

# Suffolk Cycling Strategy



# Contents

<b>Foreword</b>	<b>3</b>
<b>Our vision</b>	<b>4</b>
<b>Aims of the Strategy</b>	<b>4</b>
<b>Why cycle?</b>	<b>5</b>
<b>Benefits of cycling in Suffolk</b>	<b>7</b>
<b>Actions and outcomes</b>	<b>8</b>
<b>Delivery</b>	<b>10</b>
<b>Governance of the strategy</b>	<b>10</b>
<b>Potential sources of funding</b>	<b>11</b>
<b>Conclusion</b>	<b>11</b>
<b>Further information</b>	<b>11</b>
<b>References</b>	<b>12</b>

# Foreword

**We have an ambitious vision for cycling in Suffolk. It looks ahead to a future in which cycling takes its place centre stage as a viable, and even preferable alternative to driving, supporting people's health and improving our environment at the same time.**

As an activity that promotes exercise, encourages us to enjoy more of our beautiful county, is kinder to our environment, and is fun in its own right, cycling has plenty to recommend it.

Evidence suggests that only approximately 13% of adults in Suffolk cycle regularly every week. A great deal more choose to travel by car, even over relatively short distances. But with a growing population which will place increasing pressure on our road network, we have to consider how best to encourage people to take to their bikes.

Clearly, we want to foster an environment where bike and car coexist, with an infrastructure that supports both and which encourages cycling, particularly for those two-thirds of car journeys which are fewer than five kilometres.

We also know that many drivers would cycle more if the quality and provision was improved. So, the challenge is to promote the benefits of cycling as widely as possible, whilst at the same time we take on the more practical task of improving our cycling infrastructure.

From local projects in our towns and villages, to better signage and a host of activities in between, we can succeed in encouraging more people in Suffolk to cycle than ever before if we work together. There are numerous thriving cycling groups and communities in Suffolk, from young people cycling to school to people commuting to work. We have a great foundation upon which to build.

That is why we will commit to work closely with Suffolk people by asking for their feedback on what makes them passionate about cycling, and what would encourage them to take up cycling or to cycle more. By listening carefully, and working with key groups and individuals throughout the county, we are confident we can create the conditions necessary to make Suffolk a truly cycle-friendly county.

When the culture of cycling is fully integrated into our communities, we have every opportunity to make this a healthier, less congested and safer county in the years to come.



**Cllr Graham Newman**  
Cabinet Member  
for Roads,  
Transport and  
Planning and  
Cycling Champion



**Cllr Alan Murray**  
Cabinet Member  
for Health and  
Adult Care

# Our vision

Our vision is to increase the number of people cycling in Suffolk, firmly establishing it as a normal form of transport for everyone.

## Aims of the strategy

- To encourage cycling across all sectors of the community, supporting Suffolk's 'Most Active County' ambitions
- To promote a transfer to cycling (and walking) for short distance trips, supporting Suffolk's 'Creating the Greenest County' ambitions
- To promote the benefits of cycling for health and for the subsequent savings in the health budget
- To foster enthusiasm for cycling in young people
- To plan and design for the future with cycling in mind
- To create a safe and cycle friendly environment



## Why cycle?

Cycling promotes a more physically active society and responds to a range of health, economic and environmental issues we face today by;

- Reducing the levels of obesity within the community
- Reducing the cost of preventable health conditions to both the community and the health service
- Reducing the production of transport generated green-house gases
- Improving air quality, especially in urban areas
- Reducing traffic congestion and its negative impact on the local economy

Only approximately 13% of people in Suffolk cycle once a week (Fig.1), this strategy is about understanding what would help people cycle more and how we can support them to do so.

**Fig.1 Source 2012/13 Walking & Cycling Statistics (Dft), percentage of the adult population (aged 16-74)**

District	Population that cycles at least once a week
<b>Babergh</b>	<b>8.9%</b>
<b>Forest Heath</b>	<b>10.2%</b>
<b>Ipswich</b>	<b>12.5%</b>
<b>Mid Suffolk</b>	<b>13.0%</b>
<b>St Edmundsbury</b>	<b>12.9%</b>
<b>Suffolk Coastal</b>	<b>15.5%</b>
<b>Waveney</b>	<b>13.2%</b>
<b>Suffolk</b>	<b>12.6%</b>
<b>East of England</b>	<b>11.0%</b>
<b>England</b>	<b>9.5%</b>

This strategy builds on the work already underway in Suffolk as illustrated in the Suffolk Cycling Landscape document (Fig.2). The strategy looks at 2014-2031, and will be kept under review.



Fig.2 Suffolk Cycling Landscape – demonstrating the breadth of cycling activities within Suffolk



# Benefits of cycling in Suffolk

The benefits of cycling are numerous and impact on a number of areas (see table below). The strategy will target its outcomes to achieve the benefits in the most cost effective manner and to achieve the best return on investment.

Public health	Transport and infrastructure	Economy and skills
Increase in physical activity through cycling reduces the cost of health issues linked to inactivity e.g. heart disease, stroke, cancer, obesity, type 2 diabetes, mental health issues. The health costs of physical inactivity in Suffolk are over £14m per annum (see Appendix A).	Alleviate the cost and impact of traffic congestion to local business and public health.	Reduce the cost of traffic congestion to business and the local economy.
Increase in cycling reduces the reliance on the car for short journeys and thereby improves air quality and associated lung/breathing diseases.	Reduce traffic levels by the use of cycling, leading to improved journey time reliability, encouraging the use of public transport.	Create a fitter and healthier workforce leading to improved productivity.
Improved mental health resilience by the availability of cycling to allow travel and reduce isolation.	Reduce green-house gas emissions from transport, helping to deal with climate change.	Economic benefits from reduced absenteeism and the cost of ill health to businesses.
Offer higher quality of life for older people, enabling the use of cycling to engage with the local community.	Improved travel choices for all, encouraging a modal switch to cycling as a sustainable option.	Create a pleasant local environment, leisure/tourism benefits.
Reduced demands on public health budgets by the improvement of public health through cycling as exercise.		Improved access to employment and education opportunities.
Encouraging cycling to allow more participation in the community.		Provision of a low cost transport option for individuals.

# Actions and outcomes

The actions set out in this strategy are informed by six key factors;

- High density urban locations where cycling infrastructure is incomplete
- Concentrate on areas of socio-economic deprivation
- High numbers of educational journeys undertaken
- High proportion of residents physically inactive
- High numbers of employment journeys undertaken
- Areas where a high proportion of residents already cycle

These will be used to select and prioritise cycling schemes throughout the county and to provide additional transport options.



## Actions and outcomes proposed in this strategy

Strategy	Actions	Outcomes
Encourage cycling across all sectors of the community, supporting Suffolk's 'Most Active County' ambitions	<ul style="list-style-type: none"> <li>Promote mass participation events</li> <li>Provide maps of urban cycle networks</li> <li>Promote cycle sport events</li> <li>Promote recreational cycling</li> <li>Promote disability cycling</li> <li>Promote cycle tourism</li> <li>Encourage interchange facilities with public transport</li> <li>Engage with stakeholders to promote cycling</li> </ul>	<ul style="list-style-type: none"> <li>More regular cyclists in Suffolk across all members of population</li> <li>Economic benefits achieved from cycle events and tourism</li> <li>Economic benefits of active travel to a healthier workforce</li> <li>More use of integrated sustainable transport</li> <li>Achieve community wide support for cycling across Suffolk</li> </ul>
Promote a transfer to cycling (and walking) for short private car trips, supporting Suffolk's 'Creating the Greenest County' ambitions	<ul style="list-style-type: none"> <li>Promote fresh ways to work</li> <li>Facilitate work place and school travel plans</li> <li>Focus on improving areas with infrastructure to maximise return</li> <li>Promote bicycle hire schemes</li> </ul>	<ul style="list-style-type: none"> <li>More cycle journeys made especially for short distances</li> <li>Reduced car travel in towns</li> <li>Reduced congestion</li> <li>Improved air quality</li> </ul>
Promote the benefits of cycling for public health and long term savings in the health budget	<ul style="list-style-type: none"> <li>Targeted cycling interventions especially for young/old</li> <li>Promote cycling as part of active travel</li> </ul>	<ul style="list-style-type: none"> <li>Improved healthy lifestyles across the community</li> <li>Improved physical/mental health</li> <li>Reduced levels of obesity</li> <li>Reduce number of people living with preventable health issues</li> <li>Reduce the costs to the public health budget</li> </ul>
Foster enthusiasm for cycling in young people	<ul style="list-style-type: none"> <li>Promote and encourage schemes such as; <ul style="list-style-type: none"> <li>Bikeability (national standard training)</li> <li>Sustrans Bike It (cycle to school)</li> <li>Primary school bike project</li> </ul> </li> <li>Facilitate school travel plans</li> </ul>	<ul style="list-style-type: none"> <li>More children cycling</li> <li>Reduced post 16 years of age drop off in cycling</li> <li>Improved access to employment</li> <li>Improved access to education and training</li> </ul>
Plan and design for the future with cycling in mind	<ul style="list-style-type: none"> <li>Adopt best practice as described in the Manual for Streets 2</li> <li>Review new junction treatments for the benefit of cycling</li> <li>Ensure spatial planning takes account of cycling</li> <li>Work with District and Borough Council planning teams</li> </ul>	<ul style="list-style-type: none"> <li>Reduced street clutter</li> <li>Provision of cycling crossing points</li> <li>Provision of cycle paths</li> <li>Creation of local facilities within cycle range</li> </ul>
Create a safe and cycle friendly environment	<ul style="list-style-type: none"> <li>Utilise design, planning, developer guidance to promote cycling</li> <li>Utilise off road routes</li> <li>Consider the needs for cycle storage facilities</li> <li>Take action to manage traffic speed</li> <li>Provide segregated cycle routes where possible and elsewhere allocate carriageway space to cycling</li> <li>Provide improved signing of routes</li> <li>Promote responsible cycling</li> </ul>	<ul style="list-style-type: none"> <li>Removal of perceived and actual fears related to cycling</li> <li>Improved usability of cycle routes</li> <li>Improved relationship between all modes of travel on the highway</li> </ul>

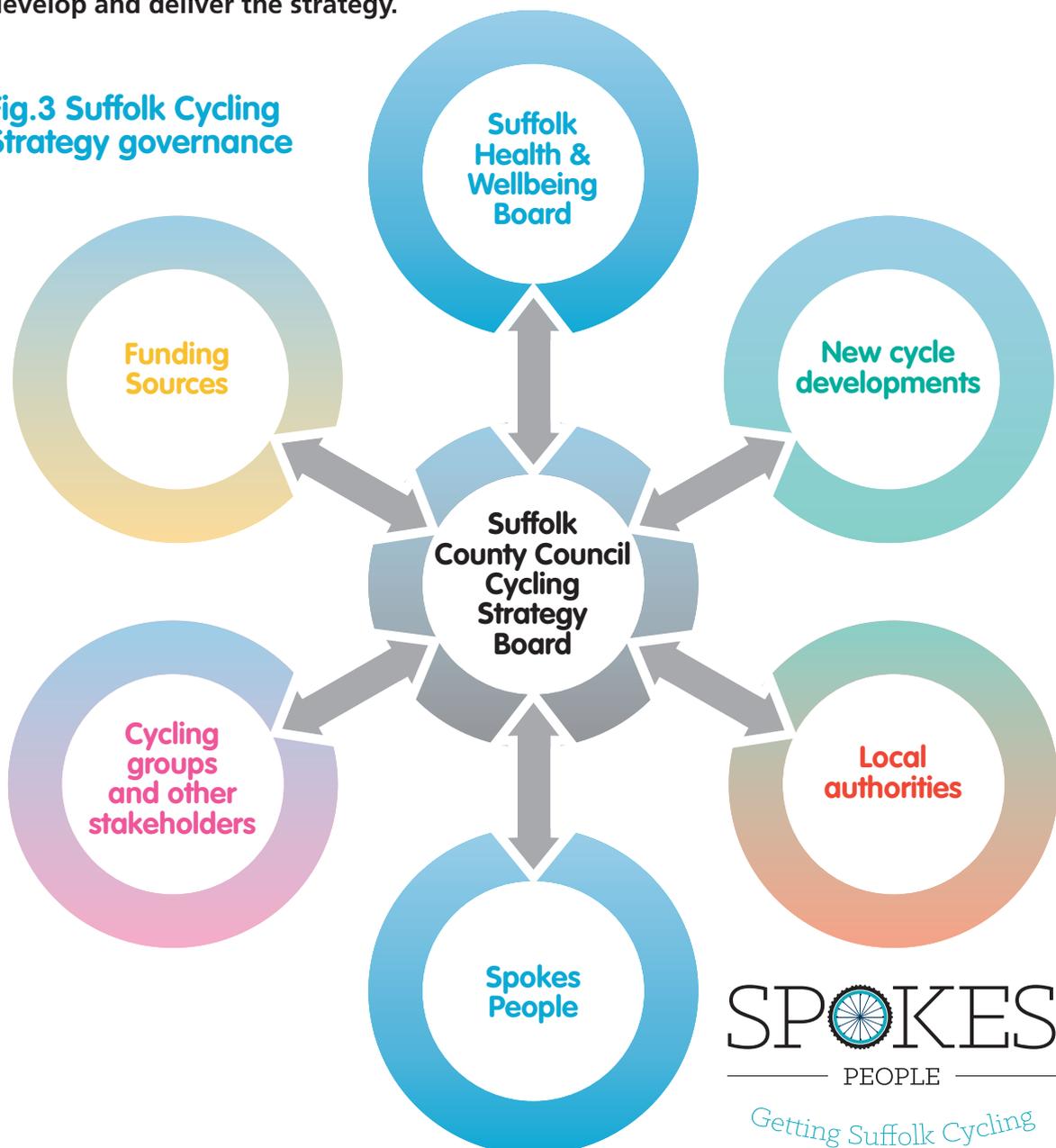
# Delivery

The actions identified in this strategy include a number which are expected to be achieved in the near future; others will require more time to come to fruition. The initial delivery plan (Appendix B) describes the individual schemes already underway and proposed to develop the growth of cycling in Suffolk. This will be developed overtime with the people of Suffolk.

## Governance of the strategy

The cycling strategy has been prepared by Suffolk County Council with the support of the Suffolk Health and Wellbeing Board (Fig.3). Suffolk County Council will be working with other local authorities, cycling groups, cyclists in Suffolk and stakeholders to develop and deliver the strategy.

**Fig.3 Suffolk Cycling Strategy governance**



# Potential sources of funding

We can achieve a lot of the aims set out in this strategy by promoting the benefits of cycling. Where investment is needed, we have identified some potential sources of funding.

District Councils	Town Councils
Major scheme bids	Sport England
NHS – Public Health	British Cycling
Developers	Charitable organisations
Local Sustainable Transport Fund	Sponsorship of schemes
Ad-hoc scheme bids to central government	Network Rail station enhancements
Fresh ways to work	Local Enterprise Partnership
Private funding sources	European Union structural funding

## Conclusion

Cycling is a fun and enjoyable means of transport for almost everybody. By working together we can realise our vision of increasing the number of people cycling in Suffolk, firmly establishing it as a normal form of transport for everyone.

## Further information

For further information about this strategy, please email:  
[spokes.people@suffolk.gov.uk](mailto:spokes.people@suffolk.gov.uk)

# References

Some of the useful resources used during the preparation of this document.

“All Party Parliamentary Cycling Group” (2013)

<http://allpartycycling.files.wordpress.com/2013/04/get-britain-cycling1.pdf>

“Barriers to Cycling” (2012) Cycling Embassy of Great Britain

<http://www.cycling-embassy.org.uk/wiki/barriers-cycling>

“Cycling Policy in the UK A historical and thematic overview” (2011)

Golbuff L & Aldred R, Sustainable Mobilities Research Group

[https://www.ciltuk.org.uk/Portals/0/Documents/The%20Hub/policy/Cycling\\_policy\\_in\\_the\\_UK\\_a\\_historical\\_and\\_thematic\\_overvie.pdf](https://www.ciltuk.org.uk/Portals/0/Documents/The%20Hub/policy/Cycling_policy_in_the_UK_a_historical_and_thematic_overvie.pdf)

“Get Britain Cycling Summary and Recommendations” (2013)

Report from The All Party Parliamentary Cycling Group

“Implementing sustainable urban transport policies: moving ahead” (2004)

European Conference of Ministers of Transport

“Improving Local Transport – Encouraging People to Cycle” DfT (2012)

<https://www.gov.uk/government/policies/improving-local-transport/supporting-pages/encouraging-people-to-cycle>

“Improving the health of Londoners” TfL (2014)

<http://www.tfl.gov.uk/cdn/static/cms/documents/improving-the-health-of-londoners-transport-action-plan.pdf>

“Joint Health & Wellbeing Strategy for Suffolk” (2013)

<http://www.suffolk.gov.uk/your-council/decision-making/committees/suffolk-health-and-wellbeing-board/>

“Local area walking and cycling statistics: England 2011/12” (2013) Sport England & DfT

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/185738/local-area-walking-and-cycling-england-2011-12.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/185738/local-area-walking-and-cycling-england-2011-12.pdf)

“Moving Forward? Travel & Health in Suffolk” Annual Public Health Reports for Suffolk (2013)

<http://www.suffolk.gov.uk/assets/suffolk.gov.uk/Public%20Health/Annual%20Public%20Health%20Reports/Annual%20Public%20Health%20Report%202013/14709%20-%20PublicHealthReport2013-04%20V1%20LR.pdf>

“Good, Better, Best – The City of Copenhagen’s Bicycle Strategy 2011-2025” (2011) City of Copenhagen

[http://kk.sites.itera.dk/apps/kk\\_pub2/pdf/823\\_Bg65v7UH2t.pdf](http://kk.sites.itera.dk/apps/kk_pub2/pdf/823_Bg65v7UH2t.pdf)

“Cycling Policy 2002-2012” (2002) City of Copenhagen

[http://kk.sites.itera.dk/apps/kk\\_pub2/pdf/413\\_cykelpolitik\\_uk.pdf](http://kk.sites.itera.dk/apps/kk_pub2/pdf/413_cykelpolitik_uk.pdf)

“Statistics tables on walking and cycling, produced by the Department for Transport (2014)”

<https://www.gov.uk/government/statistical-data-sets/cw010-proportion-of-residents-walking-or-cycling-at-least-once-a-month#table-cw0111>