

# 1. Active Travel Strategy High Level Action Plan: Update and Progress to Date

***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.***

The Active Travel (AT) team is currently engaged in implementing the prioritised action plan, which is underway and actively advancing.

***ATAP 02: Finalise an Active Travel Toolkit for new developments to be endorsed by all authorities.***

The AT team has completed the Toolkit and is scheduled to present it to the Highways & Transport (H&T) Committee on 5 March 2024, seeking approval.

***ATAP 03: Investigate rebalancing of the CCC maintenance programme and budget with a higher prioritisation given to active travel infrastructure.***

Consultants are presently collaborating with officers from various teams to formulate a preliminary hierarchy for active travel routes concerning maintenance. Approval for broader validation of network categorisation, considering local contexts such as location, usage, and community significance, will be sought at the H&T Committee in January before reaching out to wider stakeholders and local communities.

***ATAP 04: Explore different funding models for the maintenance of schemes, e.g. an adopted position on the use of commuted sums.***

The Highways Commuted Sums Policy was adopted at the H&T Committee in March 2023.

***ATAP 05: Review/update the Rights of Way Improvement Plan.***

The 2016 Cambridgeshire Rights of Way Improvement Plan (RoWIP) does not explicitly address active travel, even though Guiding Principle GP2 alludes to the importance of "Countryside Access provision being safe for users and encouraging healthy activities." One of the six priorities of the Cambridgeshire Health and Wellbeing Board is to promote healthy lifestyles and behaviours in all actions and activities, respecting individuals' personal choices. The RoWIP is set to undergo an update in 2026, and the AT team will collaborate closely with the Definitive Map team to integrate active travel considerations into the revised plan.

***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.***

The TIP has undergone a name change to the Transport Proposals Database (TPD), and the AT team is collaborating with colleagues to assess and revise it. The outcomes of this effort will contribute to the prioritisation of the action plan.

***ATAP 07: Provide easily accessible online information to the public on existing walking and cycling routes, either via MyCambridgeshire, or an alternative digital platform. Regular updates of cycle maps are to be provided online and printed. Identify internal resources to distribute maps to key locations as needed and seek funding for updating and printing.***

In May 2023, updates were made to all cycle maps, featuring new designs for Chatteris, March, and South West Cambridge. These revised maps are now accessible on the County Council website, please refer here: [Cycle routes and maps - Cambridgeshire County Council](#).

Additionally, 5,000 hard copies have been printed and are presently being distributed throughout the County to locations such as libraries, tourist centres, cycle shops, and community centres.

***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.***

The AT team is collaborating with the Highways Development Management team regarding the toolkit and will provide input for the guidance updates.

***ATAP 09: Investigate innovative ways to maintain the network such as using volunteers and community groups, considering the creation of charitable trusts.***

The AT team will explore potential collaborations with Parish Councils, Sustrans, and local volunteer groups to explore optimal approaches for maintaining the active travel network, especially for rural off-road paths where overgrown vegetation can pose challenges to usability.

***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.***

#### **E-Cargo Bike Try-Before-You Buy Bid:**

The AT team has collaborated closely with the Cambridgeshire and Peterborough Combined Authority (CPCA) and Peterborough City Council (PCC) to submit a bid for the Sustainable Cities Mobility Challenge 2024 in partnership with eitClimate-KIC, co-funded by the European Union on 24 November 2023.

Cambridgeshire County Council (CCC) has been conducting a pilot of the try-before-you-buy model since July 2021. This initiative, featuring electric cargo (e-cargo) bikes, has garnered significant popularity, resulting in a four-week waiting list for bike borrowings. The scheme, consisting of eight bikes (four for families and four for businesses), has seen over 160 cargo bike trials, with over 65% of participants opting to purchase a cargo bike after the trial period. Although the current scheme has been

successful, its funding is limited to three years, and it is expected to conclude in spring 2024.

The proposed try-before-you-buy e-cargo bike scheme aims to support residents and businesses in decarbonising their transport choices and enhancing local air quality. Building on the success in Cambridgeshire, the expanded scheme will include eight additional bikes, reaching out to Cambridgeshire market towns and Peterborough city. The Cambridgeshire scheme will add three more family cargo bikes, while Peterborough will have four family bikes and one business bike available. Details of the bikes and the loan duration (1 to 8 weeks) can be accessed online, with a small fee to participate, ensuring the bikes are valued.

The comprehensive cost of extending the scheme, which includes purchasing the e-cargo bikes for both Cambridgeshire and Peterborough, along with expenses for GPS, branding, marketing, bike delivery, reporting, servicing, and spare parts, amounts to £77,380.80.

If the bid is successful, the project is anticipated to commence in March 2024 and conclude in July 2025.

#### **Defra Air Quality Bid:**

The AT team has collaborated closely with CPCA and PCC, submitting an air quality bid to Defra.

The Air Care Project aims to either reduce or maintain NO<sub>2</sub> emissions within Cambridge City's AQMA. The project also seeks to raise awareness of air quality issues, enhance understanding of how to avoid air pollution, and promote active travel. This comprehensive approach involves the launch of the HomeRun App in 18 schools, providing options to reduce single occupancy journeys (including parents and their children), distributing refurbished bikes to residents in deprived areas (Owl Bikes), and working with health practitioners to disseminate information about the risks of air pollution and ways to avoid it.

The grant will support an officer overseeing Owl Bikes and HomeRun to implement the app in schools, while the remaining aspects of the project will be managed by internal staff. A three-year funding request has been made to ensure the full effectiveness of behaviour change activities.

The primary goal is to decrease single occupancy car journeys for school runs within Cambridge City by 10% over three years, thereby reducing NO<sub>2</sub> emissions. Additional benefits include the Owl Bikes project providing individuals from low-income backgrounds access to free bike repairs or a free bike, facilitating sustainable travel for employment, education, or community activities. The project also employs people with disabilities to refurbish bikes, offering an additional social benefit.

Health practitioners will be trained to comprehend the impact of poor air quality, with the information then disseminated to their patients. This knowledge empowers residents to take steps to protect themselves from pollution.

Participants in the HomeRun app and Owl Bike project will receive information on improving air quality, anti-idling practices, and the promotion of active travel, thereby raising awareness of air quality issues.

Table 1: Grant Funding Request and Match Funding for Three Years

	Yearly	Three Year Total
Grant Funding Request	£117,041	£351,122
Match Funding	£54,827	£164,482

In the event of a successful bid, the project is scheduled to commence from 1 March 2024 to 1 March 2027.

***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).***

The team is presently exploring possibilities to test various surface materials in upcoming projects, such as the Soham to Wicken initiative that incorporates rubber crumb surfacing materials, scheduled for completion in Spring 2024. Additionally, there is ongoing work on another section focusing on lighting.

***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.***

The AT team is examining procedures for monitoring and auditing new development schemes. Collaboration is underway with the safety audit team to enhance the skills of staff through safety audit training, aiming to facilitate the integration of active travel audits and road safety audits.

***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, consider 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.***

Similarly mentioned earlier, an active travel audit will collaborate with the road safety audit to guarantee suitable Non-Motorised User (NMU) provisions for developer-led or funded projects.

***ATAP 14: Work with the CPCA to update the Code of Conduct for Dockless Bike Sharing Operators for Cambridgeshire to cover all of Cambridgeshire.***

A preliminary discussion has taken place with CPCA, but no further progress has been made. The AT team will persist in providing assistance to CPCA regarding this document.

## **2. Strategic Studies: Update and Progress to Date**

- 1. 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.***

Consultants have conducted a study on Non-Motorised User (NMU) provision and prioritisation of potential schemes for St Ives. The Active Travel team is presently collaborating with the Transport and Strategy team to advance some of these schemes.

The introduction of the new ABM modelling software and strategic model allows for the exploration of preferred options for active travel routes and the potential impacts of proposed changes to traffic management. This analysis will assist in evaluating the feasibility of future improvements to the active travel network for market towns and Ely.

- 2. Identify opportunities for new cycle parking or improvements to existing cycle parking in line with the Active Travel Strategy.***

The AT team is in close collaboration with external partners, including Cambridge City Council, Greater Anglia, Huntingdonshire District Council, and Greater Cambridge Partnership (GCP), for several ongoing projects. These include the enhancement of Cambridge Cycle Point at Cambridge main station, improvements to cycle security at Cambridge North, and enhancements to cycle parking at Queen Anne Terrace (QAT) spanning across Cambridge.

A public consultation, scheduled from 15 January to 1 March 2024, will focus on proposed security, safety, and access improvements to the existing cycle parking facilities at QAT. The initiative is led by Cambridge City Council and partially funded by the GCP. Anticipated improvement works are set to be implemented in the summer of 2024.

- 3. 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.***

The Greater Cambridge Partnership (GCP) is collaborating with the Atkins Wayfinding Team to explore a high-level concept design and strategy for the Greater Cambridge Greenways. This research aims to contribute to a high-quality, visually appealing, and user-friendly wayfinding system, promoting the Greenways and enhancing the network's usability. The goal is to instil confidence in users during their journeys and encourage a shift towards sustainable modes of transportation.

While this wayfinding scheme primarily focuses on the 12 Greenway routes, it has been crafted with flexibility, allowing for the same design and strategy to be applied to other walking and cycling routes across the region, including the Chisholm Trail.

Simultaneously, the AT team will assess the optimal wayfinding options countywide. Through active travel audits, they will ensure that Non-Motorised User (NMU) direction signage is incorporated into all new schemes and developments as deemed appropriate.

**4. 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.**

Consultants have conducted initial assessments on potential low-traffic neighbourhood areas in St. Ives as part of the Non-Motorised User (NMU) study.

**5. Extend the approach taken by the GCP Road Classification Review of the City of Cambridge to urban areas across the county.**

The GCP intends to present this document to the committee in the spring of 2024.

**6. 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.**

The AT Team has yet to delve deeper into this matter. With the introduction of new officers in January 2024, we anticipate having the resources and capacity to further investigate the potential use of old railway networks and determine how to maximise the valuable land for active travel routes.

**7. 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.**

The AT Team has not had the chance to delve deeper into this matter. With the arrival of new officers in January 2024, we expect to have the resources and capacity to further investigate the potential use of water networks across Cambridgeshire and determine how to maximise the valuable land for active travel routes.

**8. Study to consider if there is a case for development of a longer-term, strategic, county-wide active travel network linking to neighbouring authorities.**

The AT Team has been collaborating extensively with England's Economic Heartland (EEH) and various local authorities within the Active Travel Forum. The focus has been on examining cross-boundary links, such as Peterborough - Whittlesey, Royston - Bassingbourn, Royston - Melbourn, Gamlingay - Potton, and assessing the potential for mode shift.

- 9. 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.**

Sustrans conducted an audit of the walking routes, but the AT team has not yet had the chance to further investigate the core zones.

- 10. 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.**

Trials are presently underway in certain areas of the county.

- 11. 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.**

The AT Team will collaborate with new officers to establish effective processes for conducting audits on existing routes and assessing their compliance with LTN 1/20.

- 12. 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.**

We are in close collaboration with Fenland District Council and East Cambridgeshire District Council, both of whom have identified priority active travel schemes in their respective districts. An instance includes advancing the Soham to Wicken route, a project we are delivering with funding from the CPCA.

- 13. 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.**

Similar to ATP07, the County cycle maps underwent updates in May 2023. We actively promoted the local areas during the Love to Ride campaigns in December 2022, March, September, and December 2023. Moving forward, we will persist in seeking funding opportunities for additional promotional initiatives.

- 14. 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.**

From 15 January 2024, the AT team has established an Active Travel Working Group that includes essential teams like Road Safety, Smart Journeys, Public



Health, Climate and Energy, and CPCA. The primary objective of forming this group is to collaboratively engage with internal teams, fostering increased adoption of active and sustainable travel options, promoting campaigns, and contributing to the realisation of the County Council's vision of achieving net zero by 2045.

***15. Work with district planning partners to identify, protect and fund future active travel routes.***

The AT Team will explore opportunities to collaborate closely with district planning partners in order to identify, safeguard, and secure funding for future active travel routes.