active travel routes identified through a review of known routes (identified through previously adopted transport strategies) and new schemes (identified through stakeholder engagement and officer review) that will support the creation of a wider, connected active travel network across Cambridgeshire. This is represented by an orange line on the Active Travel Network map for each district and is an indication of the scheme rather than an exact alignment as there may be alternative options for some routes.

Tier 1 and Tier 2 routes will form the start of the high-level vision for a connected active travel network across Cambridgeshire, as illustrated in Policy AT16. The active travel network will evolve as studies are completed and scheme proposals are developed. It is envisaged that a prioritised list of Tier 2 routes will come under the umbrella of the LCWIP. Proposals will require resource and funding for feasibility work to develop a detailed scheme proposal and design before they are eligible for funding for delivery.

Please note the existing active travel network is shown to highlight the connectivity of the proposed routes.

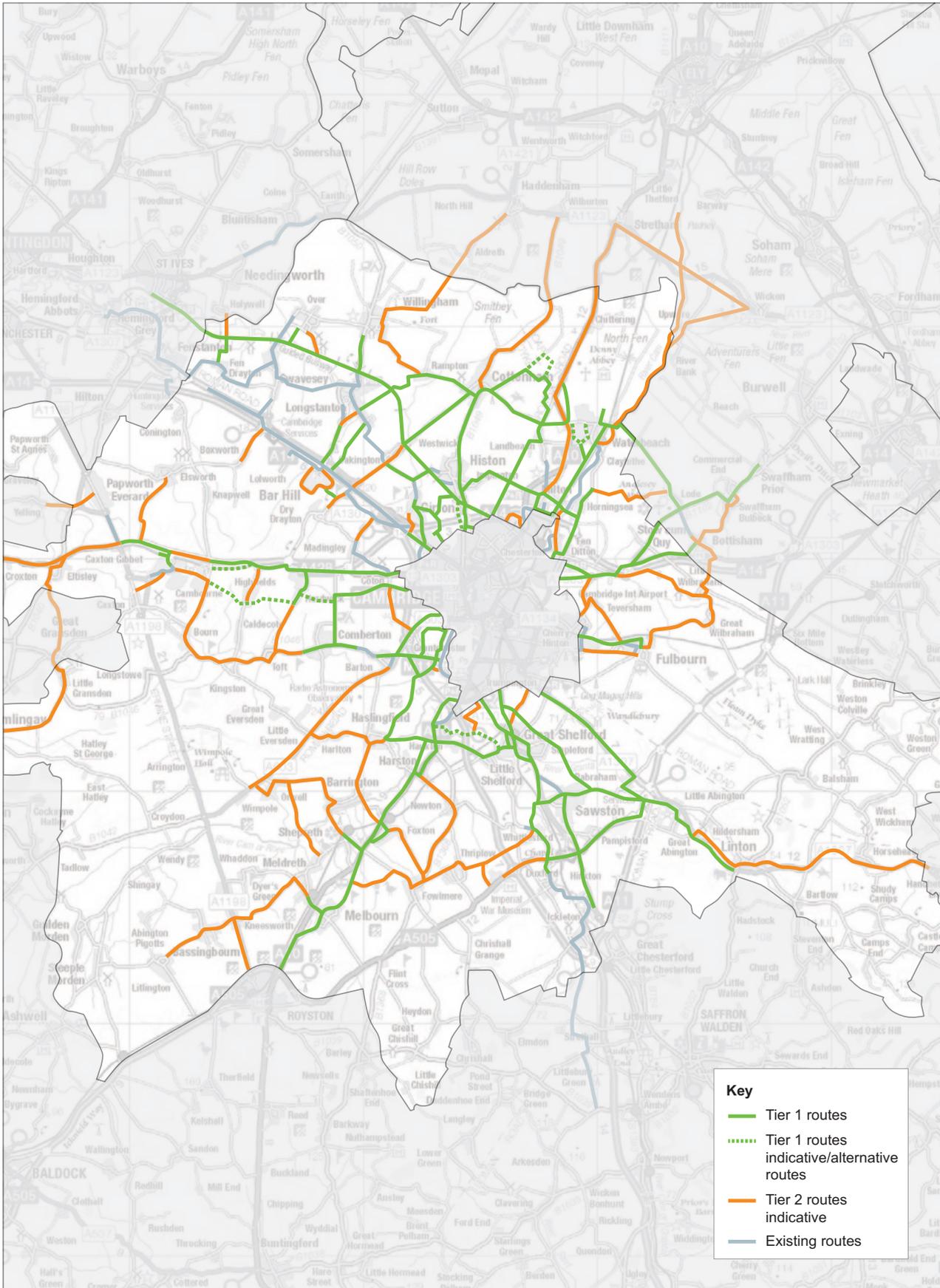
The routes identified are indicative: options and feasibility will need to be assessed before specific schemes are determined and the alignment could change between destinations. The type of intervention will vary along the route corridor depending on constraints, opportunities and existing conditions and could take the form of anything from minor interventions such as dropped kerbs or wayfinding to segregated provision or reallocation of the carriageway.

The maps should be viewed in conjunction with the district-based transport strategies and relevant emerging action plans which sets out the wider transport vision and approach specific to each district in Cambridgeshire. These active travel network maps set the active travel network for each district strategy.



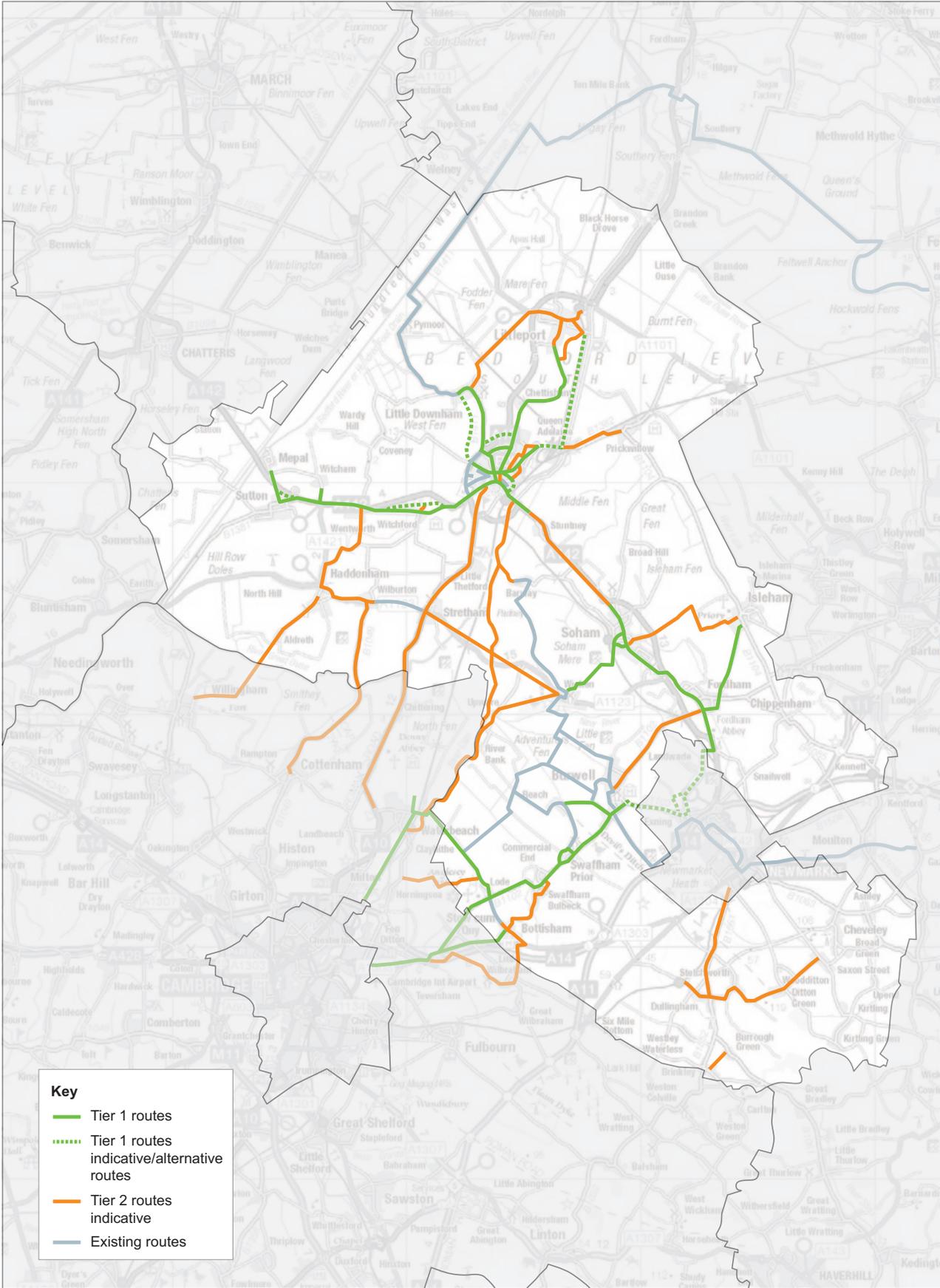
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Figure 12: Cambridge City active travel network



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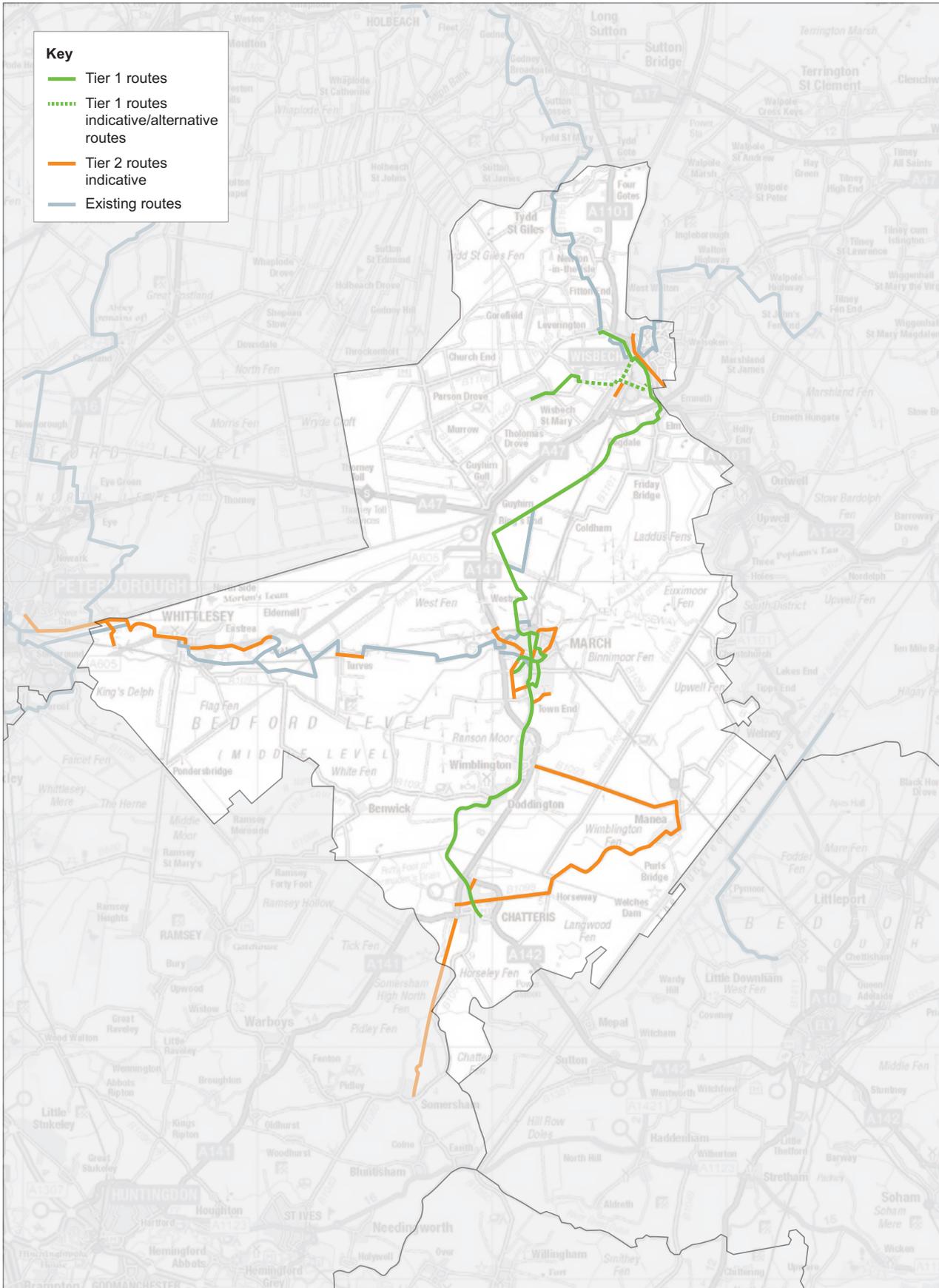
Figure 13: South Cambridgeshire active travel network



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Figure 14: East Cambridgeshire active travel network

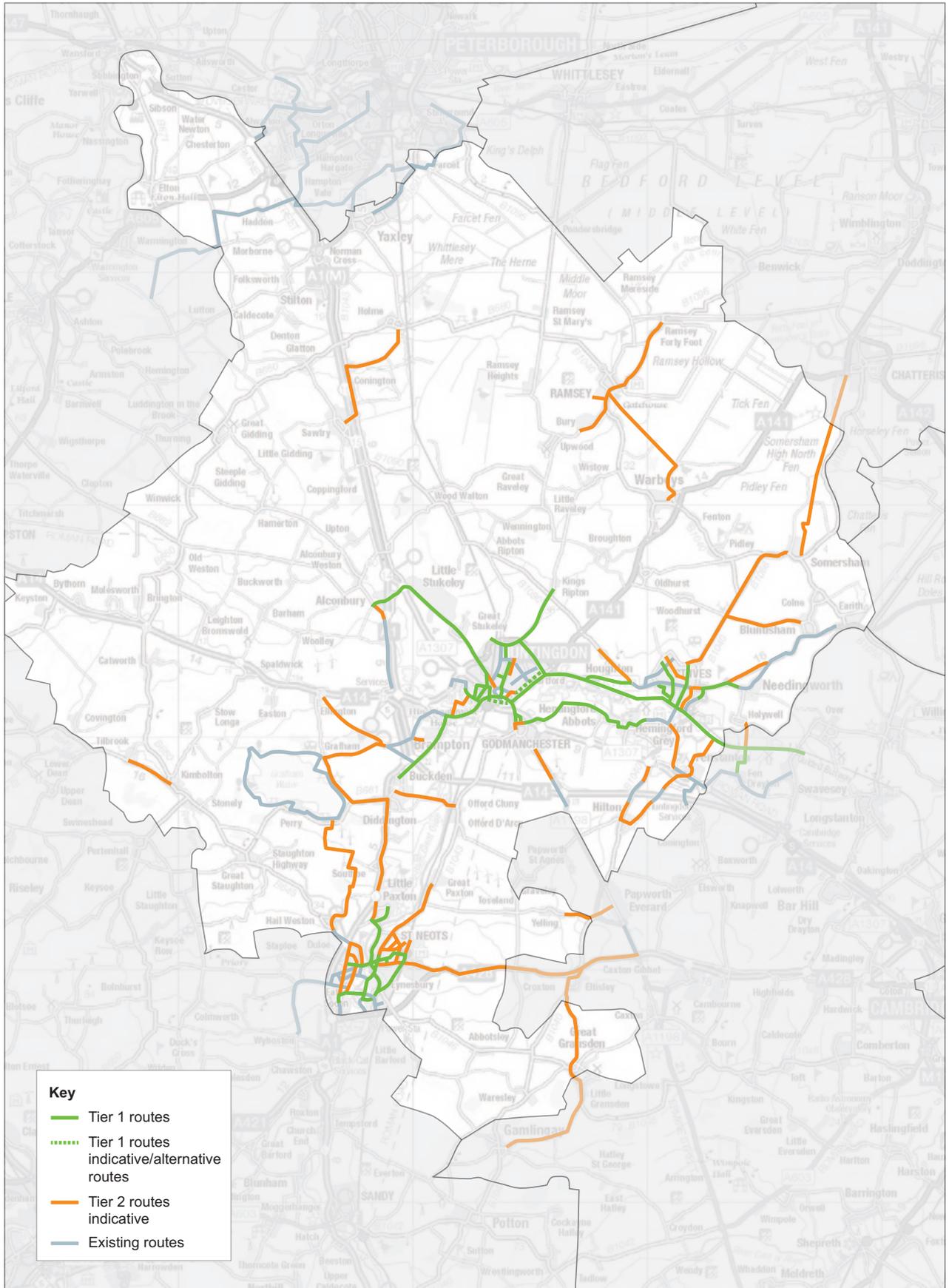
Fenland active travel network



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Figure 15: Fenland active travel network

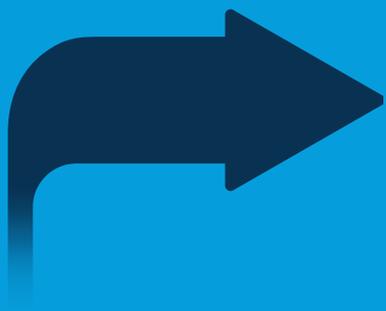
Huntingdonshire active travel network



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Figure 16: Huntingdonshire active travel network

Appendices



Appendix 1

Key supporting documents

The Active Travel Strategy for Cambridgeshire must align with and support the aims and objectives of a number of transport specific and wider policies, produced by the County Council and our partner organisations. The following Plans and Strategies have been considered within the development of this strategy.

[Gear Change: A bold vision for cycling and walking 2020⁴](#) (DfT)

Setting out the vision and targets for increasing levels of walking and cycling, Gear Change is a guide for authorities and individuals on the overarching vision for achieving a step change in modal shift towards active travel.

[Decarbonising Transport: A Better, Greener Britain¹](#) (DfT)

Building on the Decarbonising Transport: Setting the Challenge report, published in March 2020, this plan sets out how government will deliver those emissions reductions and the associated benefits that will be realised from it across the UK.

[Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure³⁰](#) (DfT)

A guide to best practice on access to pedestrian and transport infrastructure. It describes features that need to be considered in the provision of an inclusive environment and issues related to disabling barriers, the use of technology, maintenance, awareness of the needs of disabled people and engagement.

[Cycle Infrastructure Design: Local Transport Note 1/20²⁶](#)

This guidance supports the delivery of high-quality cycle infrastructure to deliver the government's ambition and objectives for increased levels of active travel; it reflects current good practice, standards and legal requirements.

[Draft Cambridgeshire and Peterborough Combined Authority Local Transport and Connectivity Plan⁶](#) (LTCP)

The LTCP is being revamped to recognise the changes which have happened locally and nationally affecting transport. This includes the impact of COVID-19, the developing response locally to climate change including the recommendations of the Cambridgeshire and Peterborough Independent Commission on Climate, as well as the Government's plans to decarbonise transport.

'Connectivity' has been added to the title of the plan to recognise how important the internet is now on transport. With greater trends towards working and learning from home, as well as social and leisure activities, shopping and accessing services, quality and accessibility of digital infrastructure has an impact on the amount of travel taking place.

Cambridgeshire and Peterborough Strategic Spatial Framework⁴² (non-statutory): Towards a Sustainable Growth Strategy to 2050

Phase 1 of the Framework defines the CPCA's immediate priorities for sustainable growth and includes wider actions being taken and will be taken to support the sustainable delivery of over 100,000 quality new homes and more than 90,000 additional jobs in Combined Authority Plans and Local Plans. It signposts how our area might grow in the longer term, including how we can take a more inclusive approach by using strategic planning to rebalance and share growth, create housing that people of all income levels and needs can afford, and promote future development in historically disadvantaged areas.

Cambridgeshire County Council (CCC) area-based transport strategies¹⁹

CCC have been working towards replacing existing Market Town Transport Strategies with area-based District Transport Strategies. Currently, Transport Strategy for Cambridge and South Cambridgeshire (2014), and Transport Strategy for East Cambridgeshire (2016) have been adopted. District-based transport strategies set out detailed policies and an action plan for transport investment in each district.

The Rights of Way Improvement Plan³ (2016)

The Updated Rights of Way Improvement Plan (ROWIP) provides an update to the first ROWIP that was published in 2006, in line with the requirements of the Countryside and Rights of Way Act 2000. This update summarises the progress made since the first ROWIP was adopted in 2006 and sets out future challenges for rights of way and countryside access to 2031 in the form of updated Statements of Action.

Cambridgeshire's Local Cycling and Walking Infrastructure Plan² (LCWIP)

The LCWIP identifies the cycle routes in each of the districts which, if improved, are most likely to increase the numbers of journeys made by cycle, particularly in terms of the journey to work and to school. For walking, it identifies the routes to key destinations within Cambridge and the market towns. The methodology set out by government for LCWIPs means that they are unlikely to address issues in more rural areas, where lower levels of usage would be seen.

Greater Cambridge City Deal⁹

The Greater Cambridge Partnership is the local delivery body for a City Deal with central Government, bringing powers and investment, worth up to £500 million over 15 years, to vital improvements in infrastructure, supporting and accelerating the creation of 44,000 new jobs, 33,500 new homes and 420 additional apprenticeships.

The partnership of councils, business and academia will work together, and with partners and local communities, to

grow and share prosperity and improve quality of life for the people of Greater Cambridge, now and in the future. Current projects include four corridor improvement schemes, 12 Greenways, Active Travel Corridor projects (including Cycling Plus) and a significant City Access strategy which looks to free up capacity in the city center for Sustainable and Active modes of travel.

The vision of the Partnership is:

Creating better and greener transport networks, connecting people to homes, jobs, study and opportunity.

Greater Cambridge Partnership Future Investment Strategy: Active Travel Opportunities⁸

The Greater Cambridge Partnership's (GCP) Future Investment Strategy (FIS) – initially adopted in March 2019 – looked across the funding period for the Greater Cambridge City Deal (2015–2030). The programme has already agreed significant investment in active travel infrastructure schemes, which will improve links within the city of Cambridge and on several arterial routes, proposing a network of 'Greenways' out to neighbouring towns and villages.

Vision Zero Partnership: Towards 2030 – Making our roads safer for all²² (2020)

The Vision Zero Partnership is committed to a Safe System approach. Its structure and activities are based on the principles of Safe Systems and this Strategy sets out how the partners will work together to achieve Vision Zero:

No human being should be killed or seriously injured as the result of a road collision.

The Partnership is working towards a long-term strategic goal of Vision Zero, where there are no deaths and serious injuries on the Partnership's roads. This is an ambitious goal and will need time and effort to be achievable. With this Strategy starting in 2020, the goal is to move towards zero deaths or severe/serious injuries in the Partnership area by 2040.

Cambridgeshire and Peterborough Health and Wellbeing and Integrated Care Strategy¹⁴ (2022)

This strategy sets out the shared ambitions of the NHS, local authorities and health and care organisations in Cambridgeshire and Peterborough for improving the health and wellbeing of the people who live and work here. The four key priorities are:

- > ensure our children are ready to enter and exit education, prepared for the next phase of their lives
- > create an environment that gives us the opportunity to be as healthy as we can be
- > reduce poverty through better employment, skills and housing
- > promote early intervention and prevention measures to improve mental health and wellbeing.

Cambridgeshire County Council's Climate Change and Environment Strategy 2022: Net Zero Cambridgeshire 2045¹³

Climate change is a very real challenge for our communities, businesses and nature. We believe that, as a Council, it is our responsibility to act now. We must: reduce the contribution the county is making towards climate change, improve

our resilience to the climate change that has already happened, and reduce our impact on the natural environment.

Our ambition is for the county of Cambridgeshire to be net zero by 2045. This Strategy describes how the Council will contribute to tackling the climate and biodiversity crises, by guiding our action in the coming years, help individuals, partners and businesses in Cambridgeshire understand what we are focusing on and why.

Cambridgeshire Green Infrastructure Strategy⁴³ (2011)

Green infrastructure is part of our natural life-support system. It is the network of natural and man-made features such as open spaces, woodlands, meadows, footpaths, waterways and historic parks, which help to define and to link the communities, villages, towns and cities of Cambridgeshire with each other and to the surrounding landscape. Green infrastructure is vital to quality of life for both existing and future residents of Cambridgeshire and is nationally acknowledged as an important element of well-designed and inclusive places.

This Strategy is designed to assist in shaping and co-ordinating the delivery of green infrastructure in the county, to provide social, environmental and economic benefits now and in the future. This Strategy will demonstrate how green infrastructure can be used to help to achieve four objectives:

- 1) To reverse the decline in biodiversity.
- 2) To mitigate and adapt to climate change.

- 3) To promote sustainable growth and economic development.
- 4) To support healthy living and wellbeing.

Cambridgeshire County Council Single Equality Strategy 2018-2022³²

To deliver our services and truly celebrate equality and diversity in our communities, we need a culturally competent workforce that reflects the wider community.

We recognise that Cambridgeshire County Council has significant responsibility to embody the principles of equality and diversity as an employer, a service provider and community leader for the region. Embracing equality and diversity makes our organisation, our services and the communities we serve much richer as a result. This strategy sets out our wider vision for equality and diversity, our objectives moving forwards and how we will monitor our progress against them.

District Local Plans

Each district council has produced a Local Plan that identifies the proposed growth in their area over the life of the plan, where and when this will occur and how it will be delivered. This can be done by setting out broad locations and specific allocations of land for different purposes; through designations showing areas where particular opportunities or considerations apply (such as protected habitats); and through criteria-based policies to be taken into account when considering development.

Fenland Cycling, Walking and Mobility Aid Improvement Strategy 2022⁴⁴

Fenland District Council, with support from the Hereward Community Rail Partnership, has approved the development of a Fenland Cycling, Walking and Mobility Improvement Strategy. This strategy will set out proposals to develop a core network of routes that can be improved in the short and medium term and built upon in the future.

To achieve this, key walking and cycling routes linking densely populated residential areas with safe, direct walking/cycling routes to places of education and employment will be identified, along with routes to train or bus stations for longer distance multimodal journeys.

East Cambridgeshire Cycling and Walking Routes Strategy⁴⁵

A public consultation was held in 2020 asking people to identify new cycling and walking routes which could be prioritised to complete gaps in the network, especially those that will encourage more local walking and cycling journeys to access places of education, employment, healthcare, public transport and essential services.

A list of priority routes has been developed so that a set of schemes are ready to submit when funding becomes available.

Neighbourhood Plans

Neighbourhood Plans allow communities to decide the future of the places where they live by adding more detail to the policies set by the local authorities and proposing transport schemes.

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