

Cycling Southampton – a cycling strategy for our city 2017-2027

Vision for cycling ‘Transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where safe cycling is a daily norm’.

Cycling is becoming more popular and regarded as the quick and green way of getting around – whether this is commuting to work, travelling to school, or for leisure and exercise.

Cycling Southampton sets out Southampton City Council’s approach to realising its vision for cycling in the city over the next 10 years. The Council is committed to ensuring that cycling is treated as a safe and normal form of transport, which will help to create a liveable and thriving city.




People are telling us that they want more cycle paths and lanes, and that safer roads, reduced speeds, less aggressive driving, less traffic and better awareness would help them to cycle more often. This strategy sets out our response to this with an ambitious vision and a Delivery Plan that has funding for the first three years, to achieve a transformation into a true Cycling City. As well as this secured funding we will continue to pursue external funding from various sources such as developer contributions, bids to central Government, EU, Solent LEP, and other sectors and organisations.

KEY FACTS

- Cycling provides over **£5.5m** of health economic benefits each year in Southampton (1).
- Southampton has a population of **247,569** (2)
- **53,928** children and young people live in the city, and this is expected to increase by 5.7% by 2022.
- **55%** of people living in Southampton own at least one bike, and **13%** cycle several times a week (3).
- **55%** of adults in Southampton do not take part in any regular exercise, with only **31%** doing at least 30 minutes of physical activity once a week (4).
- **Over 1,200** people cycle on main routes into the city centre each morning – **5.5%** of the traffic (5).
- Portswood has the greatest number of people cycling at around **9%**. Harefield and Thornhill have the lowest number of people cycling where **less than 2%** of people cycle to work (6).

- Many short journeys across the city are still made by car, with just under half (48%) of all journeys to work less than 3 miles; and over 80,000 people commute in to and out of Southampton for work, mainly to Totton, Chandlers Ford and Eastleigh – these are all within a cycleable distance (6).
- **4.6%** of journeys to work in Southampton are made by bike, above the national average of 2.8% (6), and **5.4%** of all journeys to school are by bike – again above the national average of 1.8% (7).
- On average over the past five years **124** people riding bikes are involved in a collision each year – this means that 16% of all accidents involved cyclists even though they only represent **1.4%** of all traffic (8).
- Nationally, twice as many men make cycle trips compared to women (9).

Data sources: (1) WHO HEAT Tool, (2) 2016 Mid-Year Estimates, (3) Southampton Cycle Survey & People’s Poll, (4) Sport England – Active People Survey 2016, (5) SCC Traffic Counts, (6) 2011 Census, (7) STARS/ModeShift/BikeIt School Surveys, (8) Hampshire Police Accident Data, (9) DfT National Travel Survey.

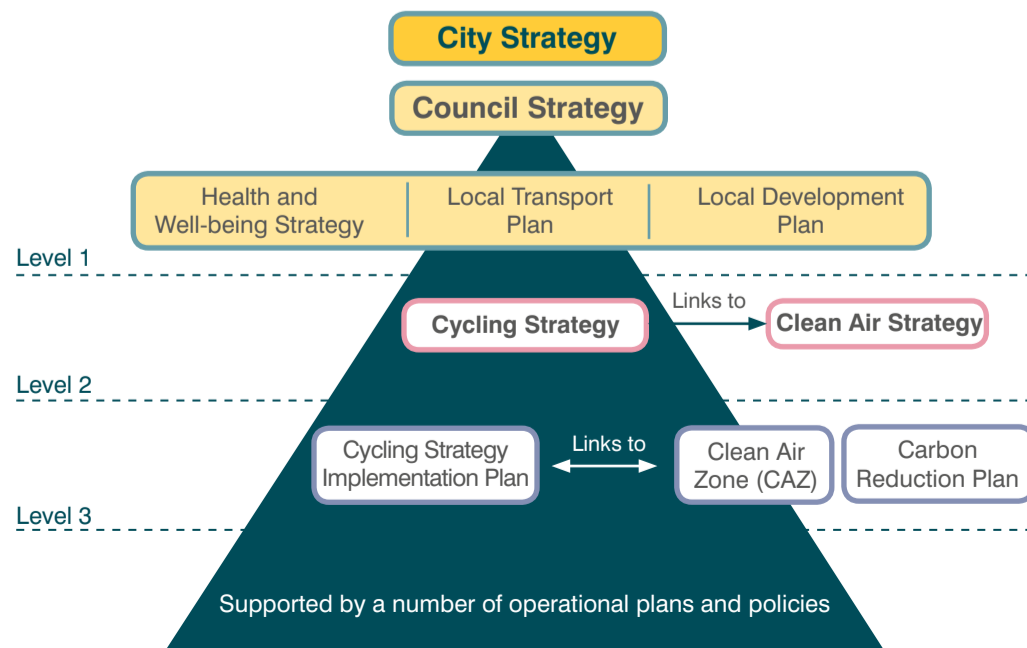
PRIORITY	WHY THIS IS IMPORTANT
Better Cycling 	<ul style="list-style-type: none"> • Building a network of high quality safe cycle infrastructure is important to get people to cycle more. Residents have told us that we need to make Southampton a better place to cycle by improving and expanding the existing cycling infrastructure - 47% of them acknowledge there is cycle provision in their area, but 57% wanted to see more on or off road cycle facilities and 12% wanted better road maintenance (1, 2). Currently 48% of journeys under 3 miles are made by car (3) and this is a distance that can be comfortably cycled and we will encourage more people to use a bike for shorter journeys. • The basis for a Southampton Cycle Network (SCN) already exists, with around 41 miles of facilities across the city. However, currently, the cycle network is disjointed and unable to provide people with a consistent standard of facility from door-to-door, or connecting them with the places they want to get to.
Safe & Easy Cycling 	<ul style="list-style-type: none"> • Safety of our citizens is important - we know that cycles are involved in 16% of all accidents on Southampton’s roads, yet they only make up 1.4% of all traffic (4), so it is vital that we make Southampton a safer place to cycle through changing attitudes, education and infrastructure. • 51% of people say that a lack of confidence on the roads is a major reason they don’t cycle more (1); to help them cycle more they will need cycle training to provide them with the essential skills and confidence to start and keep cycling confidently and safely. • We need to continue to raise the profile of cycling, so that it is seen as an easy and natural way of getting around by supporting people when they are out and about with innovative ways of providing signs, information and maps.
Inspiring Cycling 	<ul style="list-style-type: none"> • A third of people said they intend to cycle more often next year (1); to help people make these travel habit changes we need to promote the benefits of cycling. • Cycling events in the city have become very popular in recent years and have helped to provide people with the environment, skills, confidence and information to cycle more often and to break down the negative barriers for cycling around attitudes and behaviours. • It is important we continue to work with local businesses, schools and residents to encourage more people to cycle for their everyday journeys – where we have done this we have seen decreases in people driving their cars to work or school. For those people who want to get into cycling or cycle more often we will work to make it easier to access bikes and support community led schemes.

***Data from (1) 2015 My Journey Travel Attitudes Survey & 2016 People’s Panel Poll, (2) 2011 Southampton Cycle Survey, (3) 2011 Census and (4) Hampshire Police Accident Data*

LINKS TO OTHER STRATEGIES AND PLANS

The Southampton City Strategy 2015-25 sets out our vision for making Southampton a city of opportunity where everyone thrives. The cycling strategy supports the ‘healthier and safer communities’, and ‘economic growth with social responsibility’ priorities.

The cycling strategy also supports all of the outcomes in the Southampton City Council Strategy 2016-2020, and in particular the achievement of the outcome “Southampton is a modern, attractive city where people are proud to live and work”.



OUR SUCCESSES

- Over the past 5 years over £5m of external funding has been secured to increase the number of people cycling with new infrastructure and initiatives across the city.
 - Delivery of 2 miles of innovative infrastructure on Marsh Lane and Saltmarsh Junction, Second Avenue in Millbrook, Church Street in Shirley, and along Town Quay & Platform Road and at Southampton Central Station as part of wider transport schemes; supported by the comprehensive My Journey communication and education campaigns.
 - This led to a 32% increase in people cycling on one route
- Travel plans for workplaces, schools and rail stations have been developed successfully, which has seen a reduction in single occupancy vehicle journeys to work and school.
- 1,800 children have received Bikability training. School children make 82,000 cycle journeys a year and there has been an increase in children cycling to school of 1% to 5.4% between 2011 and 2016.
- Annual CityRide event attracts over 12,000 people onto the streets of Southampton – 10% of those were lapsed cyclists looking to cycle more often.
- The Bike Doctor Service has been extremely successful by offering free maintenance checks and advice to schools and business through roadshow events.
- 1,700 people took part in 2015 Commuter Cycle Challenge saving over 210,000 car kilometres.
- Going forward we have secured £2.3m of Government funding for cycling initiatives in Southampton and Hampshire through the Access Fund.

OUR CHALLENGES

- The population is expected to grow by nearly 5% by 2022 to 259,615 with 18% more people coming into the city centre each morning predicted by 2026.
- 4.6% of all trips to work in Southampton are made by bike; whilst above the national average, the city still lags behind comparable cities like Brighton (4.9%), Portsmouth (7.4%), Bristol (7.7%), Hull (8.2%) and York (11.4%).
- Bad/poor air quality can discourage some people from cycling.
- Not being able to access a bike, either physically or financially, restricts people's ability to take part in cycling if they want to.
- Physical activity rates are low – less than a quarter, and obesity is high in the city – over two thirds of residents are classed as overweight or obese.
- Cyclists are involved in 16% of accidents on Southampton's roads – despite only being 1.4% of all daily traffic, and 41% of people say they've been in an accident with only 13% reported to the Police.
- A lack of safe and secure places to lock bikes at the beginning and end of journeys.
- In 2016 890 cycles were stolen in Southampton.
- Only 31% of adults in Southampton take part in at least 30 minutes of physical activity a week
- The landscape of Southampton can put some people off cycling in the city – hilly in the east and the crossings of waterways.

PRIORITY WHAT ARE WE GOING TO DO? (Delivery Plan 2016/17 – 2019/20)

Better cycling



- **Southampton Cycle Network (SCN)** - Develop high quality, consistent and safe cycle infrastructure along the Freeways and Cityways of the SCN - Western Route, The Avenue, Bitterne Triangle, Eastern Route and other junctions and locations around Southampton, within the city centre, and develop a Quietway and Leisure Ways network. More detail on individual projects is provided in the supporting Information Pack and Delivery Plan.
- **Cycle Parking and on-street maintenance hubs**- Install on-street maintenance hubs in 7 locations across the city. Areas to include Woolston, Portswood, Shirley and the City Centre. Investigating setting up a Cycle Hub in Millbrook Industrial Estate.

Safe & Easy cycling



- **Cycle Safety** - work with Hampshire Constabulary and partners on initiatives to make cycling safer, both actual and perceived safety – such as Close Pass and Be Safe Be Seen campaigns and driver/cycle awareness with taxis, HGV and bus drivers.
- **Legible Cycling Wayfinding** - Develop, pilot and deliver Legible Cycling wayfinding on-street signs, maps and totems along 3 SCN corridors.
- **Skills and Training** - Work with Sustrans to provide Bikelt and Bikeability training activities in up to 20 schools a year in Southampton and Hampshire (Eastleigh, Chandlers Ford, Hedge End and Totton). Work with the Colleges and Universities in Southampton and Eastleigh to get more students and staff to cycle and provide apprentices with the opportunity to get to work and training by bike.
- **Cycle Security** - Work with Hampshire Constabulary to provide bike marking and registration, and security locks.

Inspiring cycling



- **Showcase Cycling** - Promote cycling as an everyday option with a positive message through the My Journey brand and programme of cycling services and activities, including engagement with businesses, schools and communities.
- **Temporary Cycle Parking** - Provide temporary cycling parking for large events in Southampton - Common People and the Boat Show.
- **School Travel Planning** - Deliver capital infrastructure in and around various schools and provide support through the ModeShift STARS programme to deliver activity programme in Southampton and Hampshire (Chandlers Ford, Eastleigh, Hedge End & Totton).
- **Workplace Travel Planning: Solent Jobs Pilot** - Provide travel advice and support through the Solent Jobs Pilot specifically on cycling.
- **Workplace Travel Planning: Travel Assistance and Cycle Travel Plan Network** - Provide tailored advice and cycle support services in workplaces in Southampton - focusing on the Port of Southampton and WestQuay. Expand membership for Workplace Travel Plan Network across the city. Develop a Cycling Charter. Work on developing Last Mile Logistics by bike.
- **Clean Air Zone** - Support the implementation of the Clean Air Zone with promotion and marketing of cycling as an alternative way of getting around and the Clean Air School Challenge
- **Cycling Events: Southampton Cycle Festival** - Expanding Southampton's successful mass participation event (CityRide) to become the Southampton Cycle Festival, a week of activities and events that celebrates cycling. Including establishing a race, supporting events and promotions, challenges and activities around Southampton workplaces, civic spaces and schools.
- **Community Activities: Join the Club** - Working with community groups who organise and participate in regular cycling activities for members and wider community, e.g. Big Bike Revival, Community Clubs Programme, Mums & Babies and minority groups.
- **Public Cycle Hire** - Support any future/potential public cycle hire scheme in Southampton

WHAT DO RESIDENTS SAY?

In 2016, a People's Panel Poll on cycling was undertaken:

- Of the 606 responses:
 - o 55% either own or have access to a bike
 - o 29% have not used their bike in the past year
 - o 38% use their bike at least once a week

What would encourage residents to cycle more?

- o 57% said more cycle paths and lanes
- o 28% said safer roads/ reduced speeds/ less aggressive driving/ less traffic and better awareness.

“We need joined up cycle routes planned by cyclists. Not short strips of green tarmac and end a few meters later in busy traffic areas, but continuous routes”.

“Safe and dedicated cycle lanes would definitely make me cycle more. There are very few of those”.

“We need more cycling lanes, more spaces for cycles, parking for cyclists and more information about cycling in the city”.

“I'm too afraid to cycle in the city as the traffic is so bad”.

DID WE DO IT RIGHT?

We will monitor and report on the targets we have for cycling in this strategy and in LTP4 through new Southampton Bicycle Account. These are based on the successful Copenhagen Bicycle Accounts, which provide an assessment of how the council is doing on cycling published every 2 years.

The monitoring and evaluation framework will cover:

Infrastructure	Amount and quality of cycle infrastructure
	Annual spend on cycling
	Number and severity of incidents involving people cycling
Cycle Use	Changes in the number of cyclists and cars on the network
	Cycling's mode share for entering the city centre
	People cycling to school and work and their reasons
	Number of miles cycled
Satisfaction	With performance – including maintenance, integration and network
	Attitudes and perceptions towards cycling
Impact	Evaluation of the actual cycle investments made
	Ensure that the benefits are being delivered – health, traffic, air quality