

Stafford Borough Cycling Working Group Aims, Objectives and Action Plan 2009-2011

Aims: To Increase participation in cycling in Stafford Borough as a means of sustainable, healthy, low carbon travel to work, school and public services and for leisure and utility purposes.

Objectives:

1. Increase participation in cycling to contribute to reducing per-capita CO2 emissions (NI 186)
2. Increase participation in cycling to help tackle health inequalities (NI 8, 56, 175)
3. Raise awareness of the environmental and health benefits of cycling (NI 8, 56, 175)
4. Advocate cycle friendly design and planning and improve the cycle network of Stafford Borough (PPS 6)
5. Promote safer cycling and improve road safety for cyclists (CS 5)
6. Support the Council in implementing its own sustainable travel initiatives and contribute to reducing SBC CO2 emissions (NI 185, 186)
7. Provide a forum for local cyclists and partners to work together and act as a watchdog for maintenance and hazards to cyclists on the Boroughs transport network (NI 6, 7)

LAA Priorities

A vibrant, prosperous and sustainable economy

NI 6: Participation in regular volunteering

NI 7: Environment for a thriving third sector

NI 110: Young people's participation in positive activities

Improved health and sense of well being

NI 8: Adult participation in sport and active recreation

NI 56: Obesity among primary school children in Year 6

A protected, enhanced and respected environment

NI 175: Access to services and facilities by public transport, walking and cycling

NI 186: Per capita reduction in CO2 emissions in the LA area

Additional Priorities & Policies:

Sustainable Community Strategy

CS5 - Priority 5: Reduction in number of Road Traffic Accidents

PPS6 Planning Policy Statement 6, which advises local authorities to plan their town centres to give priority to pedestrians and cyclists and improve the pedestrian environment

SBC Corporate Priorities, including:

to promote sustainable development

promote healthy living across the Borough

develop leisure opportunities and cultural activities

to work in partnership for the benefit of our community

to improve the level and quality of engagement with our community

Stafford Borough Cycling Working Group – Aims, Objectives and Action Plan 2009-2011

Stafford Borough Cycling Working Group Action Plan 2009 –2011		
Objective	Delivery Action / Milestones / Target	Progress
1	Increase participation in cycling to contribute to reducing per-capita CO2 emissions (NI 186):	
1.1	Increase utility cycling (NI 175)	Publicise commuter friendly cycle routes
		Work with partners to promote and improve cycle access to schools (Connect2, Safer Routes to Schools)
		Encourage installation of cycle parking facilities at key local public services (e.g. hospitals, surgeries, post offices, village halls etc) (Convenient, attractive, accessible, easy to use and secure)
1.2	Increase leisure cycling	Distribute Stafford Cycle Map widely
		Investigate installing dedicated cycle parking in rural villages/ areas
		Hold a Family Cycle Ride/ series of led rides

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Objective	Delivery Action / Milestones / Target	Progress
2	Increase participation in cycling to help tackle health inequalities (NI 8, 56, 175)	
2.1	Increase participation in cycle sport (NI 8) in partnership with Sports Across Staffordshire	Work towards Stafford participating in Tour of Britain as a sprint point or Start/ finish town
		Support Stone Town Council led cycle sport events
		Promote cycle sport as an option in schools (NI 56)
		Investigate possible funding associated with London 2012 Olympics
2.2	Support and promote the Cycling for Health pilot project	
2.3	Increase the availability of bicycles/ cycling options to disadvantaged and vulnerable groups (NI 8 & 175)	Work with Bicycle Recycling Project to provide cycles for target groups including specially adapted cycles [also for use at school cycle training]
		Work with partners to provide cycle training
2.4	Support the implementation of Borough Health Strategy in partnership with the PCT	
3	Raise awareness of the environmental and health benefits of cycling	
		Participate in national promotions – Bike Week, Green Transport Month, Car Free Day, Health weeks etc.
		Provide and distribute information through publications, displays, internet etc.

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Objective	Delivery Action / Milestones / Target	Progress
4	Advocate cycle friendly design and planning and improve the cycle network of Stafford Borough (PPS 6).	
4.1	Complete NCN routes in Stafford Borough	Advise and support partners to complete the Stafford – Stone section of NCN5
		Work with partners to link Stafford and Gnosall via NCN55 (Stafford Greenway)
4.2	Advocate cycle friendly design and planning	Advise and support partners to improve Barlaston – Stone canal towing path.
		Advise and consult with SCC Highways to make highways infrastructure more cycle friendly
5	Promote safer cycling and improve road safety for cyclists	
5.1	Increase Cycle Training	Instigate a programme of adult cycle training
		Support Bikeability training in schools (NI 110)
5.2	Promote Road Safety	Work with SCC Travelwise on road safety promotions
		Work with SCC Highways to influence design of highways infrastructure to improve safety for cyclists

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Objective	Delivery Action / Milestones / Target	Progress
6	Support the Council in implementing its own sustainable travel initiatives and contribute to reducing SBC CO2 emissions (NI185)	
6.1	Update SBC Green Travel Plan	Integrate GTP within new Sustainable Development and Climate Change Strategy
6.2	Support SBC sustainable travel initiatives	Instigate a Bicycle Users Group for SBC
		Investigate cycle purchase support schemes
		Increase staff participation in green travel to, from and at work
7	Provide a forum for local cyclists and partners to work together	
7.1	Provide a Forum for local cyclists and partners	Hold regular meetings for group members and partners to discuss issues and steer projects
		Provide an additional open forum for local cyclists to communicate with policy makers
		Consult on additional ways to involve cyclists and others in improving cycling locally
7.2	Act as a watchdog for maintenance and hazards on local cycle routes	Report any required maintenance and hazards to cyclists to SCC Highways.
		Provide a steer for Stafford Cycle Route Volunteer group (NI 6)
		Work with partners to maintain the Borough's off-highway routes