

Cycling Southampton

A strategy for our city 2017-2027



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1. Introduction – Our Ten Year Plan for Cycling

Our City Vision for Southampton

“Southampton – City of opportunity where everyone thrives.”

Southampton City Strategy 2015-25 & City Council Strategy 2016-20

Our Vision for Cycling in Southampton

“To transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where safe cycling is a daily norm.”

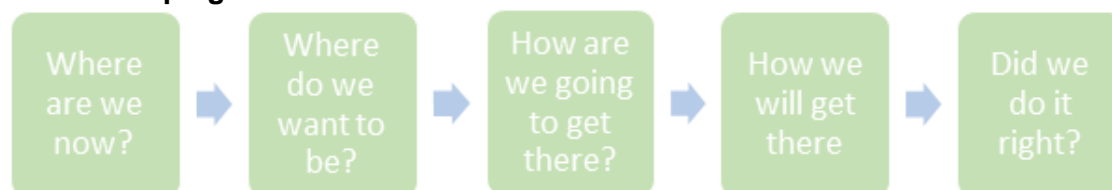
1.1 Introducing Cycling Southampton

In cities across Europe, and increasingly in Britain, cycling is becoming more and more popular and is regarded as a quick and green way of getting around - whether this is for work, going to school, leisure or exercise.

Cycling Southampton 2017-2027 sets out Southampton City Council's (SCC) approach to investing in and realising our vision for cycling between 2017 and 2027. To make cycling treated as a normal form of transport and create a liveable and thriving city. It outlines what work has already being undertaken, develops a policy approach for cycling, and sets out a Delivery Plan of proposed improvements to the cycle network and initiatives to realise the vision for cycling in Southampton.

Cycling Southampton will provide SCC with a clear strategy to meet the rising demand for and realise the potential of cycling, so making travelling by bike a real alternative to the car. The strategy continues the recent projects in Southampton, as identified in the Local Transport Plan (LTP) and delivered through the Southampton Sustainable Travel City and 'My Journey' programmes since 2011. It will set out the approach for prioritising future investment in capital and revenue spend on cycling and create a sustainable legacy for cycling. The outcome being to create a place that is sustainable and can influence, enable and encourage people to take part in cycling as a way of adopting active travel.

1.2 Developing the Plan



To shape the strategy, we worked with stakeholders from national and local cycling groups and campaigns, businesses, education and health organisations¹ to identify **where are we now**. This painted a picture of where we are today with cycling so we can understand the current experience of cycling in Southampton, and what the challenges and barriers are to growing cycling – both in numbers and profile. From this starting point, we sought to articulate a vision, aims and outcomes to transform cycling in Southampton – **where do we want to be**. This identified the barriers to why people don't cycle more and the opportunities for our approach to cycling, identifying the themes and projects to show **how we are going**

¹ Organisations include Southampton Cycle Campaign, Sustrans, British Cycling, CyclingUK, University of Southampton, Southampton Solent University, ABP Southampton, Southampton General Hospital, Public Health Southampton, Southampton City Council and local cycling groups

to get there. This provided the basis for the Delivery Plan detailing **how we will get there**, and to make sure **we did it right** we will review the outputs against the outcomes through a series of biannual Bicycle Accounts.

1.3 Benefits of Cycling

There are many benefits to cycling – it helps with people’s health and well-being, contributes to a better cleaner environment for all, supports strong & sustainable growth and regeneration in Southampton, reduces congestion, aids with reducing social inequalities by getting people into work or fitter, and contributes to a safer city.



Health – by making cycling the norm and incorporating it into everyday life, such as making short trips around town by bike, this can reverse a lack of physical activity and provide benefits for people so they can lead healthy lifestyles, reducing health inequalities, save the NHS money, and increase productivity and reduce absenteeism at work.

Environment - most air pollution in Southampton comes from road traffic. Cycling is a low impact zero emission way of getting around and contributes to reducing CO2 and NOx emissions, improving air quality to create a more pleasant place to live.



Strong & Sustainable Growth - Creating a cycling city can benefit employers, residents and visitors by providing an affordable transport option that reduces high commuting costs and connects people to opportunities for work and training. Cyclists who visit shops regularly spend more money than those who drive.

Regeneration - Putting cycle infrastructure into new developments can integrate them and create denser more people centred environments and develop a green, attractive and modern Southampton.



Transport - Travelling by bike can connect people with the places they want to go, help to reduce congestion by freeing up road space for businesses to move their goods and services, and make a more attractive and reliable city.

Social Inclusion - Provides an affordable way of getting around for people who do not have access to a private car allowing them to get to work, training or go cycling for leisure.

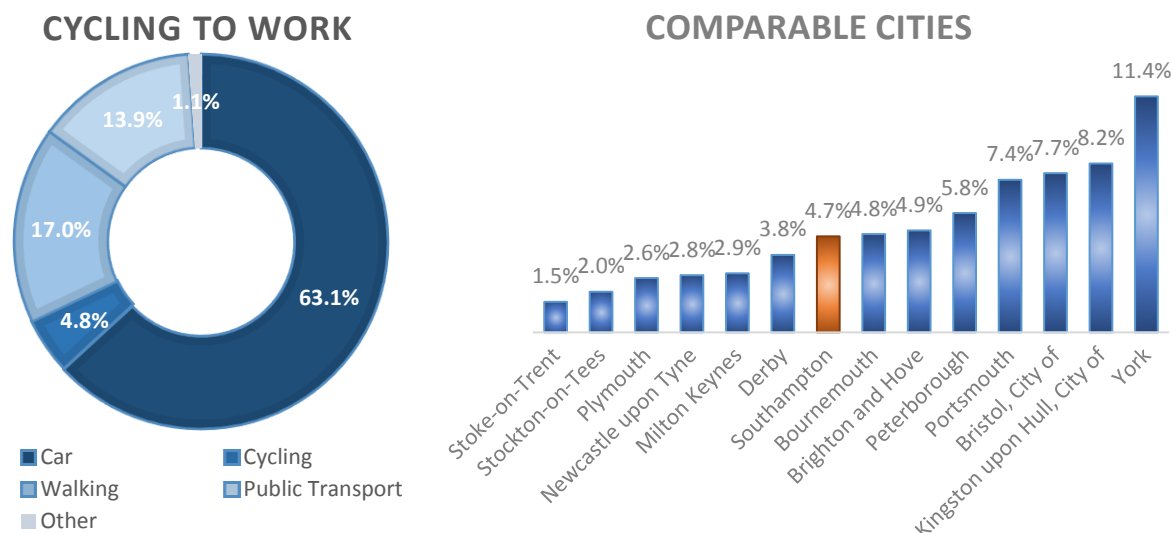


Safety - More people cycling will change the urban environment to make it safer for people to get around by bike by changing perceptions and reduce the number of accidents.

2. Where Are We Now? A Picture of Cycling in Southampton today

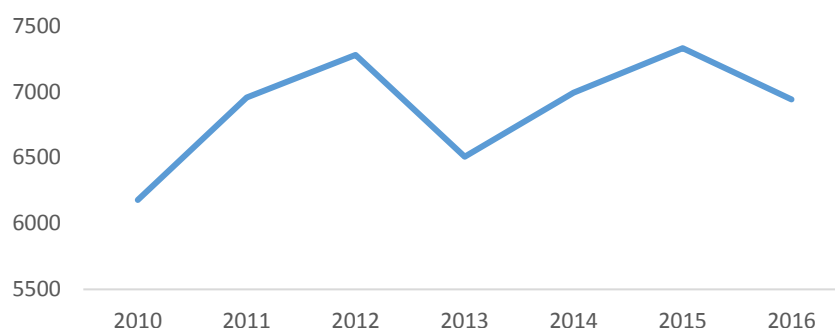
2.1 Cycling Trends in Southampton

Cycling has become increasingly popular in Southampton, as with the rest of the country, for example our annual CityRide (formerly SkyRide) event regularly attracts over 12,000 people cycling around Southampton on closed streets. While this is a one off event, the potential and appetite for cycling in Southampton is visible, with 10% of CityRiders considering themselves to be 'lapsed cyclists' wanting to get back into cycling².



Southampton has double the national average levels of cycling to work³, with 4.8% of all trips to work made by bike. Across the city though there are differences in the number of people cycling, Portwood has the greatest number at 8.97%, compared to Harefield and Thornhill where less than 2% of people cycle to work. Compared to places with a similar size of working population and geography, Southampton does favourably, ahead of areas such as Stoke, Stockton-on-Tees, Plymouth, Milton Keynes, Newcastle and Derby; however, we are behind Bournemouth, Brighton, Peterborough, Portsmouth, Bristol, Hull and York. Just under half (48%) of all journeys to work being made by car are often as short journeys of less than 3 miles (5km) a distance that can be cycled.

NUMBERS CYCLING IN SOUTHAMPTON DAILY



The number of bikes on the roads of Southampton in 2016 has increased by 11% since 2010 with just under 7,000 across the day⁴ around 1.4% of all traffic. In the morning peak (7-9am) over 1,200 cycles a day⁵ enter the city centre - approximately 3.0% of people and 5.5% of vehicles. The busiest

routes for the number of people cycling into the city centre are Hill Lane (10%), Shirley Road

² British Cycling SkyRide 2015 Analysis

³ 2011 Census Travel To Work QS701EW

⁴ Southampton City Council Traffic & Cycle Counts 2010-2015

⁵ From 2016 SCC Modal Split Surveys at Inner and Outer Cordon

(9.3%), Itchen Bridge (7.4%), and The Avenue (7.4%). Other less trafficked/car-free routes such as Southampton Common (north south and east west), Millbrook Road East, Riverside Park and Itchen Boardwalk are also popular cycle routes.

The level of cycling already provides over £5,500,000 of annual health economic benefits from cycling in Southampton⁶, from improved personal health, reduced costs for NHS treatment and improved productivity.

On average 124 people riding bikes have been involved in a reported collision each year. This is almost 16% of all accidents in Southampton⁷ – despite cycling's mode share being 1.4% of all daily traffic. This total may also be masking a truer number, as 41% of respondents to the 2011 Cycle Survey said they had been involved in an accident, but only 13% of them had reported it to the Police. There is a greater concentration of accidents involving people on cycles during the darker months and at busier times. Security of cycles is a concern with 890 cycles reported stolen in 2016⁸.

Over half of adults in Southampton do not take part in any regular exercise, not attaining the recommended daily 30 minutes of physical activity, and only 31% of adults achieve this once a week⁹. These low physical activity rates does mean that obesity is high in Southampton with over two thirds of residents classed as overweight or obese¹⁰. Air quality is a pressing issue with 11 Air Quality Management Areas declared in Southampton along the busy roads which follow the main cycle routes.

The numbers of pupils cycling to school is growing as a result of investment in training and facilities making it safe and fun to cycle – in 2016 5.4%¹¹ of all journeys to school are by bike, growing from 1% in 2011. This is above the national average of 1.8%. This means 82,000 cycling journeys to Southampton schools are made each year. A series of events in over 20 schools every year see children learning new skills and cycling with confidence which can be transferred to making cycling and active lifestyles more habitual.

There is a growing market for people wanting to cycle in Southampton - 55% of residents own at least one bike and 13% of them are cycling several times a week¹². Those living closest to the city centre are more likely to cycle than those in the outer wards. A third of householders in Southampton do not have access to a car. There is potential to continue to increase participation in cycling, surveys have told us that a third (33%) of people want to cycle more in the future - with younger people being the most likely group of people to do so (over 40%)¹³. 47% of people do feel that there is provision for cycling in their area, but 51% still lack the confidence to cycle on the road.¹⁴

Looking forward over the next two decades, almost 19,000 new homes, 210,000m² of employment space and significant retail and leisure development is required to come forward. This could lead to 18% more people wanting to come into the city centre. To make sure that this development can come forward sustainably, cycling will need to play a major role in tackling any implications of this growth on air quality, traffic levels and congestion. The planning policy - City Centre Action Plan (CCAP 2015) and emerging CityWide Local Plan - puts cycling as one of the cornerstones for sustainably delivering their bold and ambitious growth.

⁶ World Health Organisation HEAT Tool assessment for Southampton

⁷ Reported Pedal Cycle Casualties 2010-15, Hampshire Constabulary

⁸ Recorded Bicycle Thefts Southampton Jan-Dec 2016, data.police.uk

⁹ Sport England Active People Survey 2016

¹⁰ Public Health England Health Profile for Southampton 2016

¹¹ STARS/ModeShift/Bikelt Surveys in Primary and Secondary Schools

¹² People's Poll 2016 – 55% of adults and children own at least one bike

¹³ Travel Attitudes Survey 2015 – Intentions to use sustainable transport: cycling

¹⁴ Travel Attitudes Survey 2015 – Agree/disagree with Provision for cycling in my area, lack of confidence cycling on the roads is a major reason why I don't cycle more



124 cycle accidents in 2015

H



30%
cycle because
it is faster
than driving



New Forest



Over £5m
of annual health
economic benefits
from cycling

4.6%
of journeys
to work are
by bike



9.3% cycles

People cycle on
average 5km



Made 82,000 cycle journeys
a year and pupils cycling to school
has increased from **1% to 4.7%**
between 2011 and 2015



Town Quay / Platform
Road completed in 2015

45
MILES
of cycle
infrastructure



48% of all
journeys are
under 3 miles

7.4% cycles

sky RIDE
SOUTHAMPTON
12,000
riders on
the street



10%
are lapsed cyclists

1,800

school children
participated in
Bikeability cycle
training in 2014/15

7.4% cycles

9.4Km
average commute



Riverside Park

37% £££
save
**CYCLING INSTEAD
OF DRIVING**



£5.5m
spent on cycling
since 2011



77%
cycle because
it is healthy



Journeys to work by
bike rose by a
quarter 2001-2011

Royal Victoria
Country Park



1,700 people took
part in Commuter
Cycle Challenge -
saving over
21,000 car rides

Southampton
cycling facts

Traffic entering
the city centre
is down **22%**
since 2010



75%
cycle because
they enjoy it

2.2 Policies

Cycling Southampton supports various policies in Southampton both for integrated transport as a daughter document of the Local Transport Plan (LTP), and other Council strategies and plans such as Health & Well-Being, Children & Young People Healthy Weight Plan, Local Development Plan, Streets & Spaces Framework and the Clean Air Strategy. It also links with other national, regional and local policies, priorities and strategies for transport, health, leisure, development, air quality, and economic growth.

The pyramid below shows how *Cycling Southampton* fits within the SCC strategy hierarchy and its relationships with those other plans and strategies.



3. Where Do We Want To Be? – Transforming Cycling

3.1 Vision and Aim for Transforming Cycling

Cycling Southampton has been prepared as part of the Local Transport Plan, to put forward SCC's vision and aim for cycling. These are below and focus on creating a cycling culture in Southampton.

Our vision for *Cycling Southampton* in 2027 is:

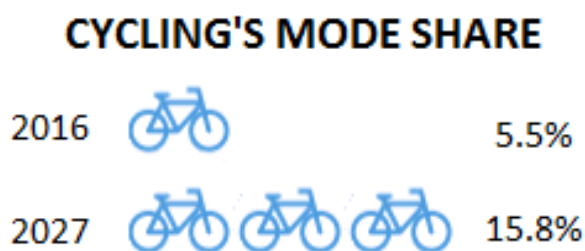
“To transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where safe cycling is a daily norm.”

Supporting the 2027 vision we have a 10:10:10 aim for *Cycling Southampton*:

**Create a healthy and safe cycling culture over 10 years,
by delivering and promoting cycling improvements along 10 corridors,
that will see an annual 10% increase in the number of cycling journeys made
every day to increase cycling's mode share.**

The vision and aim will contribute towards the City Vision of ‘making Southampton a city of opportunity where everyone thrives’¹⁵.

Delivering on *Cycling Southampton* will make Southampton a safe place for people who want to cycle, showcase what cycling can do to improve people's lives particularly their health, provides priority for cycling, integrate with ferries, trains, and buses, improve the quality of the air, reduce congestion on our roads so every can get around easily, and support the future of Southampton with sustainable people focused growth and productivity over the next decade and beyond.



In order to meet the Council's vision and aim for cycling of increasing the number of journeys made by cycling by 10% each year, it would mean that by 2027 15% of vehicles coming into the city centre would be by bike.

¹⁶ To achieve this the cycle network needs to accommodate more than 20,000 new cycle trips a day by 2027.

3.2 The Challenges and Opportunities to Transforming Cycling

To get to the point where we can meet the vision and aim for *Cycling Southampton* we needed to identify the challenges both practical and perceptions, and then look at the opportunities to address them through this plan.

The following reasons overleaf were given for not cycling or cycling more often through workshops with stakeholders, Southampton Cycle Survey (2011) and Southampton Travel Attitudes Survey (2013 & 2015) and SCC People's Poll (2016).

¹⁵ Council Strategy 2015-2025 and City Council Strategy 2016-2020

¹⁶ SCC Traffic Counts & Modal Split Data 2016

Challenge	Opportunity
The current layout and design of the cycle network in Southampton does not provide people with direct, connect or coherent routes or give enough segregation to cycle along, and the design of the roads puts motor vehicles first rather than people making them busy spaces.	Develop a cycle network for Southampton that meets the needs of all types of cyclists, promotes streets that are people focused by managing traffic volumes and speeds, and where we can provide space for cycling with high levels of segregation.
Ensuring that the cycle network we already have is well maintained	Prioritise existing and future funds to uplift the condition of the network
The safety of people cycling – 16% of all accidents in Southampton involved cyclists, despite only being 1.4% of all traffic.	Make cycling safety a priority to make Southampton a safe place to cycle through changing attitudes, education and infrastructure.
As Southampton grows there will be an additional 18% more trips on the road network from new car based trips increasing congestion on the roads	Promote cycling as an alternative to driving for short trips around the city and through the planning process get cycling designed in from the beginning
Traffic speeds can make cycling in Southampton and unpleasant and nervous experience, particularly for those who for those who have never cycled or have not cycled for a long time.	Redesign the roads so that speeds are reduced and priorities changed, look at cycle skills and training for children and adults to provide new skills or refresh lapsed cyclists so they can ride again.
The geography of Southampton can put some people off cycling - too hilly and limited number of crossings of the waterways.	Plan the cycle network so that it provides routes on gentler gradients that help with the topography and provide segregation on the bridges.
Having a safe and secure place to lock bikes at the beginning and end of people's journeys – 890 cycles were stolen in 2016.	Get more secure public cycle parking facilities in shopping, transport, leisure and employment places and look at innovative ways to store cycles at home.
Levels of physical activity are low with less than a quarter meeting recommended levels, and obesity levels are high – over two-thirds of residents are classed as overweight or obese.	Work closely with schools, businesses and residents to make getting to school by bike cool and fun so that children gain confidence, get children to adopt to more active lifestyles so they can take it forward into later life
Air quality is becoming a pressing issue for Southampton and can discourage people from cycling	The Clean Air Zone is a catalyst for improving air quality in Southampton and cycling can support this as a clean zero emission way of getting around.
Not being able to access a bike – either physically or financially restricts people's ability to take in cycling if they want to.	Develop ways of providing access to bikes – whether these are public cycle hire schemes, financial help, loans, trying a bike, or adapted bikes
Having cycling integrated into the city and with other forms of transport	Use the Southampton Cycle Network as a basis for planning improvements as new developments and opportunities arise such as at Red Funnel or rail stations
Aggressive attitudes of other road users can be intimidating and off putting	Ways to educate all road users about their responsibilities and look to provide people who want to cycle with the confidence and skills to do so.
Cycling has a certain image in people's perceptions – need for specialised clothes, lights, helmets and the benefits are not fully understood	Challenge the long-held perceptions that cycling is for a certain type of person, making cycling as normal and everyday as getting into a car and driving.

4. How Are We Going To Get There? – Our Approach

4.1 The Strategy

Cycling Southampton is a **long term ten-year strategy** that will take time and funding to implement on the ground. It is focused on three themes

- **Better Cycling** – delivering the Southampton Cycle Network, integrating cycling into the city and providing secure places for people to park and repair their bikes;
- **Safe & Easy Cycling** – making Southampton safe and easy to cycle around, continue to raise cycling's profile and train people so that they can start and keep cycling confidently and safely; and
- **Inspiring Cycling** – promoting and realising what cycling can do to change behaviours.

The first three years from 2017 to 2020 of the strategy are set out in the How We Will Get There section.

4.2 Theme 1 – Better Cycling

To make Southampton a safer better place to cycle by delivering the **Southampton Cycle Network (SCN)**, this will connect people from their front door along a network of cycle routes and facilities to where they want to go to. With the guiding principle that the network should have high quality infrastructure that is well designed, connected, safe, easy to use and well maintained. Ensure that the network and cycling is efficiently and effectively **integrated** with new developments and other modes of transport. Develop a series of secure **parking, storage and maintenance hubs** so people can park and repair their bikes.

The **Southampton Cycle Network (SCN)** is our statement for Southampton having a safe, integrated, and easy to use network of cycle facilities that is usable by everybody. This will provide people with a choice of routes including a series of high quality safe routes that radiate out from the city centre and goes across the city, along with a network of quieter routes, open spaces, off-road paths and waterside routes. The SCN hierarchy of strategic, local and leisure routes has been devised acknowledging that people will want to choose different routes for different purposes.

The current network of cycle facilities in Southampton totals 41.3 miles (66.6km). This includes National Cycle Network (NCN) routes, commuter routes, leisure routes across Southampton Common, along the River Itchen and other open spaces, quieter routes along back streets, and local routes. The network extends outside of Southampton connecting with the surrounding towns and villages of Totton, Romsey, Chandlers Ford, Hedge End and into the Hamble Peninsula.

This is a good foundation for the cycle network. However, as the facilities have been built over time, they can be isolated, do not connect together, perceived to be unsafe, and do not meet all cyclists' requirements. There are large gaps in the cycle network and connections to places both in and outside of Southampton can be poor, such as to Hedge End and Botley, or limited by the geography of the city – the east being hilly and separated by the River Itchen.

To identify the SCN we have used evidence collated from a variety of sources such as the 2011 Southampton Cycle Survey, mobile data (apps like Strava), the DfT's National Propensity to Cycle Toolkit, 2011 Census data, traffic and cycle counts, surveys and consultation with users to join the routes up. This has provided us with an understanding of the routes where people cycle now, the types of cyclists, and where they are likely to cycle in the future. This has created the SCN, shown overleaf, which shows the 14 strategic corridors identified as Freeways and Cityways that cross Southampton. The network will connect existing facilities and help to plan new ones that will link into new developments,

places where people want to go, connect with our neighbours and with other modes of transport.



Southampton Cycle Network – 14 Strategic Corridors Freeways and Cityways

Our aspiration is to complete the SCN to provide safe routes for cycling, direct routes that link people with the main employment centres, education, leisure, and transport with where people live to make Southampton the true Cycling City and improve people's health. We will initially prioritise investment along 10 of the strategic corridors that lead into the city centre or cross the city to help convert those 48% of car trips under 3 miles into cycle trips. This will be complemented by making local streets appropriate for cycling. Where routes go out of Southampton we will work with our neighbours so that routes continue. The Delivery Plan shows how initially how the SCN will be developed incrementally, we aim to develop a corridor a year ready for implementation in subsequent years.

The hierarchy of different categories of cycle routes is planned around the differing types and needs of people – commuters, children, and leisure - who cycle. This provides a minimum level of service for a particular corridor and we will look to innovate and take best design practice from the UK and abroad to deliver the SCN. The categories of the SCN are:

Freeways – these are a network of high quality, safe and easy to use direct cycle corridors that radiate out from the city centre along the main arterial transport routes. They connect to the main places of employment, education, health, leisure, transport, new development, and onwards into the neighbouring towns and villages. They carry high volumes of cyclists (over 100 per hour) and be an exemplar ready to carry more. As a minimum they will look to have extensive safe segregation along the length of the corridor – either on or off the carriageway. Using innovative and trusted techniques to manage the space so cyclists are protected from traffic, separated from parked vehicles and bus stops, have priority at crossings and side road junctions, and where possible not shared with pedestrians. The corridors will be maintained and cleansed to high standard and have wayfinding signs and maps, and parking and maintenance hubs.

Cityways – a network of supporting cycle routes that radiate off or run parallel to the Freeways and go across the City. They use non-arterial roads and provide links to city centre, homes, places of employment, health, education, leisure, transport, new developments and go onwards to neighbouring areas. They will have a good degree of priority for cycling with dedicated space or partial segregation where possible, but this may not extend for the whole length. They will carry medium volumes of cyclists (around 50-100 per hour) and have the space to carry more. They will have priority at minor side roads, provide safe crossing points at large junctions or busier routes, have complete signing for the length and be well maintained. We will look for opportunities for Mini-Holland treatments, reduced speed limits or traffic volumes, implement School Zones or area wide traffic calming.

Quietways - these are pleasant and well signed cycle routes along quieter local roads forming a permeable mesh of well maintained, easy and safe local routes through neighbourhoods. They provide an alternative route option along quiet streets and provide links to the Cityways, home and schools. This will be through wayfinding, measures to reduce traffic volumes or lower speeds to 20mph, junction treatments, avoid unnecessary diversions by providing alternatives - bypasses, gaps, or contraflow cycle lanes, and ways that change the look and feel of a street such as Play Streets or Mini Hollands that put people first.

Parkways – these are completely traffic free routes away from roads that provide pleasant and attractive places for everyone to cycle. Such as through parks, pedestrianised areas or other open spaces. They are not suitable for high speed cycling and will often be shared with pedestrians, and will require courteous behaviour. They will have wayfinding, lights, places to park bikes, and be well maintained. The aim is to create civilised places for people that everyone can enjoy for leisure or fun. Some parts of Southampton Common and Riverside Park are included in the Cityway category and may experience higher levels of commuter cycles. In these dual use situations shared cycle routes are provided that can cater for people both walking and cycling.

City Centre - is the hub for the SCN as most routes converge or originate here. The Inner Ring Road is a barrier for continuous cycle access to the city centre and this will be dealt with through safe places to cross such as toucan crossings that provide the priority links. To get around the Ring Road a circuit of facilities that echo the Freeways and Cityways will be developed such as on West Quay Road or Western Esplanade. Within the Ring Road the environment will be changed to put people first with a Car Less/Car Free City Centre and look to reduce unnecessary through traffic and speeds. There are certain areas of the city centre network where it may be appropriate not to have dedicated facilities, traffic signals or toucan crossings but we will look at ways to reduce through traffic and reduce traffic volumes, with measures such as allowing cyclists to cycle on one-way streets, use the lanes in the Old Town, changes to junction layouts, a 20mph speed limit, secure cycle parking hubs, wayfinding and changes to the road network that put people first.

Further detail on these levels and potential types of facilities can be found in Appendix 1.

Implementing the SCN is a long term plan and may be delivered in sections, either by the Council using available or additional funding, using partners to help deliver, or through contributions or actual delivery from new development. The Delivery Plan shows the schemes that are funded and planned to be implemented in the first three years. To ensure that the SCN meets the needs and views of all people who cycle, we will set up a **Cycle Design Hub**. This will include members from local cycling campaign groups and organisations who will collaborate on developing new cycle infrastructure, learn from innovation and best practice in the UK and abroad, and input to future Delivery Plans.

All aspects of the SCN need to be **well maintained** aspiring to a high level of service keeping the cycle network safe, clean and easy to use with good high quality surfacing, marking, signals, lighting, signing and parking. We will work collaboratively with local campaign and community groups we can be made aware of defects and issues and look to

remedying them. Through SCC's LTP Highway Maintenance Block funding we will aim to allocate 10%¹⁷ towards cycle infrastructure maintenance to deliver the high level of service that is expected.

To develop Southampton sustainably more journeys need to be made by different modes of transport to the car. Cycling is one of the major activities that can achieve this will be efficiently and effectively **integrated** with other modes of transport in Southampton and into new developments. This ensures that the needs of those who want to cycle are well thought out in a holistic way and form an important part of the design process from the outset. At public transport hubs - covering buses, rail stations and ferries – we will look to install and promote enhanced, secured and covered cycle hubs with parking, maintenance facilities and information, along with improving access routes. We will continue to work with SouthWest Trains, Network Rail and the bus and ferry operators to progress ways of integrating cycling with public transport.

New developments will need to consider cycling from the beginning, making sure they are fully integrated into the existing and aspirational SCN, and provide high quality cycle facilities. The requirement will be that high quality cycle infrastructure needs to be designed into every new development (residential, commercial and education) scheme from the beginning. This includes improving and expanding cycle infrastructure on routes to and from the site, requiring new developments have usable and adequate cycle storage and changing facilities by meeting adopted standards¹⁸, and looking at ways of getting people to cycle to and from the site through travel plans.

At the end of a journey suitable and sufficient **cycle parking** or storage facilities will be required. We will work with residents to seek suitable cycle storage at home or look at innovate ways (such as on-street cycle hangers) where there isn't sufficient space. At final destinations, we need increased the number of safe and secure cycle parking spaces, whether these are in shopping areas, at work, schools, entertainment, retail or leisure areas. Parking at destinations should be visible, sufficient and secure, and, where necessary, changing facilities, showers and lockers should be included. We have a rolling programme for increasing the number of public on-street cycle parking spaces in these areas and others such as pubs/cafes. We will offer support to events and festivals in Southampton with **temporary cycle parking**.

Supporting this will be a series of **on-street maintenance hubs** comprising of public pumps and maintenance tools so that simple tasks can be carried out without need to find a shop. We are investigating the possibility of **Cycle Hubs** that bring together secure covered cycle parking, maintenance facilities, changing and equipment storage facilities, and possibility of café or small shop. Potential locations could include rail stations, ferry terminal or employment clusters such as Millbrook, Hospital or the Universities.

¹⁷ DfT provides annual LTP funding for maintaining the highway – including footways and cycle facilities – for 2016/17 to 2020/21 equates to £1.5-1.7m per annum. Additional Council resources area also used to supplement this – 10% would be £150-170k minimum.

¹⁸ Cycle parking standards can be found in the [Parking Standards SPD](#) and [City Centre Action Plan SPD](#).

4.3 Theme 2 – Safe & Easy Cycling

To encourage more people to cycle we will prioritise schemes and initiatives to make the city's environment **safer**. Advertise cycling to raise its profile so that is easy to cycle around Southampton - through a **Legible Cycling** wayfinding network that uses clear simple signs and maps; support for innovative services that help people to get around with **on the go information and maps**; and support **cycle skills and maintenance training** and **security** initiatives that provide people of all ages with the skills and confidence to start and keep cycling.

The safety of people cycling is important and Southampton needs to be a place where it is safe for people to cycle. Many people feel intimidated by cycling, with 51%¹⁹ saying a lack of confidence on the roads is a major reason why they don't cycle more. People cycling are involved in 16% of all collisions despite only making up 1.4% of road traffic²⁰. We are committed to continually invest in improving **safety** with better facilities and implement new schemes designed with safety at their heart so we can reduce the risks – both perceived and actual when moving around by bike. We will review our existing facilities and crossings to make sure that they provide a safe space for cycling and rectify if don't meet desirable levels.

To tackle poor attitudes and behaviours between people cycling, walking and those driving on the road we will continue to work closely with the Police and other partners on initiatives that challenge behaviours and perceptions. These include the Close Pass campaign²¹, Be Safe Be Seen and awareness training for taxi, HGV & bus drivers so drivers and cyclists can experience the road from a different perspective.

Making it easy to cycle around Southampton is also important, the desired SCN is large and intertwined and could appear confusing particularly if you are not familiar with the city. In order to communicate and plan the network in a clearer and simpler way we will develop the **Legible Cycling wayfinding system**.

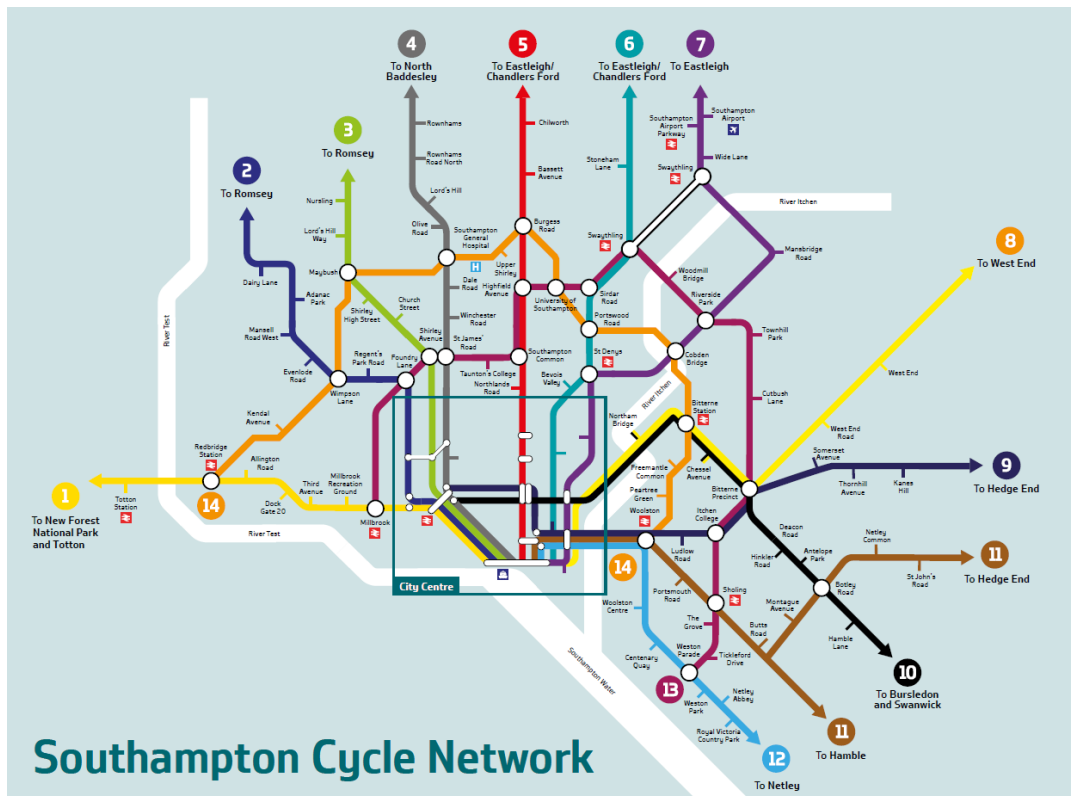
This will make it easy to navigate around Southampton, raise the profile of cycling, and advertise the network. The wayfinding will be presented through consistent, clear and visible signs that complement the existing signs and expand on them with totems and maps along SCN routes. Giving people who are new to cycling or Southampton the information to navigate the best route to their destinations. It will form part of the Legible City family that has been delivered over the past few years in Southampton.

We will update the existing Southampton Cycle Map and as part of creating a digital network we will be mapping the City Ways, Quiet Ways and Leisure Ways – both existing and aspirational, to provide a tool for helping to plan for future schemes.

¹⁹ 2015 Travel Attitudes Survey

²⁰ Hampshire Police Accident Statistics

²¹ [West Midlands Police Close Pass](#)



Legible Southampton Wayfinding System

As technology changes and moves forward we want to support the mobility of people on the go with **information, apps and maps** to help them be self-sufficient. Alongside the on-street wayfinding we will support the development of open source data sets that can be made available to the public, and app and website developers. Apps would need to bring together the My Journey online cycle journey planner, air alert and tourist routes to mobile devices through a central one-stop location.

To help people cycle more often, safely and confidently we will support activities that provide people with the necessary **skills and training**. This includes working with schools through Bikelt and Bikeability initiatives so children can improve their skills and abilities to feel safe on their bikes. We will also work with parents and adults who want to get back into cycling again or improve their confidence by promoting adult cycle skills courses. To give people the skills to keep their bikes moving we will promote basic cycle maintenance and promoting 'Bike Doctor MoT' sessions.

The **security** of cycles is a concern, in 2016 there were 890 recorded bicycle thefts in Southampton²². To reduce this we will work in partnership with the Police on bike registration, offering discounted secure cycle locks, lights and other security measures locks and advice, and improve public cycle storage and develop hubs that are visible, secure and overlooked with CCTV.

²² Recorded Bicycle Thefts Southampton Jan-Dec 2016, data.police.uk

4.3 Theme 3 – Inspiring Cycling

Promote the benefits of cycling so to change people's travel behaviours and habits. **Showcase cycling** with strong and consistent messages through campaigns, research, promotion and web and social media using My Journey; support **cycling events** that raise the profile of cycling in the city; **work with local businesses, schools and residents** to encourage more to cycle every day to work and school; make it **easier to access a bike**; and work with groups to develop **community cycling** so everyone can join in.

Critical to the success of creating a cycling culture in Southampton is a series of supporting marketing and promotional activities, events and initiatives. A third of people said they intended to cycle more often next year; to help them to make these travel habit changes we need to promote what cycling is and can do²³. This will be centred on using a strong message about celebrating cycling to make it normal. This will demonstrate the potential of what cycling can dispel myths, how it can improve Southampton and people's lives to encourage more people to cycle more often.

This will be through developing a clear message that **showcases cycling** so that it is seen positively as an everyday transport option. This will use the established award winning My Journey brand to deliver an annual programme of campaigns, events and promotional activities. This programme will promote cycling using themed messages – these could be around how cycling can improve health, save money, tackle air quality and support the Clean Air Zone, reduce carbon emissions and improve safety. The campaigns will also be targeted changing attitudes and perceptions or at particular audiences or groups, that do not have high levels of cycle participation, for example, women or those living in deprived neighbourhoods. To support the implementation of new cycle facilities there will be targeted promotion of them so that people are made aware of them.

It will make the most of new technologies and social media to engage audiences in quicker and shorter communications; alongside the more established methods such as the My Journey website which has been viewed over 1,000,000 times by 430,000 visitors, to proactively spread the message.

We will develop a fun and free **Southampton Cycling Festival** to celebrate and showcase cycling across all sectors. The Festival will encompass the large scale mass participation events such as mass participations rides e.g. CityRide, a Sportive, a Car Free City Centre Day, Clean Air Day activities that get people to try different types of bikes, liaising with cycling clubs and groups to inspire people with taster try-a-ride sessions, cycle challenges, mini-festivals in surrounding towns or parks, to more local and intimate local led rides in partnership with British Cycling and other organisations. It looks to broaden the appeal and accessibility of cycling through an annual family friendly celebration to stimulate interest in active travel for everyday journeys.

As Southampton is a relatively dense city this keeps journey distances short making them ideal for commuting to work or going to school every day on a bike. We will continue to **work with businesses and schools** to encourage pupils, staff and workers to cycle more often. These new behaviours can then be translated into healthy lifestyles and creating a family cycling legacy.

We will develop partnerships with businesses keen to work with us and on getting more people to cycle to work and for business, and expand the **Cycle Travel Plans Networks**. These have dedicated resources to work intensively with businesses to support them in

²³ 2015 Southampton Travel Attitudes Survey

increasing the number of people cycling to work. Activities and initiatives will include a toolkit for self-promotion made up of promotional materials to launch and support cycle initiatives, induction packs, cycle support services such as cycle maintenance and training, and providing grants to businesses through Cycle Travel Fund for facilities such as lockers or parking. We will investigate and support options for Last Mile Logistics by Bike that reduce the number and frequency of delivery vehicles on the streets.

A high number of school children are already **travelling to school** by active modes, but cars on the 'school run' can put considerable pressure on the network at peak times. So, cycling to school is an area where significant promotion and work has already been done to reduce congestion and improve safety at the school gates - and this will continue. Through close working relationships schools and colleges in Southampton have developed accredited School Travel Plans and more schools are embedding cycling within their school culture. Infrastructure can be provided both in schools (cycle and scooter parking) and on the routes to and around the schools. Schools and partners deliver activities that promote cycling through Bikelt activities teaching new skills, Bikeability for how to be safe on the roads, learning how to maintain a bike, active travel policies and participation in national challenges such as Sustrans Big Pedal, Brake Road Safety Week and Bike Week.

All types of short trips made by **residents** in Southampton need to be promoted as having the potential to be made by bike. This includes support for incentives schemes that reward cycling, community schemes or leisure facilities that broaden the appeal and accessibility of cycling for all to reduce cycling inequalities. Encouraging more women and older people into active travel, areas which are traditionally under represented, is an area we will focus on, through targeted engagement, confidence training and raising awareness. Family friendly cycle rides and active neighbourhood events, along with 'pester power' will be explored along with links to air quality and health and well-being.

Increasing participation in cycling by making **access to bikes easy** for those for who want to get into cycling – either because they do not have access to a bike or because they need suitably adapted bikes. Working closely with the cycle retail shops, community groups and JobCentre Plus we can make bike ownership easier for everyone. Ways of doing this include a 'try before buy' loan, low-cost or short term loans of bikes for travel to job interviews or training.

Implementing a Southampton **public cycle hire** scheme has been investigated previously and should the opportunity become available to support or fund a public hire system in Southampton we would seek to support it. Other models of public cycle hire schemes could also be investigated for operation in areas of the city that have low car ownership. This could be run in locations across the city such as in the city centre, rail stations, retail areas, Port/Isle of Wight ferry terminal, Hospitals and the Universities.

We will seek to support **community driven schemes** taking a bottom up approach to cycling by empowering and resourcing social enterprises, local community cycling groups who run cycling projects and activities. This helps groups to make cycling normal and works outside the traditional prescriptive approach to support people who want to cycle more often.

This could include working with groups to create tailored activities which meet their needs and interests, and focusing on groups who do not normally take part in cycling such as deprived communities, getting women – particularly new mums with babies – back onto their bikes, minority groups and disenfranchised youth. We will also work with different areas of cycling (e.g. BMX, elite/club, mountain bike, stunts) as a way of engaging with these groups, broadening the appeal of cycling, and growing the leisure cycling market.

5. How We Will Get There? - Implementing the Transformation

5.1 Delivery Plan

The first three years of *Cycling Southampton* are set out in three year the Delivery Plan 2017-2020. This is a snapshot list of how we intend to invest our available funds and resources. It shows that the SCN will be developed incrementally, starting in these three years we aim to develop a corridor a year ready for implementation in subsequent years. This will be along with the annual programme to make cycling safe and inspire more people to cycle more often.

The initial Delivery Plan covers a three year period 2017 to 2020 but it will be renewed every two years to keep it relevant and to align with the biannual Bicycle Accounts we are planning to publish.

5.2 Funding

Cycling Southampton is an ambitious vision for Southampton to become a true Cycling City, it is a transformational 10 year plan for cycling in Southampton.

Southampton City Council is committed to the continual improvement and expansion of a safe cycle network and promotion of cycling as a normal everyday way of getting around. Over the past five years £5m of local and national funding has been secured to deliver innovative infrastructure improvements on the network such as Marsh Lane & Saltmarsh Junction, Second Avenue at Millbrook, Church Street in Shirley, and as part of larger transport projects along Town Quay and Platform Road and at Southampton Central Station.

The estimated cost of delivering *Cycling Southampton* is approximately £25m over 10 years. Funding to do so will come from a combinations of different sources. The primary source will be the Local Transport Plan Integrated Block (LTPiB) which is allocated from Government annually to SCC at approximately £2.12m, and this amount is known until 2020/21. We will seek to allocate similar levels (usually between £0.5-1.0m) of the LTPiB money on cycling schemes as we have done in previous years. This may include other schemes that provide improvements for cycling such as road safety, highways maintenance or public transport projects, the design approach will put cycling safety centre.

The Delivery Plan covers the first three years of the Strategy we have been successful in receiving £3.34m of additional Government funding to deliver projects. This includes cycle facilities along SCN1 from DEFRA, cycle facilities on SCN6 from DfT and initiatives in the joint bid with Hampshire County Council to the 2016 Access Fund²⁴. As well as the LTPiB core funding and this additional funding, we will continue to pursue external funding from a variety of sources such as developer contributions, bids to central Government, EU, the Solent LEP, and to other sectors such as voluntary sector and businesses.

5.3 Partnership

SCC can lead on the delivery of the strategy, however we cannot deliver this alone. To get the transformation everyone wants the plan will require **partnership working**, by continuing our proven track record of working with the public and organisations.

Key partners to delivery are:

- Central Government departments such as Department for Transport (DfT) and DEFRA, neighbouring local authorities, Solent Transport, and other departments in SCC;

²⁴ [Southampton – Driving our cycling ambition into local towns, schools, colleges and workplaces](#)

- National organisations such as Sustrans, Cycling UK and British Cycling;
- Local organisations such as the Solent Local Enterprise Partnership (LEP), both Universities, the NHS Trust and Public Health, the Port of Southampton, Hampshire Constabulary, local cycling and volunteer groups such as Southampton Cycle Campaign and forums, schools and colleges in the city, and private sector developers, businesses and employers; and
- Residents of Southampton.

Getting support from these groups is fundamental to ensure that the transformational approach set out in Cycling Southampton is delivered. We will set up a **Cycle Charter** with partners and stakeholders that will provide an agreement to target investment, measure progress and sustain good practice for cycling (both design, implementation and events) in Southampton. The Charter will provide governance and have an emphasis meeting the Vision and Aim for increasing the number of cyclists, improving safety for cyclists, completing the SCN and creating a cycling culture.

We will use our existing relationship and Memorandum of Understanding between SCC, Sustrans and the University of Southampton as part of our governance process. This and the Design Hub will guide and manage progress on the delivery of the Strategy.

6. Did We Do It Right? Bicycle Accounts

Every two years Copenhagen publishes 'Bicycle Accounts'²⁵, an assessment of what the local authority has spent and achieved on cycling and related activities, and shows how residents rate Copenhagen as a cycle friendly city and other factors that have an impact on cycling development. This approach will be reflected in Southampton, with the publication of the first **Southampton Bicycle Accounts** - due in 2018. It will report on progress towards the vision and aims, how the money is being spent on cycling, and how people perceive cycling, number of cycle trips each year and how we are progressing towards making Southampton a true Cycling City.

The reporting in the Bicycle Accounts will assess how we are performing in delivering the vision and aim of *Cycling Southampton*. Primarily how we are doing on the 10:10:10 aim – delivery of the 10 corridors and increasing the number of people cycling each year by 10% to increase mode share to 15%. The monitoring and evaluation framework will be based on our existing LTP and Sustainable Travel City approach and will cover:

Infrastructure	Amount and quality of cycling infrastructure – information such as length of cycle paths, percentage traffic free/segregated, number of cycle parking spaces and usage Annual spend on cycling Progress towards completing the 10 identified corridors Number and severity of incidents involving cyclists
Cycle Use	Change in the number of cyclists and cars on the network – individual corridors, entering the city centre Cycling's modal split entering the city centre Children and staff cycling to school People cycling to work and their reasons Number of KMs/Miles cycled
Satisfaction/Attitudes	Satisfaction with performance – including maintenance, integration and network General attitudes towards cycling – safety, road users, network Perceptions of cycling Intentions to cycling more often/increase cycling participation
Impact	Evaluation of the actual cycle investments made Ensure benefits are being delivered – health, traffic, air quality

Existing methods of capturing data and information will continue and be built upon. Data will be gathered from sources such as national data sets (Census, National Travel Survey, Public Health data, and Active People Survey), attitude surveys, along each corridor –

²⁵ Copenhagen Bicycle Accounts 2014 - <http://www.cycling-embassy.dk/wp-content/uploads/2015/05/Copenhagens-Bicycle-Account-2014.pdf>

vehicles, speeds, surveys, accident data and trends, travel plans for schools and workplaces, and impact surveys. In 2021 the next UK census is due and information from this will enable us to robustly benchmark our progress.

Publication of the Bicycle Accounts will be undertaken primarily by SCC with support from the Transportation Research Group at the University of Southampton, Sustrans and the Cycle Campaign. We will continue to work with University of Southampton to develop further research into cycling and its impacts.

To help support *Cycling Southampton* and the Bicycle Accounts we are looking to carry out a second Southampton Cycle Survey in 2017 to provide and update on the 2011 data and provide a new baseline.

Appendix 1 – Southampton Cycle Network Hierarchy

Level	SCN	Description	Example types of facility	Who for
Freeway	1	A network of high quality, safe and easy to use direct cycle corridors that radiate out from the city centre along the main arterial transport routes connecting to neighbouring towns and villages that can carry high numbers of cyclists. As a minimum these will look to have extensive safe segregation along the length of the corridor - either on or off the carriageway.	<ul style="list-style-type: none">Fully segregated or dedicated on carriagewayDedicated cycle paths segregated from pedestrians off carriagewayAdvanced Stop Lines, Cycle Traffic Signals, Advanced Toucan ButtonsBranded legible wayfinding & signingCycle parking & maintenance hubsLowered speed limitsSignalised crossing points across large junctions or busier roadsPriority over minor side roadsBuffer zones to parked vehicles – if parking cannot be removedHigh frequency maintenance & cleansing	Confident cyclists e.g. commuters
	3			
	5			Using innovative and trusted techniques to manage the space so cyclists are protected from traffic, separated from parked vehicles, space to manoeuvre, and where possible not shared with pedestrians.
	6			
	10			
	11	Links to nearby trip generators will be provided.		
	Designed for flows of over 100 cycles per hour and future proofed.			
Cityway	2	A network of supporting routes that radiate off or run parallel the freeways and cross the City. These will use the non-arterial roads and provide links to nearby trip generators and homes.	<ul style="list-style-type: none">Dedicated cycle provision on carriageway with partial segregationShared use paths off carriagewaySignalised crossing points across large junctions or busier roadsPriority over minor side roadsAdvanced Stop Lines/Cycle Traffic SignalsBranded legible wayfinding & signingCycle parking & maintenance hubsArea wide traffic & speed managementBuffer zones to parked vehicles – if parking cannot be removedMini Holland treatmentsGood frequency maintenance & cleansing	Confident cyclists e.g. commuters
	4			
	7			They will have a good degree of priority for cyclists with dedicated space or partial separation where possible – this might not be for the whole corridor length, priority at side roads and when crossing busier roads, and have complete signing for the length. Look at opportunities for Mini-Holland treatments, School Zones or area wide traffic calming
	8			
	9	Designed for flows of between 50 and 100 cycles per day and future proofed		
	12			
	13			
	14			

Quiet Ways	Local Streets	<p>These are pleasant and well-signed cycle routes along quieter roads forming a permeable mesh of well-maintained, easy and safe local routes through neighbourhoods. They provide an alternative route option along quiet streets and provide links to the Cityways, homes and schools. This will be through wayfinding, measures to reduce traffic volumes or lower speeds to 20mph, junction treatments, avoid unnecessary diversion by providing alternatives, and methods to change the look and feel of a street such as Play Streets or Mini Hollands that put people first.</p>	<ul style="list-style-type: none"> • Filtered permeability – banned turns, point closures, changed priorities, no turns except cycles, contraflow cycling • Junction treatments to tighten and provide • Area wide traffic & speed management – 20mph zones/limit, psychological and physical • Signalised crossing points • Legible wayfinding, signing & markings • On-street cycle parking & maintenance • ‘Superblocks’ and Play Streets • Supporting measures • Well maintained 	<p>Leisure cyclists</p> <p>Novice cyclists e.g. school children</p>
Parkways	Parks Open Spaces Centres	<p>These are completely traffic free routes away from the road that provide pleasant and attractive places for everyone to cycle. Such as through parks, pedestrianised areas or other open spaces. They are not suitable for high speed cycling and will often be shared with pedestrians, and will require courteous behaviour. They will have wayfinding, lights, places to park bikes, and be well maintained. The aim is to create civilised places for people that everyone can enjoy for leisure or fun. Some parts of Southampton Common and Riverside Park are included in the Cityway category and may experience higher levels of commuter cycles. In these dual use situations shared cycle routes are provided that can cater for people both walking and cycling.</p>	<ul style="list-style-type: none"> • Dedicated cycle tracks • Shared pedestrian/cycle paths or areas • Legible wayfinding, signing & markings • Considerate Cycling • Cycle parking & maintenance hubs • Well maintained 	<p>All abilities</p>

City Centre	Within the Ring Road	<p>The hub for the SCN as most routes converge or originate here. Cycle routes and facilities will be of the same standard to those on the Freeways and Cityways – high degree of segregation and priority, permeability by allowing cyclists to use the lanes, with safe crossing points, a 20mph speed limit, secure cycle parking, wayfinding and changes to the road network that put people first. The Inner Ring Road is a barrier for continuous cycle access to the city centre and this will be dealt with through safe places to cross such as toucan crossings that provide the priority links.</p> <p>To get around the Ring Road a circuit of segregated facilities will be developed such as on West Quay Road or Western Esplanade.</p> <p>Within the Ring Road the environment will be changed to put people first with a Car Less/Car Free City Centre and remove unnecessary through traffic and speeds. Following principles set out in the Streets and Spaces Framework.</p> <p>There are certain areas of the city centre network where it may be appropriate not to have dedicate cycle facilities, traffic signals or toucan crossings but we will look at ways to reduce through traffic and reduce traffic volumes.</p>	<ul style="list-style-type: none"> • Elements from all levels of the hierarchy • Permeability for cycles • Segregated cycle routes to help get around the Inner Ring Road • Safe places to cross the Inner Ring Road • Reduce through traffic and reallocate space towards people • Expand the 20mph speed limit in the city centre • Extensive wayfinding and information • Increase in cycle parking and development of Cycle Hubs at key locations • New routes linking to and through new developments 	All abilities
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