



WYRE FOREST CYCLE STRATEGY

APRIL 2002



FOREWORD

The Government's National Cycle Strategy requires Local Authorities to develop achievable cycle strategies for their areas. In addition, the Ten-Year Transport Plan includes a target of trebling cycling by 2010 compared with 2000.

In response to this, Wyre Forest District Council have worked in partnership with Worcestershire County Council and local cycling groups to formulate a cycle strategy for the District.

The strategy was formally adopted by the Council as Supplementary Planning Guidance on 17th April 2002, demonstrating a commitment to the promotion of cycling in the District. Above all, it will help to ensure that the needs of cyclists are provided for in future developments within Wyre Forest.

PRODUCED BY: **FORWARD PLANNING SECTION
PLANNING & ENVIRONMENT DIVISION
WYRE FOREST DISTRICT COUNCIL
DUKE HOUSE
CLENMORE STREET
KIDDERMINSTER
WORCS. DY10 2BX**

ENQUIRIES TO: **REBECCA MAYMAN
TRANSPORT PLANNER
TEL: 01562 732554
FAX: 01562 732556**

E-MAIL: **Rebecca.Mayman@wyreforestdc.gov.uk**

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INTRODUCTION

- 1.1 Wyre Forest District Council welcomes the national and local promotion of cycling. It supports the provisions made for Wyre Forest within the Worcestershire Cycling Strategy, which was adopted by the County Council in 1998. The County Council has agreed that it would be more pertinent for the District Council to formulate its own cycle strategy for the Wyre Forest, to develop more detailed local proposals within the framework of the Cycling Strategy.
- 1.2 In 1996, the Government adopted the National Cycling Strategy, which included targets to increase cycling fourfold by 2012. In keeping with this, Local Authorities are required to develop viable cycle strategies for their areas.
- 1.3 Planning Policy Guidance Note 13 – Transport, highlights the requirement for local authorities to work in tandem with the Local Transport Plan to identify cycle networks and routes along which the needs and safety of cyclists will be given priority and to set out specific measures in order to support this objective. It also states that local planning authorities should:
- influence the design, location and access arrangements of development, including restrictions on parking.
 - seek the provision of convenient, safe and secure cycle parking and changing facilities in development and the provision of cycle storage facilities at transport interchanges.
 - seek the provision of convenient, safe and secure cycle parking in town centres.
 - seek the provision of cycle routes and cycle priority measures in major new developments
 - where appropriate, assist in the completion on the National Cycle Network, and additional key links to and from the network, as well as promoting local networks.
- 1.4 The Wyre Forest Cycle strategy aims to influence the many different factors currently shaping cycling issues within our District. Above all, the strategy aims to promote cycling as a sustainable form of transport and to provide a comprehensive framework of measures by which this can be achieved. A route strategy identifying a network of cycle route proposals has been formulated. In addition, cycle parking provision, the integration of cycling and public transport, partnership working and the promotion of recreational cycling are covered in this document.

AIMS & OBJECTIVES

- 2.1 The Wyre Forest Cycle Strategy aims to increase the modal split of journeys undertaken by bicycle, but recognises that this is not feasible until cycle infrastructure is in place.

The objectives of the strategy are as follows:

1. To create safer cycle routes for local people to utilise.
2. To ensure that cyclists needs are catered for in new developments within the District.
3. To improve the provision of facilities for cyclists at transport interchanges and to promote links between cycling and public transport.
4. To support the creation of Safer Routes to Schools in conjunction with Worcestershire County Council.
5. To implement Sustrans Route 45 and its associated regional routes within the District.
6. To increase cycle parking provision within the town centres of Kidderminster, Stourport-on-Severn and Bewdley.
7. To promote cycle routes for leisure and sustainable tourism purposes within the District.
8. To promote the environmental and health benefits of cycling, for all ages, both young and old, as a form of transport through partnership working.
9. To provide quality and usable cycle infrastructure through regular consultation with local cyclists.
10. To work in partnership with Worcestershire County Council, the Highways Agency, Wyre Forest Cycle Forum and local residents to meet or exceed government targets of trebling cycling by 2010 compared with 2000.



Cycle Lanes, Franche Road, Kidderminster

BACKGROUND

WORCESTERSHIRE LOCAL TRANSPORT PLAN

- 3.1 The Wyre Forest Cycle Strategy aims to mirror and support those proposals set out in the Worcestershire Local Transport Plan Cycling Strategy, July 2000. The aims and objectives are set out as follows:
- To provide a policy framework and a set of costed, prioritised action proposals that will enable the County and District Councils working in partnership to provide cycling facilities for transport and leisure.
 - Maximise the role of cycling as a transport mode with a priority on increasing utility trips.
 - Increased recreational cycling in line with the national target.
 - Develop safe, convenient, efficient and attractive cycle infrastructure.
 - Reduce the local casualty rate for pedal cyclists.
 - Reduce the rate of cycle thefts.
 - Increase cycle training.

WORCESTERSHIRE CYCLING STRATEGY

- 3.2 The Worcestershire Cycling Strategy was adopted by the County Council in 1998. It included an action plan for Kidderminster, Stourport-on-Severn and Bewdley, stating key recommendations and priorities. Some of these proposals have now become outdated and are no longer relevant. However, the majority have been incorporated into the Wyre Forest Cycle Strategy proposed route networks and cycle parking locations.

Aims of the Worcestershire Cycling Strategy include:

- Cycle Audit – reviewing highway and land use schemes to ensure that cyclists needs have been fully considered.
- Review of existing network – identifying all feasible opportunities to provide cyclists with safety improvements, shortcuts and access advantages over less sustainable modes.
- Cycle routes – the development of strategic cycle route networks. Providing co-ordinated inter-urban routes linking to cycle networks in major centres of population and to tourist attractions. Cycle route design will be based on the following measures:
 - Traffic reduction
 - Traffic calming
 - Junction treatment and traffic management

- Redistribution of the carriageway
- Cycle lanes and cycle tracks.
- Protecting disused railway lines and other transport corridors through planning policies
- Integrating cycling and public transport – providing high quality links from public transport interchanges to the cycle network, provision of secure and convenient covered cycle parking at railway and bus stations and the convenient carriage of cycles on trains and buses.
- Provision of secure cycle parking facilities – adopting cycle parking standards to integrate cycling into the development control process.
- Danger reduction programme – reducing cyclist casualties, treating problem sites, educating drivers/motorists and developing a cycle training program.
- Cycle friendly employer initiative - developing Travel Plans.

3.3 The Worcestershire Cycling Strategy includes three policy statements relating to planning. These require District Councils to ensure that development does not sever existing or proposed routes for cyclists, to make use of planning gain to improve cycle infrastructure and to protect disused railway lines as corridors for sustainable transport.

SAFER ROUTES TO SCHOOLS IN WYRE FOREST

3.4 Worcestershire County Council is currently implementing a Safer Routes to School Strategy across the County which aims to:

“Improve the safety of the school journey through the development of a range of measures which reduce the need to travel to school by car, and promote walking, cycling and public transport.”

Safer Routes to Schools aims to deliver through the following objectives:

- Reducing the need to travel to school by car
- Improving pupils' independent mobility
- Producing a healthier lifestyle through walking and cycling
- Reducing child casualties and perceived dangers
- Improving local environmental conditions

3.5 The Safer Routes to Schools strategy identifies a programme of schools across the County in which measures will be implemented. This is based upon need and encourages pro-active schools to develop initiatives under the guidance of the County Council. Proposed measures include:

- Safer road crossing points for pedestrians and cyclists
- New/improved routes for cyclists and pedestrians
- New, more direct pedestrian/cyclist entrances to schools
- Providing cycle storage and locking facilities at schools
- Parent/child cycle training
- Walking bus ventures
- Traffic calming

SUSTRANS NATIONAL CYCLE NETWORK

- 3.6 In September 1995, the National Cycle Network, covering 6,500 miles was commenced. 2,500 miles of millennium routes were opened in 2000 and the remaining 4,000 should be open by 2005.



Sustrans National Cycle Network

The network aims to:

- 1) Provide a nationwide network of safe, attractive and quality multi-use routes for cyclists, pedestrians and wheelchair users.
- 2) Promote cycling as a form of transport.

- 3.7 In addition to the NCN, Sustrans also proposed the construction of regional routes, which connect to the NCN. These will act as a “framework for local networks carrying the bulk of local regular journeys.” The Wyre Forest District is to be connected to the NCN via Route 45, which will run from Tewkesbury to Bridgnorth, incorporating Stourport-on-Severn, Kidderminster and Bewdley. Route 45 proposals are outlined in detail at paragraphs 11.1, to 11.4.

TRAVEL PLANS

- 3.8 Travel Plans address the different modes of travel associated with organisations’ activities such as commuter journeys, business travel, visitors, deliveries and fleet vehicles. The Worcestershire Local Transport Plan specifies a number of targets relating to the take up of travel plans in Worcestershire, including a 10 percent reduction in predicted car journeys for new developments and up to five major employers per year to implement a travel plan within the County.
- 3.9 Within Wyre Forest, Kidderminster College submitted details of a Travel Plan with its planning application for re-location to the Market Street Car Park site. It will provide extensive under cover cycle parking on site and will actively encouraging students and staff to cycle to the college.

WYRE FOREST DISTRICT LOCAL PLAN REVIEW

- 3.10 The adopted Wyre Forest District Local Plan is currently under review with adoption of the new plan proposed for December 2003. The Local Plan Review has important connotations for the improved provision for cyclists within the District. Relevant policy proposals are outlined at paragraphs 6.2, 8.1, 8.2, 9.2 and 10.2.

WYRE FOREST CYCLE FORUM

4.1 In April 1998, the then MP for the Wyre Forest, instigated the first of an on-going series of meetings now formally termed the Wyre Forest Cycle Forum, to promote cycling within the District. The Forum meetings continue on a bi-monthly basis. Membership has grown substantially and the Forum has lent its support to a number of cycle infrastructure projects, as well as raising the general awareness towards cycling. Representatives of the following organisations are members/invitees of the Forum:

- Worcestershire County Council
 - County Cycling Officer
 - Highways Partnership Unit
- Highways Agency
- Cyclists Touring Club
- Forest Enterprise
- WFDC Transport & Traffic Portfolio Holder
- West Mercia Constabulary
- British Cycling
- Wyre Forest Friends of the Earth
- Wyre Forest Cycle Racing Club
- Various local individuals with a keen interest in cycling



Wyre Forest Cycle Forum Members.

4.2 Examples of local cycling projects that the Forum has backed include: -

- Millennium Festival of Cycling and Sustrans Longest Ride
- Support for Wyre Forest Highways Partnership Unit cycle infrastructure schemes as follows:

- i) Advisory cycle lanes along Franche Road, Kidderminster
- ii) Advanced stop lines for cyclists at Sutton Road traffic lights, Kidderminster
- iii) Advisory cycle lanes along Bewdley Hill, Kidderminster

Identification and implementation of Sustrans Route 45 through the Wyre Forest District.

- Advice to Highways Agency on the implementation of cycle infrastructure along local trunk roads (A449 & A456).

CURRENT CYCLE INFRASTRUCTURE PROVISION IN WYRE FOREST

- 5.1 The current provision of cycle facilities within the District is limited, based on the provision of segregated cycle paths along main roads. For example, the A451 Stourport to Kidderminster Road, the A456 Bewdley to Kidderminster Road, and the Worcester Road, Kidderminster.
- 5.2 However, in more recent years the Highways Partnership Unit has undertaken a number of schemes based on reallocating carriageway space to cyclists. This approach combines the following advantages:
- Promotes the status of cycling within an area
 - Can act as a restraint on motor traffic
 - Reduces vehicle speeds by restricting carriageway width.
- 5.3 Schemes recently implemented by the Highways Partnership Unit include:
- On carriageway advisory cycle lanes at the A448 Franche Road, Kidderminster (October 1999)
 - Advanced stop lines for cyclists at Sutton Road/Bewdley Hill traffic lights, A456 (November 1999)
 - On carriageway advisory cycle lanes, A456 Bewdley Hill, Kidderminster. (April 2001)



*Junction measures for cyclist's safety.
Franche Road, Kidderminster.*

Cycle parking provision

- 5.4 Cycle parking provision within Wyre Forest is piecemeal and has tended to be implemented on a purely opportunistic basis. Consequently, facilities have not been located in the most convenient places for cyclists.

Currently, facilities for public use are concentrated in the three town centres of Kidderminster, Stourport-on-Severn and Bewdley. There is limited cycle parking available at Kidderminster Rail Station, although there is a latent demand for more cycle parking facilities here. In addition, there are a number of locations where employers have provided cycle parking specifically for private use by their staff. Such facilities are particularly characteristic of some of the trading estates within the District. Appendix 2 lists the current cycle parking facilities for public use.

OBJECTIVE 1 – TO CREATE SAFE CYCLE ROUTES FOR LOCAL PEOPLE TO UTILISE.

- 6.1 The creation of safe cycle routes for local use will play a critical role in increasing the modal shift to cycling. There is potential to improve cycle links between the three main urban areas Kidderminster, Stourport-on-Severn and Bewdley in order to facilitate commuter and other utility trips. Improving access to Kidderminster town centre is essential in promoting cycling as a viable form of local transport. Currently the central ringroad acts as a major barrier to both cyclists and pedestrians attempting to travel into town. Stourport-on-Severn's one way system also presents a major deterrent to cyclists who are often discouraged by the high motor vehicle speeds facilitated by the system. Finally, Bewdley has great potential to encourage local utility cycle trips, however, the existing road network consists of a number of sharp bends and pinchpoints, which threaten the safety of cyclists.
- 6.2 In order to promote the implementation of safe cycle routes, the District Council has identified a priority cycle route network for Wyre Forest. The proposed network of routes is shown on the District Local Plan Review proposals map. Policy "TR.6 Cycling Infrastructure, states that any development which is likely to be detrimental to the network, will not be permitted.
- 6.3 In consultation with Wyre Forest Cycle Forum, a route prioritisation scheme has been created for the district. Cycle routes will be ranked according to their importance in the following order:
1. Safer Routes to Schools/Safer Routes to Transport Interchanges
 2. Commuter Routes
 3. Town Centre Links
 4. The identified Sustrans network
 5. Other leisure amenity routes for local use and tourism purposes.

PROPOSED PRIORITISED CYCLE ROUTE NETWORK

- 7.1 The schemes identified under the prioritised cycle route network are outlined at Appendix 1. Each scheme proposal has been allocated a unique reference number, although these are not in prioritised order under each classification.
- 7.2 A total of 117 schemes have been identified and prioritised within the District.

PRIORITY	NO. OF SCHEMES
1	47
2	19
3	32
4	8
5	11

OBJECTIVE 2 – TO ENSURE THAT CYCLISTS’ NEEDS ARE CATERED FOR IN NEW DEVELOPMENTS WITHIN THE DISTRICT.

- 8.1 As the Local Planning Authority, the District Council will actively encourage developers to include cycle facilities including secure cycle parking in their proposals when submitting applications for planning permission in appropriate circumstances. Policy TR.6 of the Local Plan Review relates to the provision of cycling infrastructure and also states that in appropriate circumstances, Section 106 Obligations may be required for developer contributions towards the off-site provision of cycle infrastructure.
- 8.2 In addition, the District Council will require all major new developments relating to employment, retail, leisure, services and education to submit a Travel Plan along with their planning application. Policy TR.20 states that Travel plans can be secured through planning conditions or Section 106 Obligations. Travel plans play an important role in promoting cycling through the provision of infrastructure such as secure cycle parking, changing facilities and showers.

OBJECTIVE 3 – TO IMPROVE THE PROVISION OF FACILITIES FOR CYCLISTS AT TRANSPORT INTERCHANGES AND TO PROMOTE LINKS BETWEEN CYCLING AND PUBLIC TRANSPORT.

- 9.1 Currently the provision for the integration of cycling with public transport provision within the District is poor. The District Council will endeavour to promote the integration of these modes of transport in order to improve accessibility for local residents as well as visitors to the area. Examples of measures used to integrate cycling with bus infrastructure include the provision of cycle parking and lockers at transport interchange and the introduction of cycle carriers on local buses.
- 9.2 There are a number of opportunities for improvement. Firstly, the Worcestershire Local Transport Plan contains a proposal for interchange improvements at Kidderminster Rail Station. This includes the provision of cycle lockers, the provision of information on village and town centre locations and accessibility and junction improvements. It is anticipated that these measures will be implemented in 2002. Policy TR.2 of the District Local Plan Review “Interchange Improvements at Kidderminster Railway Station” states that development, which would be detrimental to the proposed improvements, will not be permitted.
- 9.3 The ring road acts as a substantial barrier to cycle and pedestrian flows between the railway station and the town centre. Improvements to the Comberton Hill ring road junction and Comberton Hill have been included in the Wyre Forest route strategy, Priority 1 group.
- 9.4 The Worcestershire Cycling Strategy identified the need for a small number of cycle stands outside the Severn Valley Railway Stations at Kidderminster and Bewdley. This will be pursued by the District Council.
- 9.5 In addition, a new bus station has been constructed in Kidderminster as part

of phase 1 of the Kidderminster Town Centre redevelopment. The bus station acts as a hub for public transport within the Wyre Forest. Opportunities to integrate cycling facilities into the development will be sought.

- 9.6 Finally, a Wyre Forest Bus Quality Partnership has been established in order to develop a programme of improvements to provide a safe, efficient and convenient public transport system for the District. The partnership will work towards the promotion of measures that integrate bus infrastructure with cycling.
- 9.7 The District Council will pursue partnership funding through rural transport partnership and rural bus challenge schemes in order to promote cycle carrying facilities on bus routes that access recreational cycling areas.

OBJECTIVE 4 – TO SUPPORT THE CREATION OF SAFER ROUTES TO SCHOOLS IN CONJUNCTION WITH WORCESTERSHIRE COUNTY COUNCIL.

- 10.1 As previously outlined a number of Safer Routes to Schools measures have been introduced within the District. Through Local Transport Plan funds, the County Council will be implementing more schemes throughout the plan programme. Implemented schemes include:

- The installation of cycle parking facilities and CCTV at Harry Cheshire High School, Kidderminster.



Covered Cycle Parking at Harry Cheshire High School, Kidderminster.

- Improvements to footpath/cycle path between Lickey Grove and Highley Close, Birchen Coppice Estate, Kidderminster.
- Lickhill First School, St Wulstans R.C Primary School, Stourport and St Annes C.E. First School, Bewdley, have all opted to become Challenge Bid schools. This enables these schools to develop initiatives and to receive assistance from Worcestershire County Council staff, although the majority of the work is carried out by the school themselves.
- Signed route along Rifle Range Road, Kidderminster. (CS002)
- The provision of a crossing point for pedestrians and cyclists at Bewdley Hill/ Summerhill Avenue, Kidderminster junction. (CS019)
- Implementation of advisory cycle lanes along Sutton Park Road, Kidderminster along with junction treatment measures to ease pedestrian / cycle crossing. (CS001)

- 10.2 Land use planning will play an important role in ensuring that developments are designed with due regard to the needs of school travel, promoting safe direct walking and cycle routes. Policy TR.12 of the District Local Plan Review “Area Wide Traffic Management Schemes,” states that the District Council will support the implementation of Safer Routes to Schools and Home Zones in appropriate circumstances. Section 106 Obligations from developers may be sought to contribute towards such schemes.
- 10.3 Safer Routes to Schools form the highest priority in the Wyre Forest proposed cycle route network and the District Council will seek every opportunity to secure their implementation.

OBJECTIVE 5 – TO IMPLEMENT THE SUSTRANS ROUTE 45 NETWORK WITHIN THE DISTRICT IN PARTNERSHIP WITH SUSTRANS AND WORCESTERSHIRE COUNTY COUNCIL

- 11.1 Work on Sustrans Route 45, running from Stourport-on-Severn to Kidderminster along the Staffordshire & Worcestershire canal towpath commenced in April 2002. This will form the first stage of the implementation of the route, which will follow the towpath northwards to join up to Stourbridge.



Cyclists enjoy the Staffordshire & Worcestershire Canal

- 11.2 During the past year, the District Council has worked in partnership with Sustrans in order to identify a network of routes within Wyre Forest which will connect to the primary route along the canal towpath. The main emphasis is on linking the town centres of Kidderminster, Stourport-on-Severn and Bewdley and providing a regional route out of the District. The Sustrans Route network has been incorporated into the prioritised cycle route network for the District at Priority 4.
- 11.3 As part of the market towns initiative “Opportunity Bewdley” a feasibility study identifying a proposed multi-use way connecting from the Staffordshire and Worcestershire Canal, through Bewdley and the Wyre Forest to join up with Shropshire, has been undertaken by Sustrans. It is anticipated that work could commence in 2003, with work continuing in the following years.
- 11.4 The District Council will continue to support and work in partnership with Sustrans, the County Council and neighbouring local authorities to achieve the implementation of Sustrans Route 45

OBJECTIVE 6 – TO INCREASE CYCLE PARKING PROVISION WITHIN THE TOWN CENTRES OF KIDDERMINSTER, STOURPORT-ON-SEVERN AND BEWDLEY.

- 12.1 Any new development within the Wyre Forest will be required to provide a minimum of one cycle stand for every eight car park spaces in accordance with Worcestershire County Council's standards. Cycle facilities will need to be close to the entrance of buildings and under cover. For larger developments the provision of showers and lockers for employees will also be required.



Cycle parking outside Kidderminster Town Hall

- 12.2 The Worcestershire Cycling Strategy developed in 1998, identified the following sites for the implementation of cycle parking facilities. The Wyre Forest Cycle strategy will continue to pursue the promotion of this policy as well as promoting cycle parking for additional sites to include:

- Kidderminster railway station (increase cycle parking)
- Kidderminster bus station.
- Bewdley Severn Valley Railway Station
- Market Street, Kidderminster
- Worcester Street, Kidderminster
- Coventry Street, Kidderminster
- Kidderminster, Stourport-on-Severn and Bewdley local centres and other groups of shops.
- High Street and Lombard Street, Stourport-on-Severn
- Severnside North and Load Street, Bewdley
- Northwood Lane, Bewdley

- 12.3 In addition, the District Council will actively promote the provision of cycle parking facilities at all of its buildings and offices for employees and visitors. In particular, the provision of cycle parking will be sought at the Civic Centre in Stourport-on-Severn. Steps will also be taken to improve cycle parking provision at District Council operated local nature reserves. It is essential that such facilities are sympathetic to their surroundings.

OBJECTIVE 7 – TO PROMOTE CYCLE ROUTES FOR LEISURE AND SUSTAINABLE TOURISM PURPOSES WITHIN THE DISTRICT.

- 13.1 The District Council recognises that cycling has an important role to play in the promotion of tourism opportunities within the Wyre Forest area. The District has many attractive areas such as the Wyre Forest, Habberley Valley, Burlish Top and the Severn Valley. In addition, the proposals for Sustrans Route 45 along the canal towpath will provide a valuable leisure and recreational amenity. There is therefore, substantial scope for increasing the levels of leisure cycling for local residents and visitors.



Wyre Forest Visitor Centre, Callow Hill

- 13.2 The Severn Valley Railway Stations in Kidderminster and Bewdley offer opportunities to promote sustainable tourism through improving links with cycling. In addition, opportunities for promoting cycle tours around the District are increasing and a number of local business ventures have been set up. The District Council will seek to influence the provision of cycle facilities and links to the stations. Research into the viability of providing a new cycle/footbridge across the River Severn at Bewdley has become more prolific recently. This has been particularly enhanced through the Bewdley Market Towns Initiative in which projects have been identified to help regenerate the town. The provision of such a bridge would make a significant contribution to sustainable tourism within the district.
- 13.3 Leisure amenity and tourism cycle routes have been identified in the prioritised cycle route network for the District under priority 5. The District Council will continue to maintain links with the Forestry Commission, British Waterways, the National Trust, the Heart of England Tourist Board and other important bodies, in order to promote tourism related cycling opportunities within Wyre Forest.



Cycling through Dowles Brook, Wyre Forest

- 13.4 The District Council plays an active role in publicising cycling opportunities within the Wyre Forest through providing promotional leaflets and guides in its Tourist Information Offices. It will also promote recreational cycling opportunities on the Council's website.

OBJECTIVE 8 – TO PROMOTE THE ENVIRONMENTAL AND HEALTH BENEFITS OF CYCLING, FOR ALL AGES, BOTH YOUNG AND OLD, AS A FORM OF TRANSPORT THROUGH PARTNERSHIP WORKING.

- 14.1 Wyre Forest District Council has worked with a number of organisations in order to promote cycling for transport, environmental and health purposes within the District. Examples include:

- Sustrans Longest Ride and Civic Reception at Stourport-on-Severn Civic Hall, June 2000.
- Millennium Festival of Cycling promotional stall in partnership with Friends of the Earth.
- Dr Bike Sessions with Halfords.
- Quarterly newsletters for Worcestershire Travelwise initiative.

- 14.2 Continued emphasis will be placed on such initiatives. It is anticipated that the District Council will work in partnership with the County Council and other Districts in order to produce a cycling newsletter for Worcestershire. Events will continue to be organised through the Wyre Forest Cycle Forum and a leaflet will be produced outlining the Forum's work.

- 14.3 The District Council will raise awareness of the benefits of cycling through participating in the following campaigns:

- Green Transport Week
- Don't Choke Britain
- National Car Free Day
- National Bike to Work Day

The Worcestershire Cycling Strategy includes a danger reduction programme through the continuing development of a cycle training program. The District Council supports the implementation of these measures at local schools and will work in partnership with the County Council. Cycle training should include education on the awareness of the laws for cyclists to reduce the incidence of anti-social cycling within the District.

OBJECTIVE 9 – TO PROVIDE QUALITY AND USABLE CYCLE INFRASTRUCTURE THROUGH REGULAR CONSULTATION WITH LOCAL CYCLISTS.

- 15.1 The Wyre Forest Cycle Forum is hosted by the District Council and acts as a means of consulting local cyclists. The Forum is currently discussing ways of extending its reach to local on and off road cyclists through publicity and invitations to future meetings.

- 15.2 The District Council will work in co-operation with the Highways Partnership Unit to encourage public consultation over future transport and traffic schemes within Wyre Forest. This will ensure that cyclists needs are considered and represented in all future schemes.



Upgrading of canal towpath to provide a link to Kidderminster Town Centre.

OBJECTIVE10 - TO WORK IN PARTNERSHIP WITH WORCESTERSHIRE COUNTY COUNCIL, THE HIGHWAYS AGENCY, WYRE FOREST CYCLE FORUM AND LOCAL RESIDENTS TO MEET OR EXCEED GOVERNMENT TARGETS OF TREBLING CYCLING BY 2010 COMPARED WITH 2000.

- 16.1 In order to achieve the national cycling strategy target, it will be necessary to achieve an increased level of co-operation between organisations in the public, commercial and voluntary sectors.
- 16.2 The National Cycle Strategy includes an indicator of local increases in cycle use to contribute towards the central target. The Worcestershire Cycling Strategy states that the three best indicators of success are: an increase in cycle usage, a reduction in cycle accidents and a reduction in cycle theft. It also states that it is useful to measure secondary indicators such as the number of employers signed up to cycle friendly employer schemes, the number of cycle stands installed and the percentage of route network completed.
- 16.3 Worcestershire County Council has adopted the revised target for cycling outlined in the government's 10 Year Transport Strategy - to treble cycling levels by 2010 compared with 2000. The District Council will work in partnership with the County Council in order to establish a baseline figure for Wyre Forest. This will be achieved by implementing a monitoring strategy which is based on those facilities in place by 2002. The 2002 position will need to correspond with the start date for regional data.
- 16.4 Partnership funding towards the implementation of cycle infrastructure will be sought at every opportunity in order to promote cycling as a convenient and comfortable choice of transport.

REQUIRED STANDARDS FOR CYCLE FACILITIES

- 17.1 All new facilities for cyclists implemented in the District will be required to comply with the following minimum standards in order to ensure high quality, safe and secure facilities, which are well used by cyclists.

SEGREGATED FACILITIES

- 17.2 Wherever possible, segregated facilities should be implemented in order to avoid conflict between pedestrians, cyclists and wheelchair users. It must not be forgotten that many pedestrians, particularly the elderly and the visually impaired, may feel vulnerable when confronted by cyclists.
- Segregated facilities should be 3 metres in width. The minimum width is 2.5 metres.
 - Cycle paths should adhere to the County Council's standards for adoptable highway.
 - Typical construction of a path should be generally 75mm above existing ground level and laid with 40mm crossfall or 25mm central camber to eliminate ponding. (Sustrans Guidelines)
 - There should be a presumption against the use of any access barriers on cycle paths because of the difficulties they cause for users. Bollards present the least difficulty for cyclists.
 - Red markings should be used to highlight danger points and at the start and end of a route.
 - Where a segregated facility has been converted from a footway, the cycle track should be situated alongside the carriageway. This promotes the pedestrian's feelings of security and maximises the safety of cyclists when vehicles emerge from private driveways or commercial properties.
 - Cycle routes should be well defined with pedestrians having the remainder of the area for their continued exclusive use.

COMBINED FACILITIES

- 17.3 Combined use facilities should only be applied where there is no other alternative. This involves a complex conversion process, often entailing a public inquiry. It is crucial to establish the path's status before proceeding. Guidelines for Shared Use by Cyclists and Pedestrians are available in the Department of Transport's Local Transport Note 2/86.
- Combined use paths should have an optimum width of 3 metres, with an absolute minimum width of 2 metres. 0.5 metres is a desirable minimum clearance to objects.
 - If there are pinch points over short distances, the route should be continued as segregated.
 - Sightlines should be good enough for cyclists and pedestrians to have clear warning of each other's approach. Uninterrupted views are particularly important at junctions and where vehicular accesses to private residences and commercial properties cross a shared facility.

SIGNING

- 17.4 Signing is covered by the Department of Transport guidance for road traffic signs. These are applicable to all road users. Smaller direction signs should be used where the message is only intended for cyclists. Segregated facilities should be marked with the cycle and pedestrian symbols in white on a blue background and separated by a vertical white line. Unsegregated cycle/pedestrian routes should be indicated by a sign with the cycle symbol above the pedestrian symbol. The end of a shared facility will need to be clearly marked to prevent cyclists from riding onto an unconverted footpath/footway. Signage should be sympathetic to conservation and environmentally sensitive areas.

LIGHTING

- 17.5 Lighting is required along cycle routes intended for commuter trips. Generally, such routes will be associated with urban areas where carriageways and footways are already lit.
- 17.6 Whilst unnecessary lighting in countryside areas and along off road routes should not be encouraged, lighting should normally conform to the BS5489 standard. Care should be taken to mitigate its environmental effects as well as those on local properties. Any lighting columns should not obstruct the path.

CYCLE PARKING

17.7 The following minimum standards for cycle parking design are based on those set out at in the Sustrans National Cycle Network Guidelines & Practical Details, Issue 2 (Page 154). These should be adhered to in all new developments or highway works where cycle parking is to be installed.

- Sheffield stands should be used to enable cyclists to secure both frame and wheels.
- Sheffield stands can either be bolted or embedded into the ground at a minimum depth of 250 mm. The stand should be made of 50mm diameter mild steel bars, have a width of 700mm and be approximately 750 mm in height for an adult or 650mm for children.
- A minimum gap of 0.8 m should be left between stands to enable two cycles per stand.
- All steelwork should provide adequate corrosion protection and should have an appropriate colour treatment.
- Parking facilities should be conveniently located, secure, easy to use, adequately lit and well sign posted.
- In rural areas, conservation areas and adjacent to listed buildings, the Sheffield stand may be visually intrusive. Alternative forms of stands may need to be adopted in keeping with the specific location.
- Wall bars can be used as an alternative fixing device only when there is insufficient space available for Sheffield stands.
- A minimum spacing of 1800 mm for wall bars will allow one cycle per wall bar.
- The fixing should be embedded in the wall at about 750 mm above ground level.
- The cycle parking should be as close as possible to the location it serves. Where practical, some form of protection from the rain should be provided.

TARGETS AND MONITORING

- 18.1 In order to progress implementation of the Wyre Forest Cycle Strategy, a structured monitoring programme will need to be introduced. Targets will be set against Objectives 1 to 10 and monitoring methods will be devised in order to achieve a measurable record of progress.
- 18.2 The setting of targets is subject to agreement with Worcestershire County Council and the Wyre Forest Cycle Forum. Targets will need to complement those set out in the Worcestershire Local Transport Plan which include:
- To treble cycling by 2010 compared with 2000 (10yr Transport Strategy). This is to be monitored through a system of classified manual counts set against baseline information.
 - To double the number of secure cycle parking facilities across the County. This is to be monitored against the current number of secure cycle parking facilities and the recorded number of thefts.
- 18.3 It is anticipated that a range of monitoring techniques will need to be employed such as manual counts, questionnaires and analysis of planning applications. Monitoring will form an ongoing process, which will be carried out on at least an annual basis.



Cyclists on Bewdley Bridge

PUBLIC CONSULTATION STATEMENT

19.1 INTRODUCTION

This statement describes the consultation undertaken by Wyre Forest District Council for the preparation of the Wyre Forest Cycle Strategy as Supplementary Planning Guidance.

19.2 CONSULTATION

Public consultation for the Cycle Strategy ran in parallel with the first deposit of local plan proposals from 30th August 2001 until 11 October 2001. Complimentary copies of the Draft Wyre Forest Cycle Strategy together with a covering letter were forwarded to the following consultees:

- Worcestershire County Council (Sustainable Transport Unit, Highways Partnership Unit and Public Rights of Way)
- Members of the Wyre Forest Cycle Forum
- Local Bus Operators
- West Mercia Constabulary
- Town Councils
- Parish Councils
- Town Centre Management Forums/Partnerships
- Neighbouring Local Authorities
- The Countryside Agency
- Sustrans
- Local Civic Societies
- British Waterways
- Worcestershire Health Authority
- Local High Schools

Reference copies of the draft strategy, together with multiple copies of the summary leaflet were made available for inspection and removal at each of the District's three public libraries in Stourport-on-Severn, Kidderminster and Bewdley. Copies of the draft document were made available for inspection at the Planning, and Environment Division and the Civic Centre, Stourport-on-Severn from 30th August 2001.

19.3 Publicity

A summary leaflet (a copy is appended) was produced to further publicise the public consultation and to draw attention to the series of exhibitions held throughout the district. Summary leaflets were also sent for display in the reception areas of District Council buildings in addition to Wyre Forest Community Housing's offices in Oxford Street, Kidderminster.

19.4 Exhibitions

Mini exhibitions were held in line with the deposit local plan exhibitions at eight different locations including the town centres and villages. Several reference copies of the Draft Cycle Strategy were available for inspection. A number of Council Officers were also on hand to offer advice.



Joint Exhibition at Cookley Parish Hall, September 2001

19.5 Representations

Interested parties and consultees were invited to make comments and suggestions on the draft strategy. A standard response form was prepared and distributed and was also made available at exhibitions. In total 87 responses were received from 20 respondents. Copies of the responses were made available at the Civic Centre in Stourport-on-Severn and at the Council's Planning & Environment Division in Kidderminster. All comments were given careful consideration and amendments to the draft strategy were made as appropriate. Summaries of the comments, together with the response and recommendations of the Head of Planning & Environment, were reported to the Council's Overview and Scrutiny (Environment and Development) Committee on 6th March 2002.

BACKGROUND REFERENCES

1. Worcestershire Cycling Strategy, 1998. Worcestershire County Council
2. Worcestershire Local Transport Plan 2001-06. Chapter 4 Cycling Strategy.
3. Wyre Forest District Local Plan Review. Deposit Plan. August 2001.
4. Planning Policy Guidance Note 13 – Transport. DETR, March 2001.
5. Sustrans National Cycle Network – Guidelines & Practical Details, Issue 2. March 1997.
6. Safer Routes to School Report, July 2000. Worcestershire County Council.
7. Agenda Item No.18 Planning & Transport Committee Agenda. 16/09/98. Report by the District Property Officer on Cycling.
8. Shared Use by Cyclists and Pedestrians. Local Transport Note 2/86. Department of Transport.
9. Draft Wyre Forest Cycle Strategy: August 2001.
10. Head of Planning & Environment's report on the Draft Wyre Forest Cycle Strategy, Agenda Item 6: Overview.& Scrutiny (Environment & Development) Committee 21st November 2001.

APPENDICES

- 1. Route Prioritisation Schemes**
 - 2. Current Cycle Parking Provision**
- Map 1 Proposed Prioritised Cycle Route Network**

APPENDIX 1 – ROUTE PRIORITISATION SCHEMES

PRIORITY 1: Safer Routes to Schools/Transport Interchanges

REF.	LOCATION	PROPOSALS	COMMENTS (2003 update)
CS001	Sutton Park Road, Kidderminster	Advisory Cycle Lanes	Complete (County Council)
CS002	Rifle Range Road, Kidderminster	Signed Route	
CS003	Comberton Hill Underpass, Kidderminster	Segregation/signage/lighting	
CS004	Comberton Hill/Comberton Road, Kidderminster	Signage/junction treatment	
CS005	Chester Road South, Kidderminster	Cycle lanes	Complete (Highways Agency)
CS006	Blakebrook, Kidderminster (Conservation area)	Signage/physical measures	Complete (HPU implemented)
CS007	Mason Road, Kidderminster	Signage/physical measures	Proposed 2003/04
CS008	Haberley Road, Kidderminster	Signage/physical measures	Proposed 2003/04
CS009	Borrington Road, Kidderminster	Signage/physical measures	Traffic calmed HPU
CS010	Tennyson Way, Kidderminster	Signage/physical measures	
CS011	Wordsworth Crescent, Kidderminster	Signage/physical measures	
CS012	Footpath link to Offmore Lane/Offmore Lane	Signage/segregation	
CS013	Stourport Rd at Worcs Rd Island, Kidderminster	Safe crossing point for cyclists.	Link to canal towpath.
CS014	Connaught Avenue, Kidderminster	Signage	
CS015	Woodward Road, Sutton Road, Kidderminster	Crossing point to Brinton Park	
CS016	Shrawley Avenue, Kidderminster	Signed Route	
CS017	Walter Nash Road East/West, Kidderminster	Traffic calming & signage	
CS018	Spring Grove Road, Kidderminster	Signed Route	
CS019	Summerhill Avenue, Kidderminster	Signed route & crossing point	Complete (County Hall)
CS020	Goldthorn Road, Kidderminster	Traffic calming & signage	
CS021	Canterbury Road, Kidderminster	Traffic calming & signage	
CS022	St John's Avenue, Kidderminster	Signage & SRTS measures	
CS023	Windermere Way, Stourport	Traffic calming & signage	
CS024	Burlish Crossing, Stourport	Advanced stop lines	
CS025	Stourport High School	Link through school grounds	
CS026	Stagborough Way, Stourport	Signing & priority measures	
CS027	Hermitage Way, Stourport	Signing & traffic calming	
CS028	Areley Common, Stourport	Signage & safety measures	
CS029	Footpath running from Areley Common through Chesshire Avenue to link to Princess Way.	Signage & safety measures	Following suggestion from Stourport Civic Society.
CS030	Princess Way, Stourport	Signage & safety measures	
CS031	Linden Avenue, Stourport	Signage & safety measures	
CS032	Staffordshire & Worcestershire Canal Towpath running from Stourport to Kidderminster.	Sustrans Route 45 SRTS	Complete (County Hall/BW)
CS033	Kidderminster Road, Bewdley	Traffic calming & link to cycle path	
CS034	Bewdley Bypass	Dual use path	
CS035	Beales Corner & Bewdley Bridge	Priority measures to access town	Opportunity Bewdley funding (2005)
CS036	Load Street, Bewdley (Conservation Area)	Physical measures & signing	Opportunity Bewdley funding (2005)
CS037	Cleobury Road/Winbrook, Bewdley	Traffic calming	County Hall Scheme 2003/04
CS038	Wyre Hill, Bewdley o/s schools	Traffic calming	Abandoned due to residents objections.

CS039	River bank from Beales Corner to Netherton Lane, Bewdley	All weather surfacing & signing.	R45 funding implemented by 2005 (£100,000)
CS040	Sandbourne Lane, Bewdley	Surface improvements & signing	
CS041	Gloucester Way, Bewdley	Crossing point & signage	
CS042	Footpath from Grey Green Lane to Shawhedge Rd	Dual use path & signing	
CS043	Shawhedge Road, Bewdley	Dual use path to community centre and First School.	
CS044	Hales Park Road, Bewdley	Signing & safety measures	County Hall Scheme - abandoned
CS045	The Lakes Road, Bewdley	Signing & safety measures	County Hall Scheme - abandoned
CS046	Station Road, Bewdley	Signing & safety measures	
CS047	Westbourne Street, Bewdley	Signing & safety measures	

PRIORITY 2: Commuter Routes

REF	LOCATION	PROPOSALS	COMMENTS
CS048	A451 Stourport Road, Kidderminster	Extension of cycle path to Beauchamp Avenue	
CS049	A456 Birmingham Road, Kidderminster	Extension of cycle path to Linden Avenue	
CS050	Green Street, Kidderminster	Signage & safety measures	
CS051	Linden Avenue, Kidderminster	Signed Route	Avoid hazardous junction
CS052	Spennells Valley Road, Kidderminster	Traffic calming & signage	
CS053	Heronwood Road, Kidderminster	Traffic calming & signage	
CS054	Wolverley Road from Franche Road to Beeches Road, Kidderminster	Physical measures & signage	
CS055	Comberton Place, Kidderminster	Cycle path link	Route to station.
CS056	Cobham Road, Kidderminster	Cycle Path Link	Link to Hoo Road
CS057	Hoo Road, Kidderminster from Cobham Road to Stadium Close	Signage & crossing facilities	Traffic calming linked to housing development
CS058	Oldington Lane, Kidderminster	Link to canal towpath	Industrial estate link/R45 funded?
CS059	Stadium Close, Kidderminster	Segregation & signage	
CS060	Resolution Way, Stourport	Signage & safety measures	
CS061	Manor Road, Stourport	Signage & safety measures	
CS062	Hartlebury Road, Stourport	Signage & safety measures	
CS063	Kylemilne Way, Birches Estate footpath, Power Station Road.	Signage & safety measures	Suggestion from Stourport Civic Society.
CS064	Nelson Road/Broach Road, Stourport	Signage & surfacing	Industrial estate link
CS065	Queensway, Bewdley	Signage & safety measures	County Hall Scheme 2003/04
CS066	Cordle Marsh Road, Bewdley	Signage & safety measures	County Hall Scheme 2003/04

PRIORITY 3: Town Centre Links

REF	LOCATION	PROPOSALS	COMMENTS
CS067	A456 Kidderminster to Bewdley	Improve existing cycle path	Pursued by WFCF
CS068	Brintons Park, Kidderminster	Designate cycle path	Current ban on cycling to be pursued by WFCF.
CS069	Mill Street, Kidderminster	Physical measures	Currently signed route
CS070	Park Butts Ringway Underpass	Segregation and signage	
CS071	Springfield Park/Blake Brook	Cycle path & signage	Cycle path implemented.
CS072	Worcester Road Cycle Path	Upgrading	Completed
CS073	Offmore Road, Kidderminster	Signage & Physical measures	
CS074	Cherry Orchard, Kidderminster	Signage & Physical measures	
CS075	George Street, Kidderminster	Junction improvements	

CS076	Beauchamp Avenue, Kidderminster	Signage	
CS077	Larches Road/Blount Terrace, Kidderminster	Signage	Already traffic calmed
CS078	Bromsgrove Street, Kidderminster	Signage & junction treatment	
CS079	Coventry Street, Kidderminster	Signage & safety measures	Northern bus terminus project (Halcrow)
CS080	New Road Car Park, Kidderminster	Signed/segregated route for cyclists	
CS081	Flood alleviation scheme, Beaulieu Close	Provision of cycle path	completed
CS082	Park Lane, Kidderminster	Crossing & signage	Proposed traffic calming
CS083	A451 Minster Rd/Stourport Rd	Improvements to existing path & extension	Improve link between Kidderminster & Stourport
CS084	Disused railway line, Burlish Crossing	All weather surfacing & lighting.	
CS085	High Street, Stourport	Physical measures & signage	Transportation study
CS086	Vale Road, Stourport	Cycle lanes/contraflow	Transportation study
CS087	Dunley Road, Stourport	Safety measures at junction with Areley Common.	County Hall Scheme 2003/04
CS088	Bewdley Road North, Stourport	Cycle Lanes	
CS089	Worcester Road, Stourport	Junction measures	Advanced Stop lines?
CS090	Riverside Meadows, Stourport	Signage/segregation	Link to Lickhill Road
CS091	Timber Lane, Stourport	Signage & safety measures	New housing development
CS092	Mill Road, Stourport	Signage & safety measures	New housing development
CS093	Mill Lane, Stourport	Signage & safety measures	New housing development
CS094	Martins Way, Stourport	Signage & safety measures	
CS095	Raven Street, Stourport	Contraflow provisions	One Way Street
CS096	Disused railway line to Hartlebury	Safeguard as cycle route?	Local Plan Policy TR.3
CS097	Stourport Road, Bewdley	Signing/traffic calming	County Hall Scheme 2003/04
CS098	Parkes Passage, Stourport-on-Severn.	Revocation of ban on cycling.	Suggestion from Stourport Civic Society.

PRIORITY 4: Sustrans Identified Network

REF	LOCATION	PROPOSALS	COMMENTS
CS099	Habberley Lane, Kidderminster	Cycle Lanes & signage	Complete 2003
CS100	Low Habberley & road link to Trimpley	Signage & safety measures	
CS101	Trimpley Lane, Hoarstone Lane, Trimpley Green and Eymore Lane, Bewdley	Signage & safety measures	Link to Trimpley Reservoir
CS102	Habberley Road, Bewdley	Dual Use footpath	Link to Habberley Valley
CS103	Grey Green Lane, Bewdley	Signage & safety measures	
CS104	Crundalls Lane, Bewdley	Signage & safety measures	
CS105	Kingsway, Burlish Top, Walter Nash Road West, Zortech Avenue, Sports Pitches, Stourport	Signage & safety measures/family leisure route.	Suggestion from Stourport Civic Society.
CS106	Dry Mill Lane, Bewdley	Signage & safety measures	Sustrans R45/County Hall

PRIORITY 5: Other Leisure Amenity Routes

REF	LOCATION	PROPOSALS	COMMENTS
CS107	Stourbridge Road, Kidderminster	Signage & safety measures	
CS108	Barnetts Road, Kidderminster	Signage & safety measures	
CS109	Hurcott Road/Lane, Kidderminster	Signage & safety measures	Link to proposed Country Park.
CS110	Low Lane, Wolverley	Signage & safety measures	
CS111	Power Station Road, Stourport	Signage & safety measures	Link to riverside areas.
CS112	Areley Lane, Stourport	Signage & safety measures	
CS113	Watery Lane, Stourport	Signage/surfacing	

CS114	Pearl Lane, Stourport	Signage & safety measures	
CS115	Ribbesford Road, B4194	Signage & safety measures	For advanced cyclists only.
CS116	Sevenside North, Bewdley	Signage & safety measures	Opportunity Bewdley funding
CS117	Northwood Lane, Bewdley	Signage & safety measures	Link to Trimpley Reservoir.

** Schemes within each table have not been placed in any particular priority order within their classification.*

APPENDIX 2 – CURRENT CYCLE PARKING PROVISION

Location	Town	Provision
Town Hall, Vicar Street	Kidderminster	4 Sheffield Stands
Bull Ring	Kidderminster	4 Sheffield Stands
Market Street Car Park	Kidderminster	4 Sheffield Stands
Wyre Forest Glades Leisure Centre	Kidderminster	4 Sheffield Stands
Coventry Street	Kidderminster	4 Sheffield Stands
Rail Station, Comberton Hill	Kidderminster	8 undercover stands
Sainsburys Superstore	Kidderminster	4 Sheffield Stands 6 wall clips
Tesco Superstore	Kidderminster	Approx. 6 cycle stands
Safeway Store, Oxford Street	Kidderminster	4 cycle clips
Parkes Passage	Stourport-on-Severn	3 Sheffield stands
Co-op, Lombard Street	Stourport-on-Severn	8 cycle clips
Stourport Sports Centre	Stourport-on-Severn	4 Sheffield stands
Bewdley Leisure Centre	Bewdley	4 cycle stands
Load Street Car Park	Bewdley	3 Sheffield Stands
Wribbenhall Community Centre	Bewdley	Sheffield Stands