

DRAFT ACTIVE TRAVEL STRATEGY FOR CAMBRIDGESHIRE

Version 0.1: Committee draft – H&T Committee 8th March 2022

NB:

- *Committee draft version – Councillor, CCC Officer and partner input to be addressed, followed by further stakeholder engagement on draft Strategy and detailed action plan of schemes.*

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Executive summary

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Introduction

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

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1 What is the purpose of the Strategy?

The recent prominence of active travel, through national policy and behavioural change due to the Covid 19 pandemic, has highlighted the importance that walking and cycling has on all our lives. Whether directly through living more active lifestyles, or indirectly through improved air quality, all people in Cambridgeshire will benefit from making more journeys on foot, cycle or other 'wheeled' modes of active travel. Alongside other key local policies, this Strategy will build on achievements so far, such as the high levels of cycling in the city of Cambridge and further increase journeys made by active modes across all of Cambridgeshire.

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 in Cambridgeshire to 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, the strategy will have a significant role to play in addressing:

- 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.
- The achievement at a local level of a number of significant environmental targets including 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 and inclusive access to key services and leisure activities for people of all ability.
- Ensuring that all new developments meet a common standard of infrastructure provision for walking and cycling across the County.

The Strategy expands on the overarching vision for active travel set by the Cambridgeshire and Peterborough Local Transport and Connectivity Plan (CPCA, 2022), shown below.



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

It must put improved public 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.

It will be achieved by investing in a properly joined-up, net zero carbon transport system, which is high quality, reliable, convenient, affordable, and accessible to everyone. Better, cleaner public transport will reduce private car use, and more cycling and walking will support both healthier lives and a greener region. Comprehensive connectivity, including digital improvements, will support a sustainable future for our region's nationally important and innovative economy.



The Strategy is also aligned with the Cambridgeshire Rights of Way Improvement Plan (ROWIP)¹. As the Local Highway Authority, this statutory document is important to bring about improvements to the Rights of Way network and enhance 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”

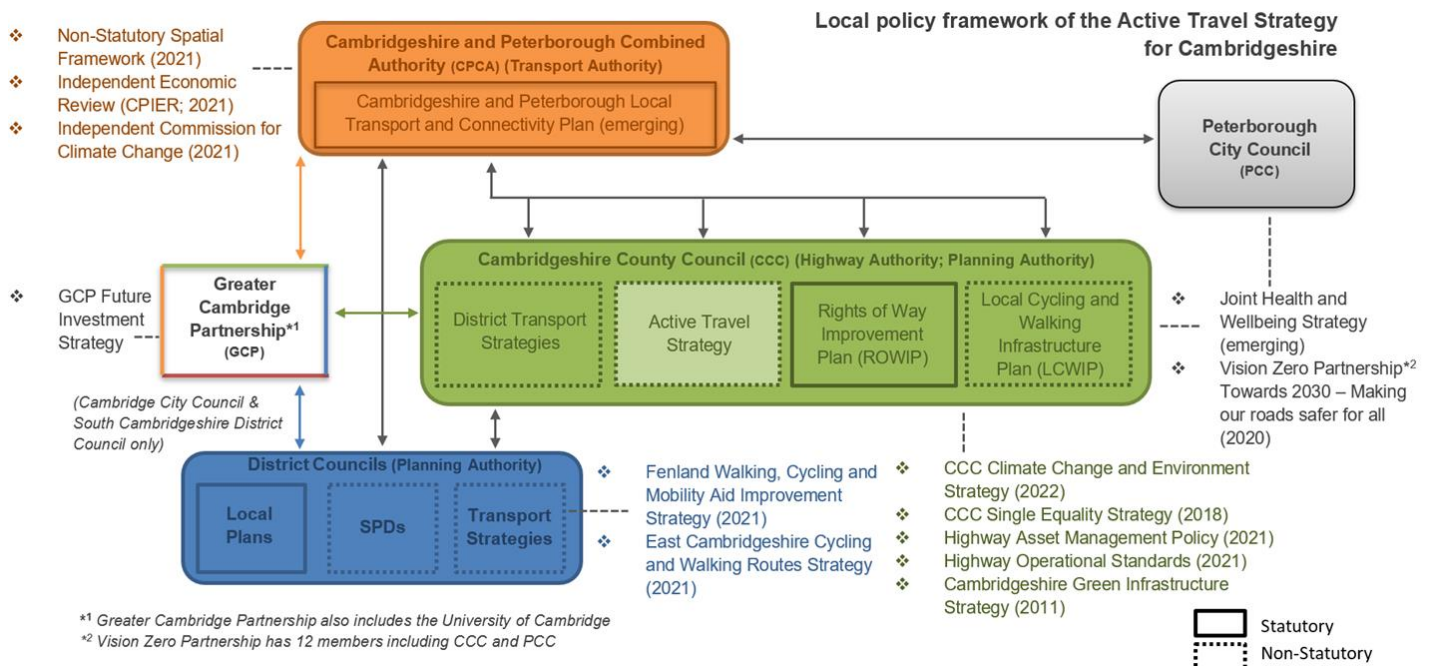
The ROWIP sets out how the public rights of way network, for which the County Council is responsible, will be managed and improved. Its scope includes all non-motorised users (NMUs) including equestrians, and although it contributes significantly to active travel objectives, it also has a more wide-ranging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

The emerging Cambridgeshire Local Cycling and Walking Infrastructure Plan (LCWIP) forms part of the Government's ambition to increase walking and cycling, particularly to school, in the UK by 2025 as outlined in the first Cycling and Walking Investment Strategy (CWIS, 2017). The CWIS sets out the Government's aim to make walking and cycling the natural choice for all short journeys, or as a part of a longer journey.

The Active Travel Strategy will align with the LCWIP which forms part of a long-term vision to improve the County's walking and cycling networks in order to increase the number of residents travelling on foot and by cycle and thereby improve the health and well-being of all those living and working in the County.

¹ For the Rights of Way Improvement Plan see Local Transport Plan (LTP) - Cambridgeshire County Council

The wider policy framework that has informed the Strategy is illustrated below. It shows how the Strategy links with the key policy documents outlined above, as well as the wider policy considerations and responsibilities across partner organisations. Active travel plays a significant part in wider policy beyond transport, including the economy, health and wellbeing, safety and the environment. See Appendix 1 for more detail.



The overall aim of the Active Travel Strategy for Cambridgeshire is to enable and encourage more journeys to be made by foot or by cycle, particularly from those that are currently being made by private car, making active travel the most convenient and natural option for local journeys or as part of a longer journey.

The policies and high-level action plan will support future funding and delivery of a well connected, inclusive, safe and attractive active travel network across the county. A detailed action plan for scheme and policy development will accompany the Strategy.

The term ‘active travel’ within the Strategy refers to walking and cycling, but also includes:

- Wheelchairs, pushchairs, mobility aids such as mobility scooters, adapted cycles, e-cycles and cycle freight.

‘Active travel’ does not include walking, cycling or horse riding as a leisure activity in its own right, however are included within the Strategy where all ‘non-motorised users’ (NMU) need to be accounted for on the network.

In developing the strategy, consideration has been given to:

- Placing equal importance on the transport needs of rural areas and urban areas.
- The roles our partners play in achieving the vision.
- The wider drivers for a more sustainable and zero carbon society
- The role of emerging transport modes and technologies and how we can support this
- Ensuring the Strategy remains inclusive and safe for all, considering the variety of travel modes people use and issues of personal safety
- Ensuring integration with other transport modes such as buses and trains, and the private car where needed.
- Engaging with and inclusion of equestrians as vulnerable users of the network
- The role of active travel as a leisure pursuit or to access leisure in encouraging more active lifestyles
- The views of a range of stakeholders and user groups to understand the issues and inform the solutions
- The financial impact of developing and maintaining a quality active travel network, fit for purpose now and for years to come.

2 Benefits of active travel

Housing and employment growth in Cambridgeshire is planned to continue, increasing the need to persuade more people out of their cars and to more active 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, and we will fail to meet significant international, national and local targets to combat climate change.

This Strategy looks to build on the success of existing high levels of walking and cycling in Greater Cambridge to create a culture of Cambridgeshire people making active travel choices in all parts of the county. 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 the many serious issues facing not only our immediate environment, but also the wider environmental impact and quality of life for future generations.

How can active travel help?

Improve our environment now and for the future:

- Reduce air pollution – reduction in the production of particulates and nitrogen dioxide (NO₂) – Cambridgeshire Climate Change and Environment Strategy 2020
- Reach net zero carbon by 2045

Improve our health and wellbeing:

- 60% of adults (18+yrs) classified as overweight or obese (Source: Cambridgeshire Insight – Health and Wellbeing)
- 72% of adults physically active (19+ years) (Source: Cambridgeshire Insight – Health and Wellbeing)
- Low happiness (16+yrs) – 10.56% (Source: Cambridgeshire Insight – Health and Wellbeing)
- Almost a third of all 10 and 11 year old children in Cambridgeshire are Obese and over 60% off all adults in Cambridgeshire and Peterborough are overweight.
- Cycling and Walking can help reduce the risk of Cardiovascular disease, Diabetes and Dementia (Source: Joint Strategic Needs Assessment²)

Reduce traffic congestion:

- 83% own a car/van (Source: Cambridgeshire Insight – Environment)
- 15% - reduction in car miles driven in Cambridgeshire and Peterborough by 2030 (Source: Cambridgeshire and Peterborough Independent Commission on Climate)

² Cambridgeshire Insight – Joint Strategic Needs Assessment (JSNA)

- Cambridgeshire rates of cycling and walking are the lowest amongst the over 40s (Source: Joint Strategic Needs Assessment)

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3 Cambridgeshire context and challenges

Cambridgeshire is a diverse county, formed of the city of Cambridge, market towns, and large rural areas made up of villages and open countryside. There is significant planned growth across the county which presents a number of transport challenges, such as dependency on travel by private car and continued pressures on bus services. These challenges are particularly prevalent in rural areas. 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 the changes to how the people of Cambridgeshire are living, working and travelling.

The city of Cambridge and its immediate surrounding area form a globally significant high-tech & biotech cluster, with Cambridge University a major employer and 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 the 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 market towns, and with the recognised need to tackle the wider climate crisis, there is a target to reduce car miles driven within Cambridgeshire and Peterborough by 15% by 2030 (compared to baseline), as set out in its Independent Commission on Climate Report.³

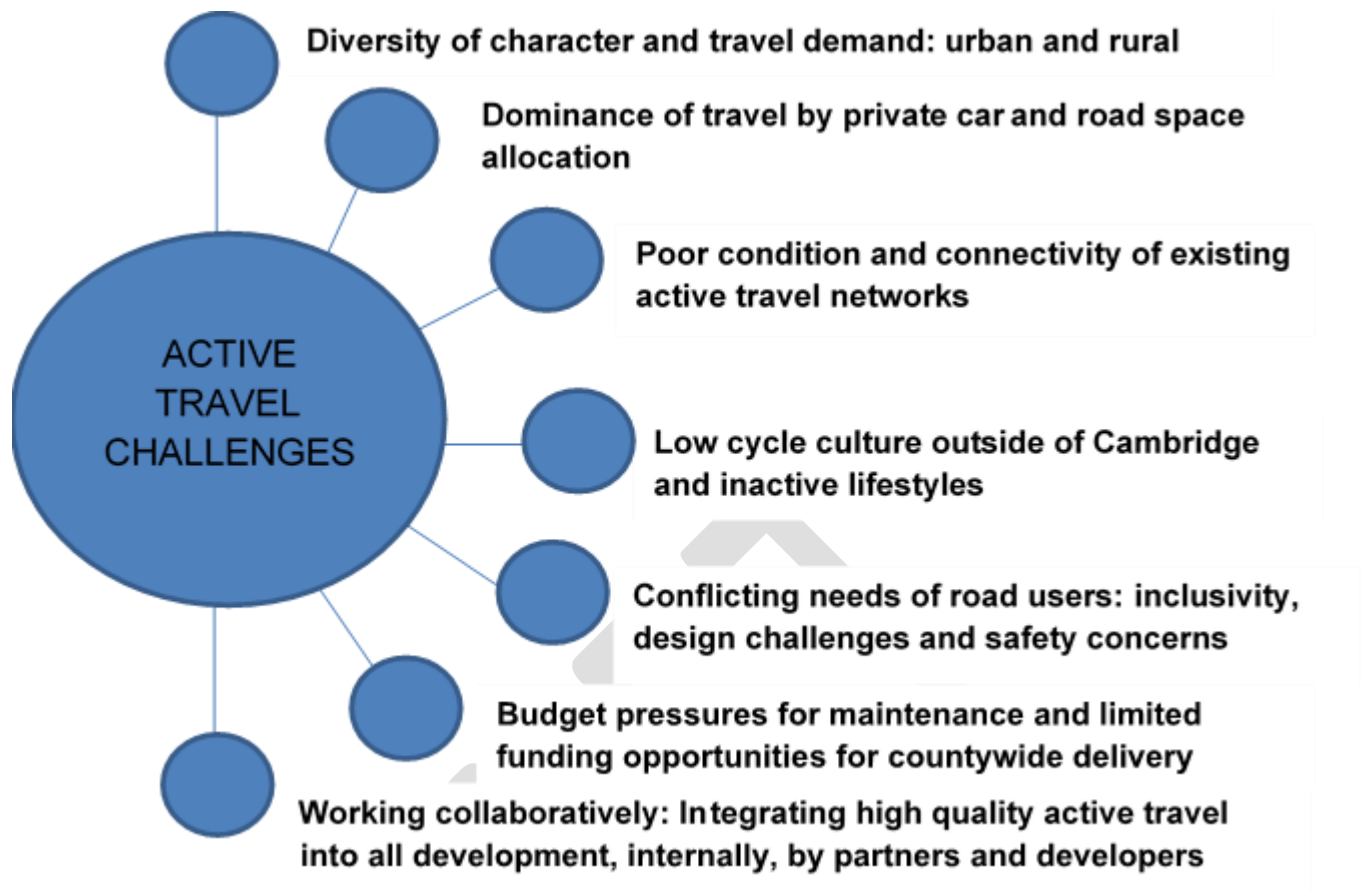
The city of Cambridge has the UK's highest levels of cycling with 29% of its working residents cycling to work in 2011. Cambridge also topped the table in Sport England's 2015 active people survey with 33% of adults cycling three times a week. The Cambridge cycling phenomenon is spreading to South Cambridgeshire with 7.6% of residents cycling to work in 2011. However, although half of work trips are walked or cycled in Cambridge City, only one in seven walk or cycle in the rest of the county⁴, with walking preferred over cycling.

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. Improving walking and cycling routes to key destinations for work, education and health care is an important part of local transport policy.

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 following challenges will need to be addressed:

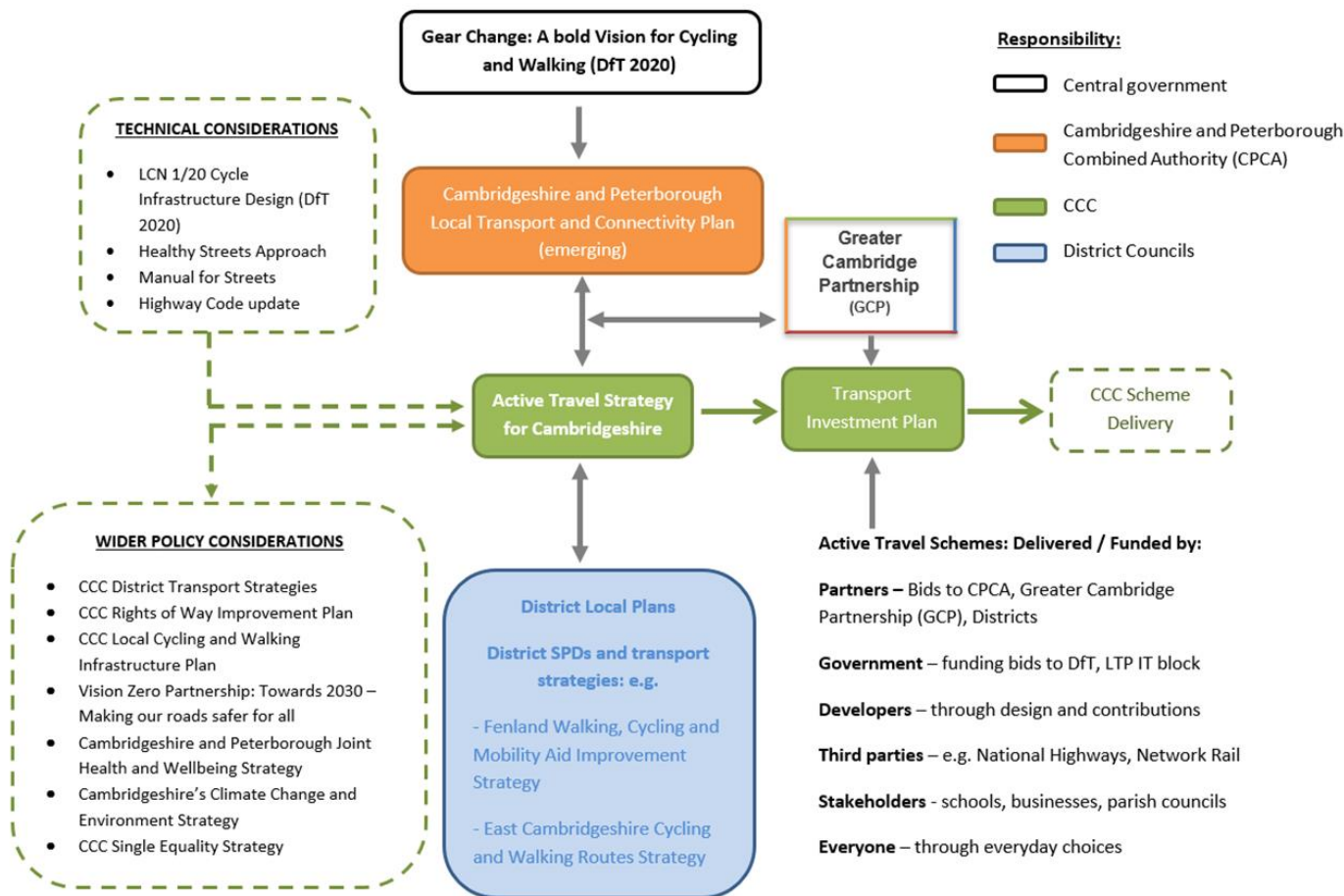
³ Cambridgeshire & Peterborough Independent Commission on Climate, 2021

⁴ CAMBRIDGESHIRE TRANSPORT AND HEALTH JSNA ACTIVE TRANSPORT: KEY FINDINGS



Since the Devolution Deal in 2017, the responsibility to produce the Local Transport Plan (LTP) has passed from Cambridgeshire County Council to the Cambridgeshire and Peterborough Combined Authority (CPCA). The CPCA is currently updating the adopted LTP (2020), and this strategy is aligned with the emerging Cambridgeshire and Peterborough Local Transport and Connectivity Plan (LTCP).

The diagram below shows the relationship between the County Council transport strategy documents that sit under the CPCA's LTCP, the Greater Cambridge Paternship, district planning and transport plans and strategies, and the opportunities for funding and delivery of schemes.



There are several technical references and wide ranging policies that have all been considered as part of this strategy, some of which are referenced within the policies and should be read alongside the document. See Appendix 1 for further detail on considered policies.

The Strategy is underpinned by a bold Central Government decarbonisation agenda prioritising development in sustainable travel, including several targets and commitments for increased cycling and walking over the coming decades, as illustrated below:

Cycling and Walking Investment Strategy 2017

"We want to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey"

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'

Decarbonising Transport: A Better Greener Britain 2021

The plan in detail: Increasing cycling and walking



Gear Change: A bold vision for cycling and walking 2020

“England will be a great walking and cycling nation”

A bold future vision of cycling and walking in England:

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

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.”

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.

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4 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 will create a well-connected, safe and inclusive active travel network that will become the 'go-to' travel option for many local journeys.

We will enhance existing active travel infrastructure, expand the network with new, quality active travel routes and rebalance the use of road space to better reflect the road user hierarchy to increase the number of journeys taken by foot, cycle or other associated active modes, whilst taking account of other non-motorised user (NMT) needs, such as equestrians.

The Strategy will identify the policies and steps needed to create and deliver a connected countywide active travel network, making it a high transport priority, improving internal and collaborative processes, as well as seeking new ways to encourage people to make active travel a natural choice for the many shorter journeys currently taken by private car, as well as part of a longer journey made by other sustainable modes of travel.

The County Council will:

EMBRACE: embrace active travel as a transport priority within Cambridgeshire, looking at internal processes and better collaboration and communication with partners and stakeholders that puts active travel at the forefront of all decision making and investment.

ENHANCE: enhance the existing network of pavements, footpaths, cycleways, bridleways, and other public rights of way so it is connected and fit for purpose. For example, through improved surfacing, widening, signage, crossings, and decluttered pavements.

EXPAND: expand existing routes to create a well-connected, safe, joined up active travel network, that improves access to key amenities such as schools, town centre facilities, transport hubs and places of healthcare and employment.

ENCOURAGE: encourage modal shift to active travel modes through a variety of initiatives focussed on encouraging and supporting behavioural change. Make people aware that travel by active modes is a viable, attractive, healthier and safe option for many of their local journeys.

5 Objectives

These objectives set how we will seek to achieve the active travel vision for Cambridgeshire and how the 4E's 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 and connected active travel network across Cambridgeshire that will enable and encourage more journeys to be taken by foot or cycle that are currently being made by car. This will support achieving Net Zero Carbon in Cambridgeshire by 2045.
2. Focus on shorter local journeys as well as capturing the increased potential for longer journeys to be taken by active travel modes in conjunction with public transport and e-bikes. 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 and developers. Securing investment will ensure active travel is embedded and prioritised in all policies, 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) Ensuring active travel is considered as part of all transport schemes and development at the outset; and
 - b) Exploring new ways to prioritise maintenance of active travel infrastructure, addressing the importance that well maintained routes have on sustained use; and
 - c) Embedding a 'whole life cycle' approach to scheme development, ensuring all schemes are designed and funded to minimise the ongoing maintenance cost.
5. Explore new ways to promote and encourage active travel and support initiatives that create behaviour change and modal shift to active travel modes, including the issue of 'knowing what's out there'. Look holistically at the shared experience and influences that make walking or cycling an attractive option as a form of travel.

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

Improved digital connectivity and flexible working patterns, building on the ability to work more from home as experienced through the pandemic 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, but delivered over many years to reach the longer term net zero carbon targets by 2045. There will be a short term focus on better collaboration internally and with key partners, improving internal processes prioritising active travel in all decision making, supported by a clear active travel network vision and prioritising a future pipeline of schemes. The short term actions within the high level action plan and possible 'quick wins' do 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 medium and long term high level actions will focus on developing and implementing a detailed pipeline of active travel improvements and new schemes that will work to achieve the longer term vision. This stage will be dependent on securing funding opportunities to design and deliver the pipeline of schemes as part of the Council's Transport Investment Plan. More detail on the funding and delivery of the Strategy is under section 10: Funding and Implementation.

Policies

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

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Our active travel approach

This Active Travel Strategy for Cambridgeshire 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. These include: Health & wellbeing, equality & 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:

- CPCA's Local Transport and Connectivity Plan (LTCP)
- CCC's area-based transport strategies
- Cambridgeshire Rights of Way Improvement Plan
- District Councils' Local Plans and transport strategies
- The Greater Cambridge Partnership's workstream.

They are intended to provide a robust framework which may 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, see Appendix 1.

Policy AT01: The overarching Strategy approach

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

[Meets objective 1,2,3,4,5]

This Chapter sets out the policies under the 4 E's: Embrace, Enhance, Expand and Encourage.

6 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 users needs prioritised and attention focussed 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 a longer journey. In all contexts, where people are making journeys, decision makers must always consider and prioritise active travel at the outset. Existing user needs including those of equestrians will be recognised and considered in order to achieve an acceptable balance. 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 reflect and support the move towards active travel.

Nationally there are commitments to embracing and popularising active travel, both directly in travel and transport policy, such as through Gear Change⁵, but also in other areas, such as, health and environmental policy, such as Decarbonising Transport⁶. Locally, it is by working across departments and collaboration with partners and developers, that the greatest changes will be made, active travel fully embraced, and the rewards gained.

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 the Cambridgeshire and Peterborough Combined Authority (CPCA) as Transport Authority, the District Councils as Planning Authorities, and the Greater Cambridge Partnership (GCP). Wider partner agencies, Parish and Town Councils and community groups also have an important role to play. 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.

CCC 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 appropriate car parking standards and cycle parking standards as well as other supporting infrastructure.

⁵ [Gear change: a bold vision for cycling and walking \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/644447/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

⁶ [Decarbonising Transport – A Better, Greener Britain \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/644447/decarbonising-transport-a-better-greener-britain.pdf)

[Meets objective 1,3]

Policy AT03: Ensure that Active Travel is prioritised in new developments.

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 also be required if the development falls below this threshold but there are other local issues that may need to be addressed.

Measures that embrace, enhance, expand and encourage active travel for new developments must be included in a TA or TS, so that active travel considerations are 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 CCC Highway Development Management General Principles for Development⁷ document set out requirements to applicants, developers, their agents and local authority officers in relation to new highway, access and adoptable infrastructure across Cambridgeshire. This could be updated to reflect the key theme of embracing active travel in all new decision making, see Action Plan 08.

An Active Travel Toolkit for New Developments will be written and adopted (see Action Plan 02) that will provide guidance for planning authorities, County Council departments and developers. Developments of all types and sizes will need to refer to the Toolkit and ensure the checklist is considered at the earliest stage to ensure provision of or impact on active travel is accounted for.

[Meets objective 1,2,3,5]

Policy AT04: Internal processes

Active travel consideration must be embedded across the Council. 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 at both early and detailed design stages will be necessary.

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

[Meets objective 1,3,4]

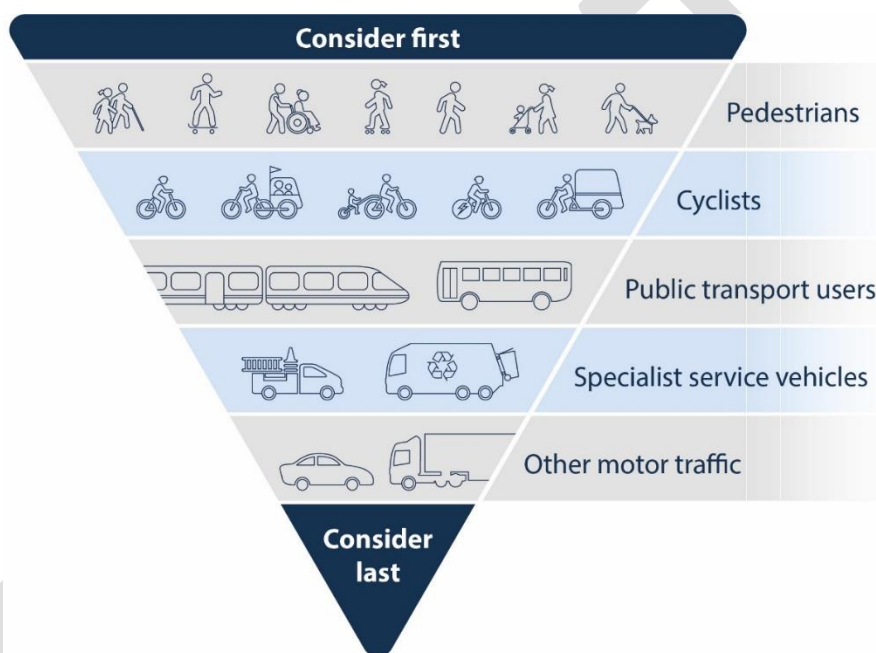
Policy AT05: Prioritisation of user hierarchy

An important part of embracing active travel is putting non-motorised users at the top of our transport user hierarchy, as illustrated below. Vulnerable road users and

⁷ [Highway development management - General principles for development - May 2021 \(cambridgeshire.gov.uk\)](https://www.cambridgeshire.gov.uk/highway-development-management-general-principles-for-development-may-2021)

active transport modes are at the top of the hierarchy and should be a focus of all policies and schemes, ensuring they are provided for appropriately and not adversely impacted, considered on an individual scheme basis. Manual for Streets (DfT 2007) sets out the user hierarchy and 'Place' and 'Movement' concept and should be referred to alongside this policy.

The user hierarchy will be used as a guide for setting priorities and allocating funding towards programme areas and schemes. The hierarchy will be applied to the development and review of all specific transport strategies such as the district-based transport strategies and should be considered during the design of any new or improved transport scheme. Any variation from this will require justification of why full compliance to this is not either possible or appropriate to the scheme.



[Meets objective 1,2,4]

Policy AT06: All highway improvement schemes must consider active travel

As set out in LTN 1/20⁸ appropriate cycle facilities should be provided within all new and improved highways in accordance with the guidance, 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 Streets indicators where appropriate.

Highway improvement schemes must consider active travel improvements and it will not usually be acceptable to maintain 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

⁸ [Cycle infrastructure design \(LTN 1/20\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-1-20)

parallel NMU (non-motorised user) facilities should be provided as standard along the full length, and connected to wider existing infrastructure.

When a transport scheme has passed key stages of the Gateway process in the County Council's Project Management Framework and scheme design commences, all design and development must prioritise and embed the needs of those using active travel modes. Policies set out in National Planning Policy Framework (NPPF), the National Model Design Code, and the Rights of Way Improvement Plan (ROWIP) must be observed and implemented. Partnership working is crucial in involving all parties who can advise on the needs of active travel.

[Meets objective 1,3]

Policy AT07: Accessible and inclusive provision

Accessible and affordable transport is a lifeline for many Cambridgeshire residents. It connects people to opportunities for socialising, working, learning and healthcare. 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 to those who do not have access to a private vehicle, or where households have access to one vehicle but have multiple journey needs.

Our networks and connections will be planned and designed to create inclusive and safe environments for all to enjoy the benefits of active travel, including appropriate enforcement of issues such as pavement parking and street clutter which can be a barrier to active travel for those using mobility equipment and those with pushchairs. We will 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 surfaces for vulnerable users.

We recognise that not everyone is able to take up an active mode of travel and the use of private car will remain essential for those people. We will, however, look to better provide for alternative sustainable modes of travel that may be possible for people who would like to travel by other means such as wheelchair, mobility scooter or form of adapted cycle, and make walking a safer and more attractive option for people with impaired mobility.

[Meets objective 1,2,3,4,]

Policy AT08: Safety for all

The County Council is a member of the Vision Zero Partnership, 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.

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 safety is a prioritisation through any scheme, and 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 are 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 also consider the different challenges people may face related to rural isolation and poverty, two additional priority groups identified in Cambridgeshire County Council's Single Equality Strategy. It will be important that all users of the road network are considered through the design and development process, and the County Council requires an Equality Impact Assessment to be produced as an integral part of the process for all schemes.

[Meets objective 1,2,3,4,5]

7 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 noted in the Rights of Way Improvement Plan (ROWIP). This section focusses on the active travel network used for everyday journeys to places of education, health and work, and local amenities such as town centres. It aligns with the ROWIP that focusses on the recreational activities associated with the wider Rights of Way network.

There are significant challenges to maintaining an active travel network, in terms of resource, budget pressures, and poor design or materials used. However, by filling 'gaps' in existing parts of the network and improving surfaces and signage 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

Where possible, 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, recognising the value of green infrastructure to mental health and well-being.

Policy AT09: Improve existing walking and cycling provision

The Strategy recognises that there are known gaps in the rights of way and walking and cycling networks that can detract usage and impact on users' safety.

We will seek to fill these gaps to greatly enhance provision, provide complete and safer routes and encourage new users to take up active travel journeys. This policy links directly to ROWIP SOA5 Filling the Gaps. Such schemes will be investigated further through the creation of a pipeline of active travel schemes, see Action Plan 01.

[Meets objective 1,2]

Policy AT10: 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 quality cycle parking in the right locations, using the latest design standards, providing lighting where possible and appropriate, and installing signage and wayfinding to make routes as user friendly, attractive and safe as possible.

The County Council will seek to improve supporting infrastructure to support the long term and sustained increased use of the existing active travel network targeted through this strategy. The County Council, partner organisations and developers should seek to include provision of supporting infrastructure in all schemes that has the opportunity to improve and support existing active travel infrastructure and journeys. See Policy AT19 for supporting infrastructure for new schemes and development.

[Meets objective 1,3,5]

Policy AT11: Adopt the Healthy Streets approach

The Healthy Streets approach, illustrated below, 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 streetscene issues such as removing street clutter, improving air quality, providing easy to navigate places to cross roads, and providing 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 pedestrians, cyclists and those using non-powered wheels and so enhance journeys by these modes and the health of our population.

Figure 1: Healthy Streets Indicators, TfL⁹



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

⁹ <https://www.healthystreets.com/>

opportunities to implement this through specific schemes or wider area improvements.

[Meets objective 1,2]

Policy AT12: 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. All new schemes will need to be designed and costed to minimise the long term maintenance cost, taking into account the implications of the legal status of a route on maintenance. Any new NMU route being offered for adoption must meet the criteria set out in the County Council's NM Adoption Policy¹⁰.

The County Council will:

- a) Consider new ways to prioritise and deliver the maintenance of active travel infrastructure, e.g. through consideration of the maintenance programme and legal classification of assets, see Action Plan 03.
- b) Explore different funding models of schemes e.g. commuted sums, and will consider innovative ways to maintain the network, such as using volunteers and community groups. See Action Plan 04 and 09.

[Meets objective 1,3,4]

Policy AT13: Use enforcement powers to better manage active travel routes

Congested streets and antisocial 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 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. Further powers will become available through

¹⁰ See appropriate appendix in the Council's Highway Operational Standards Highway policies and capital maintenance programme - Cambridgeshire County Council

the enactment of Traffic Management Act part 6 which could be used to enable safer active travel routes.

Station Road, Cambridge: bus gate	Newtown, Cambridge: modal filters	Luard Road, Cambridge: modal filter
[Image]	[Image]	[Image]
Protects the Cambridge Station plaza area for cycling, walking and buses	Restricted through-traffic movement making it safer and less congested, enhancing active travel	Modal filter made permanent enhancing safety for walking to school and a safer cycling route

[Meets objective 2,3,4]

Policy AT14: Investment in the Rights of Way Improvement Plan (ROWIP)

The ROWIP¹¹ has been a key policy document for Cambridgeshire since 2006 and the Statements of Action were all updated in 2016. It works in harmony with the Local Transport Plan and the Cambridgeshire & Peterborough Health & Wellbeing Strategy, and now the Active Travel Strategy. “The Plan is well used and has been invaluable in helping to bring about improvements to the rights of way network and enhancing countryside access.”

Continued investment in the priorities set out in the ROWIP is fundamental to 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.

[Meets objective 1,2,3,4,5]

¹¹ [Cambridgeshire ROWIP update April 2016 \(1\)](#)

8 EXPAND

A key focus and challenge for this strategy will be to expand the existing transport 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 draft Cambridgeshire Local Cycling and Walking Infrastructure Plan (LCWIP) identified routes most likely to generate additional cycle journeys using mainly census journey to work origin and destination data in each of the districts. Whilst these routes are generally supported, consultation on the plan has also identified the strong wish for safe walking and cycling routes connecting villages to services, particularly to village colleges and to Cambridge and the Market Towns.

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 will detail the specific challenges for active travel in each district, particularly the larger market towns, and set out the strategy approach for each area.

The infrastructure needs of walkers and cyclists differ. This has been reflected in this section, alongside the varying challenges between urban and rural areas.

The Strategy supports leisure journeys by active travel modes through links to the Public Rights of Way network, but primarily focusses on journeys that would otherwise be made by private car. Early engagement with all users, including the equestrian community, will be required.

Policy AT15: 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 key services and facilities and integrated in to the wider transport network. This network vision will provide the basis for a detailed active travel network following further local engagement and technical work, to build on the work already undertaken on the Local Cycling and Walking Infrastructure Plan (LCWIP). All schemes will be included within an updated Transport Investment Plan (see Action Plan 06) and delivered as funding opportunities are secured.

[Meets objective 1,2]

Policy AT16: 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, railway stations and bus stops will be essential to create a joined up sustainable transport network. Routes 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.

[Meets objective 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 also includes people who use pushchairs and push scooters. Walking offers a cheap and – for many people - easy mode of travel as usually no new equipment is needed. Walking could be a viable and healthy alternative to many local journeys that are currently made by private car, including as a stage of a longer journey if walking to a train station or bus stop.

All new walking infrastructure should be considered at the early stage of scheme design and the following criteria should be considered and applied where possible:

- 10 Healthy Streets indicators provides a framework for the active travel network (see policy AT10), particularly with regard to walking and 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 designing new provision.
 - Safe pedestrian crossings appropriate for the location, which should follow desire lines
 - Seating, lighting, shade and wayfinding.
- All new 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 preferred on busier and faster roads, as set out in design guidance. Segregation will attract new and inexperienced cyclists and make it safe for all, including children.

Therefore, in the provision of new cycle infrastructure the following criteria should be considered and applied where possible:

- 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 1/20¹²
- It is recognised, however, that where highway space is limited and private land acquisition not possible, compromises may need to be made. Where meeting LTN 1/20 is not possible, this will need to be justified and a best alternative design that achieves the optimum solution within the constraints of the highway will be sought in collaboration with partners and local communities.
- Cyclists should be offered the most direct route based on existing and latent trip desire lines.
- The County Council will work closely with rail operators to permit bicycles on trains where appropriate or ensure appropriate provision for secure cycle parking where this is not possible.

Urban areas:

Urban areas across Cambridgeshire includes the city of Cambridge and market towns where footfall and travel demand is higher due to the higher populations compared to villages. 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 private car.

The number and/or size of new development in urban areas often lead to more 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

¹² Cycle infrastructure design [Cycle infrastructure design \(LTN 1/20\)](https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120) - GOV.UK (www.gov.uk)

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

Policy AT17: 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 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 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-only through routes as well as traffic calming infrastructure.
- Widening existing shared use paths where space is inadequate or physically segregate people walking and cycling where usage creates conflict and provide new off-road routes which link key destinations

Changes to junctions, low traffic neighbourhoods, and re-allocation of vehicular space need to be considered on a city or town-wide basis and modelling work will need to be undertaken to understand the potential effects of such changes.

Local and stakeholder consultation at a very early stage will also be essential.

Further detail on the approach in the market towns and the Greater Cambridge area can be found [Transport Plans And Policies - Cambridgeshire County Council](#) and [Transport Projects - Greater Cambridge Partnership](#)

[Meets objective 1,2]

Policy AT18: 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 city of Cambridge 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:

- Identifying and developing new footpaths or shared paths, for example across open spaces, in order to link key destinations.
- Removal of barriers, for example, designing out pavement parking and other anti-social parking and targeting enforcement; ensuring use of A boards does not cause an obstruction to people walking and that infrastructure such as gates and bollards are accessible to those in wheelchairs or mobility scooters.

[Meets objective 1,2]

Rural Areas

People living in rural areas generally travel greater distances to access services than their urban counterparts. Public transport provision is generally poor, and 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 routes can improve social mobility and equality by providing essential access opportunities. There are many journeys for which active travel would be a possible alternative if the necessary infrastructure and promotional campaigns were in place.

Challenges for expanding active travel in rural areas vary across the districts, and area specific approaches are outlined within each District Transport Strategy. It is acknowledged that there is a lack of or poor infrastructure across all districts, but addressing these rural routes in particular is challenging due to the limited opportunities where such lower demand routes become eligible for funding.

Policy AT19: Cycling and walking in rural areas

In rural areas, the priority will be connections to key services in the market towns, employment centres, transport hubs and schools which are within walking or cycling distance. Around Greater Cambridge, priority improvements will be links to village colleges and connections between and to the Greenways.

The focus will be on providing routes segregated from traffic. Where highway space is insufficient private land will be sought along field edges. When new routes are provided equestrian use should be included unless there are specific reasons why this is not possible.

The Public Rights of Way network is particularly important in rural areas and often provide a much used and needed missing link in the transport network. Where surfaces require improvements, there will be early engagement with local communities and user groups, including equestrian users, to develop schemes which meets the needs of all, and consider the emerging CCC Design Guide for Rights of Way NMU routes (see Action Plan 11) and the Rights of Way Improvement Plan.

[Meets objective 1,2]

Policy AT20: 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 developers through pre-app discussions and the Transport Assessment process to ensure the delivery of high-quality provision for active travel, as explained in Policy AT02.

The Council expects active travel to be a priority in all new developments, implement LTN 1/20 and consider both cycling and walking at the outset of its design so it is embedded in to the overall transport approach. For all new developments:

- Any new cycle infrastructure should accord with LTN 1/20
- All new streets should be scored according to the Healthy Streets Design Check
- Be guided by the emerging Active Travel Toolkit for New Developments (see Action Plan 02): A toolkit to enable active and healthier new communities and towns to embed an active travel culture from day 1 of moving in to a new development
- Engage with local stakeholders from the outset of the process to understand local issues and provide agreed acceptable solutions

[Meets objective 1,2,3,5]

Policy AT21: Supporting infrastructure provision within new active travel schemes

Infrastructure that supports active travel routes is essential to providing a comprehensive network. As explained in Policy AT09, sufficient lighting, clear signage, clear crossing points, and secure cycle parking can all help to get more people cycling and walking.

The County Council will support the provision of secure cycle parking at key destinations e.g. railway stations, town centres, and schools. We will also support the installation of facilities for cycle storage, including showers, lockers and secure

covered storage areas at employers, schools and key public destinations considering designs that are accessible and inclusive for all.

The County Council expects supporting infrastructure to be considered and provided alongside any new development or transport scheme that will improve or support active travel provision.

[Meets objective 1,2]

Policy AT22: 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 also reduces the potential conflict of road users.

The County Council supports the reallocation of road space in favour of cycling and/or walking where this has been identified as the most appropriate solution for the area. However, schemes will need to be considered on a scheme by scheme basis, and may require a different approach across the county in line with the policy approach set in each District Transport Strategy.

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

[Meets objective 1,2]

9 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, or 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.

Many people cycle for exercise or leisure but not for other day-to-day trips. Encouraging more people to make short local journeys by active travel will be essential to achieve the objectives of this Strategy.

This Strategy includes all modes of 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 Fenland¹³ 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 to encourage more people to make more journeys by foot or cycle will need to be varied.

Policy AT23: Promoting active travel

As healthy and low carbon forms of travel, we will promote existing and new walking and cycling routes to commuters, residents and visitors and will continue to promote cycle training in schools and for adults.

We will seek to improve the availability, type, and quality of information on sustainable modes ensuring health, carbon and air quality benefits are emphasised.

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 workday, in town without my car day and more localised events aimed at both residents and visitors.

¹³ Fenland Cycling, Walking and Mobility Aid Improvement Strategy - [Fenland Walking, Cycling and Mobility Aid Improvement Strategy - Fenland District Council](#)

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

We will promote new infrastructure to the surrounding community including local residents and businesses.

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.

Targetted activities towards groups where clear active travel opportunities exist 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. A concentrated effort on these groups could help ensure health inequalities are not widened further.

[Meets objective 1,3,5]

Policy AT24: 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.

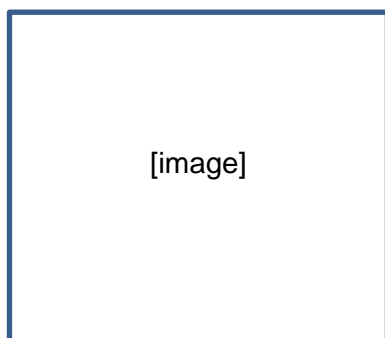
Smart Journeys (formerly Travel for Cambridgeshire) is a not-for-profit commercial enterprise working with employers, residential developers, health sector and schools to change travel behaviours through the delivery of strategies and initiatives to decrease car-dependency and significantly increase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

New planning applications will be required to submit a travel plan in line with National Planning Policy Guidance and working with the Council's Transport Assessment team.

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 STARS¹⁴.

¹⁴ [Modeshift STARS - Travel Plan in Education, Business & Communities](#)

Cambridgeshire's Road Safety Team are part of the Modeshift STARS 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 well-being of children and young people.



All Saints Interchurch Academy, March and Barnabas Oley CofE 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.

[Meets objective 1,2,3,5]

Policy AT25: 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. Bikeability training in primary schools is a well-established programme and has already helped many children to become confident cyclists and 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, see Action 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, giving people the confidence to cycle for longer trips, and to continue cycling over their lifetime.

[Meets objective 1,5]

Policy AT26: Active travel modes and new technologies

Our policies support the promotion and roll-out of innovative technologies, such as e-bikes and cargo bikes, which will allow new groups of people to cycle and travel

longer distances by bike. Adapted cycles can also introduce cycling to people who would otherwise not be able travel by that mode.

The County Council will support trials of new technology such as e-scooters 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 e-bike sharing opportunities across the County and will work with providers to find sustainable ways of offering bike share to different communities.

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, see Action Plan 14.

[Meets objective 1,2,3,5]

Policy AT27: 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 cargobikes (as well as electric vans/trucks) for the first and last mile.

As part of the Council's Draft Climate Change and Environment Strategy, we will deliver low carbon transport for our fleets.

[Meets objective 1,2,3,5]

Delivery

10 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 included within the high-level action plan are written to ensure improvements can be made to both existing and new active travel provision without the sole reliance on costly schemes. The County Council and its key partners can do more to improve internal processes and put active travel at the heart of decision making, but essentially, people can play the biggest part by making different travel choices.

However, active travel improvements and new schemes will play a significant part in delivering change across Cambridgeshire, and making the change more attractive and safe. Therefore, a detailed list of active travel schemes will be developed alongside stakeholder and public engagement, that follows the high level vision for a connected, quality active travel network across Cambridgeshire. Such schemes will be consulted on and included in a detailed action plan of active travel schemes.

A key challenge of the Strategy will be ensuring it is achievable within the funding available. At the same time, it is important that the needs and aspirations for change is reflected, as it provides a strong basis to achieve 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 means.

Funding opportunities will need to be sought to deliver the action plan of schemes. Such opportunities include:

- Funding bids to central government
- Funding bids to CPCA
- Funded and delivered by Cambridgeshire County Council – e.g. through LTP Integrated Transport Block (ITB) funding
- Funded and delivered by partner organisations e.g. GCP, district councils
- Funded and delivered by developers
- Financial contributions from developers through CIL or Section 106
- Funded and delivered 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.

11 Monitoring and review

[This section will be completed following further stakeholder engagement]

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High Level Action Plan

Action ref	Action	Responsibility	Timescale	Cost
ATAP 01	Develop a detailed action plan of schemes following stakeholder engagement and public call for scheme	CCC Transport Strategy team	By end of 2022	LOW
ATAP 02	Finalise an Active Travel Toolkit for New Developments to be adopted across all authorities	CCC, District Councils	By end of 2022	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
ATAP04	Explore different funding models 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	1-2 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,	CCC Funding team 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 ¹⁵ or alternative digital platform	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

¹⁵ [My Cambridgeshire](#)

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
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 Design Guide for Rights of Way NMU routes.	CCC Project Delivery team	<1 year	LOW
ATAP 12	Develop robust internal processes that ensures active travel is 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 and relevant teams.	CCC Programme Management team	<1 year	LOW
ATAP 13	Review internal processes that improves the outcomes of schemes derived from developer negotiations, ensuring schemes are the optimum solution and deliverable, e.g. through early assessment of the risks associated with schemes.	CCC Transport Assessment team	<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 Strategy Team; CPCA	1-2 years	LOW

Appendices

DRAFT

12 Appendix 1:

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 (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 Britain (DfT)

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

Cycle Infrastructure Design: Local Transport Note 1/20

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

Cambridgeshire and Peterborough Combined Authority Local Transport and Connectivity Plan (LTCP) (emerging)

The LTCP is being revamped to recognise the changes which have happened locally and nationally affecting transport. That 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 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 Framework (non-statutory): Towards a Sustainable Growth Strategy to 2050

Phase One of the Framework defines the CPCA’s immediate priorities for sustainable growth and includes wider actions being taken and will take 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 or all income levels and needs can afford, and promote future development in historically disadvantaged areas.

Cambridgeshire County Council (CCC) area-based transport strategies (emerging)

CCC have been working towards replaces existing Market Town Transport Strategies with are-based Disrict 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 Transport Investment Plan

The Transport Investment Plan (TIP) collates transport schemes and proposals that have been identified by the Council in its strategy documents and also includes transport schemes being brought forward by other bodies including the CPCA, Network Rail, National Highways and developers. It details the status of the schemes, including what level of design work has been undertaken, and whether committed funding is available from sources other than the County Council.

The Rights of Way Improvement Plan (2016)⁷

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.

Local Cycling and Walking Infrastructure Plan (LCWIP) (emerging)

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 LCWIPs¹⁶ means that they are unlikely to address issues in more rural areas, where lower levels of usage would be seen.

Greater Cambridge Partnership Future Investment Strategy: Active Travel Opportunities

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, creating a network of “Greenways” out to neighbouring towns and villages. The GCP is now investigating how it should target any further active travel investment, particularly within the context of Covid-19.

Vision Zero Partnership: Towards 2030 – Making our road safer for all (2020)⁸

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 severe¹ serious injuries in the Partnership area by 2040.

¹⁶ [Cycling and Walking Investment Strategy \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/611111/cycling-and-walking-investment-strategy.pdf)

Cambridgeshire and Peterborough Joint Health and Wellbeing Strategy (emerging)

Supporting the health and wellbeing of our communities is fundamental to Local Government, as well as to the NHS. The Health and Wellbeing Board recognise that many of the most important factors which affect our residents' health are social, economic and environmental. The four key priorities across member organisations are⁹:

Priority 1: Places that support health and wellbeing
Priority 2: Helping children achieve the best start in life
Priority 3: Staying healthy throughout life
Priority 4: Quality health and social care

Cambridgeshire County Council's Climate Change and Environment Strategy 2021: Net Zero Cambridgeshire 2045¹⁰

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 focussing on and why.

Cambridgeshire Green Infrastructure Strategy (2011)¹¹

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 well-being.

Single Equality Strategy 2018-2022

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 have produced a Local Plan that identifies the proposed growth in the 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 Improvement Strategy

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 rail or bus stations for longer distance multimodal journeys.

East Cambridgeshire Cycling and Walking Routes Strategy

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, health care, 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.