



Walking and Cycling Strategy

2023 - 2030



V1 - 2023



Contents

Our Vision	3
<hr/>	
Where are we now?	3
<hr/>	
Policy	4
<hr/>	
Trends in Eastleigh	5
<hr/>	
Consultation Feedback	6
<hr/>	
Safer walking and cycling	7
<hr/>	
Inspire and Motivate	8
<hr/>	
Providing and improving the walking and cycling network	9
<hr/>	
The Benefits	10
<hr/>	
Monitoring	11
<hr/>	

Our Vision

Walking and cycling in Eastleigh Borough will be safe, healthy and attractive for travel and leisure purposes and will become the natural choice for shorter journeys - or as part of a longer journey - for people of all ages and abilities.

Where are we now?

In order to achieve Eastleigh Borough Council's purpose of improving the quality of life for all local residents, there are four priority themes designed to promote wellbeing and contribute to the achievement of sustainable development. This strategy will work towards the four priority themes, which are:-

- ▶ Enabling a Healthier Eastleigh;
- ▶ Shaping Places;
- ▶ Protecting our Environment; and
- ▶ Creating homes and communities

Walking and Cycling can also help us to achieve the targets set through the climate and environmental emergency, the health and wellbeing corporate strategy and air quality action plan, reducing the Borough's carbon footprint, improving public health and improving air quality.

The Borough is ideally suited to having a high number of active travel users, but we acknowledge that the road network and lack of dedicated cycling facilities make this an undesirable option for many people. Several areas of the Borough have severe issues with

traffic congestion at peak times, including particular hot spots around Bishopstoke, Southampton Airport, Eastleigh town centre, Hamble Lane and Botley and there are currently four Air Quality Management Areas (AQMAs) in the Borough.

There are a number of barriers to overcome in order to encourage more people to walk and emphasises the range of benefits walking can bring.

Walking is the most affordable, flexible and socially inclusive mode of independent travel available to Borough residents and as a result it is vital that we encourage walking as much as possible, through taking measures to provide safe, secure, convenient walking routes. The Borough contains a fairly extensive network of footpaths, shared use paths and bridleways, all available to pedestrians but this network is fragmented in places and the quality and safety of some existing paths in particular could be improved. We are committed to creating a comprehensive network across the Borough.

Delivering a high-quality safe cycle network is critical to get people to cycle more. The cycle network in Eastleigh Borough already comprises about 71 km of dedicated on and off-road cycle lanes, shared use paths, contraflow cycle lanes as well as routes along

quieter streets that provide safe alternative routes. Cycle parking facilities are available at over 40 key destinations and at bus stops along some routes to provide parking for people who wish to continue their journey by public transport.

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. The majority of cycle routes in the Borough rely on shared use paths, we hope that over time we can begin to reallocate road space and increase the level of dedicated on road facilities.

The Covid Pandemic has had a significant impact and has, in many ways, changed the way in which we will live our lives in future. With lockdowns, home working and reduced traffic volumes, there has been a real opportunity for people to explore their local areas on foot and by bike.

In 2020 there were significant increases in walking and cycling, but this trend has tapered off as lockdown restrictions have eased and traffic levels have returned.

At the same time there has been significant growth in internet shopping, click and collect and home deliveries which is changing the way in which people access goods and services, many of these deliveries are made within short distances which could be better made on foot or by bike.

Delivery of transport schemes is the responsibility of the Highway Authority, Hampshire County Council (HCC). The County Council has recently adopted a Local Cycling and Walking Infrastructure Plan for Eastleigh which identifies the primary and secondary cycle network and walking zones. EBC will work with them to secure funding and assist in the development and delivery of improvements and to identify locally important links that will further enhance the network.

Policy

National

Department for Transport, more detail on national transport policy can be found on www.gov.uk

- ▶ **Cycle Infrastructure Design** (also known as LTN1/20)
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf
- ▶ **Gear Change**
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf
- ▶ **The Inclusive Transport Strategy**
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/728547/inclusive-transport-strategy.pdf
- ▶ **Decarbonising transport**
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf

Regional

Transport for the South East More detail on regional transport policy can be found on www.transportforthesoutheast.org.uk

- ▶ **Transport Strategy for the South East**
<https://transportforthesoutheast.org.uk/app/uploads/2020/09/TfSE-transport-strategy.pdf>
- ▶ **Future mobility strategy**
<https://transportforthesoutheast.org.uk/our-work/future-mobility/>

Hampshire County Council Policy

Hampshire County Council is the Highway Authority and therefore is responsible for highway maintenance and defects. More information on Council Policy and Strategies can be found on their website www.hants.gov.uk

- ▶ **Hampshire Walking Strategy 2016**
<https://documents.hants.gov.uk/transport-strategy-documents/HampshireWalkingStrategy.pdf>
- ▶ **Hampshire Cycling Strategy 2015**
<https://documents.hants.gov.uk/transport-strategy-documents/HampshireCyclingStrategy.pdf>
- ▶ **Eastleigh Transport Strat 2012**
<https://documents.hants.gov.uk/transport/EBCTransportStatementDecember2013.pdf>
- ▶ **Local Transport Plan (3/4)**
<https://documents.hants.gov.uk/transport/HampshireLTTPartALongTermStrategy2011-2031RevisedApril2013.pdf>

- ▶ **HCC Eastleigh Local Cycling and Walking Infrastructure Plan**
<https://documents.hants.gov.uk/transport/Eastleigh-LCWIP-report.pdf>

Eastleigh Borough Council Policy

Eastleigh Borough Council is the Local Planning Authority. More information on Council Policy and Strategies can be found on our website www.eastleigh.gov.uk

- ▶ **Eastleigh Borough Local Plan 2016-2036**
<https://www.eastleigh.gov.uk/planning-and-building/planning-policy-and-implementation/local-plan/local-plan-adoption>
- ▶ **Climate and Environment Emergency Strategy**
<https://www.eastleigh.gov.uk/media/6355/climate-change-and-environmental-emergency-strategy-2020-2030.pdf>
- ▶ **Eastleigh Borough Air Quality Action Plan**
<https://www.eastleigh.gov.uk/media/7200/ebc1-aqap-2020-2025.pdf>

Trends in Eastleigh

A picture of walking and cycling in Eastleigh today



Although **a quarter of all trips made are one mile or less**, which for the majority of people is a realistic walking distance, the current trend is showing a decline in the amount people walk. This coincides with a growing dependence on the private car even for shorter journeys. ³



1 in 6 UK deaths

Physical inactivity is responsible for 1 in 6 UK deaths and is estimated to **cost the NHS up to £1bn per annum**, with further indirect costs calculated at £8.2bn. ⁵



Cycling contributes **£5.4bn** to the economy per year and supports **64,000 jobs** ⁵



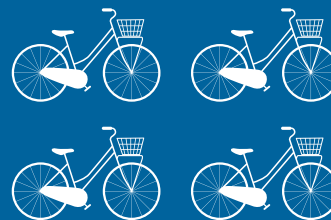
Nationally, **twice as many men make cycle trips compared to women** ²



51% of people say that a lack of confidence on the roads is a major reason they don't cycle more ¹



Improving road safety for pedestrians and cyclists. **Despite making up around 1% of traffic cyclists are involved in 6% of accidents** ¹



People in the **Netherlands** make **28.4% of trips by bicycle**, fifteen times higher than the figure of 1.6% in England and Wales ⁴



66%

66% of children walk to school in Eastleigh

Cycling to secondary school is more common (8%) than cycling to primary school (1%).³



4%



24%

and 4% cycle. Around 24% travel by car.



to help people make these travel habit changes we need to promote the benefits of cycling. ¹

1/3

people said they intend to cycle more often next year

Sources

1. **Bike Life report 2020** <https://www.sustrans.org.uk/bike-life/bike-life-southampton-city-region/>
2. **National Travel Survey** <https://www.gov.uk/government/collections/national-travel-survey-statistics>
3. **Census** <https://www.ons.gov.uk/census>
4. **Propensity to Cycle data** <https://www.pct.bike/>
5. **Gear Change** https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

Consultation Feedback

We consulted residents between September & October 2023

Who fed back on the consultation?

3 organisations:

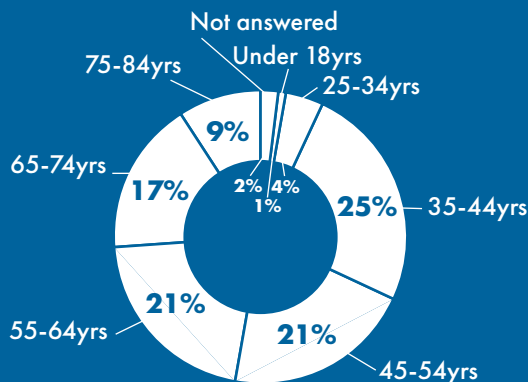
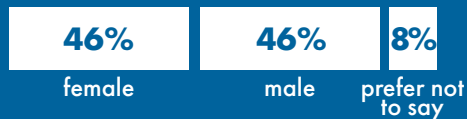


2 community groups



1 local authority

149 Individual Respondents



68%

of respondents think that more space should be given over to walking and cycling, even if it means less space for motor traffic



82%

support or strongly support the vision

(10% oppose or strongly oppose, 8% don't know/didn't respond)

To what extent do you support the objectives set out in the strategy?

Our streets are quieter feel safer and are more enjoyable for walking and cycling, particularly for shorter journeys to local amenities



Our walking and cycling environments feel safe and comfortable and provides inclusive access for everyone regardless of confidence, age and disability



Achieve the targets set out in the Climate and Environmental Emergency Declaration



Barriers to walking and cycling will have been addressed to ensure that residents and visitors are not put off from active travel



Eastleigh Borough is recognised as a walking and cycling friendly Borough



New places and communities are well connected and accessible



Our communities are healthy and active



Walking and cycling measures at the very heart of considerations for all transport policy and planning





Safer Walking and Cycling

Our Objective

Our streets are quieter feel safer and are more enjoyable for walking and cycling, particularly for shorter journeys to local amenities

Achieve the targets set out in the Climate and Environmental Emergency Declaration

Overall Aims

Create a more pleasant environment and make our streets safer, convenient and attractive for walking and cycling within and to the Borough

To increase the safety of walking and cycling and tackle negative attitudes and behaviours towards people travelling on foot or by cycle

Assist in reducing our Borough's Carbon Footprint and to reduce levels of air pollution and support the delivery of the Air Quality Action Plan

To achieve our aims and objectives we will:



Work with HCC to develop and promote schemes which give cyclists and pedestrians priority routes through the use of modal filters, Home Zones, Health Walks and Countryside Access Plans



Support schemes such as play streets and school streets with 20mph limits, which help communities to come together and enjoy space



Work in partnership with Hampshire Constabulary and partners to:



- Deliver campaigns to promote road safety messages to all road users
- Increase driver awareness and tackle areas where there are poor levels of compliance
- Promote cycle marking and registration, and security locks



Provide cycle parking at community facilities such as schools, shopping centres and public open spaces.



Work with HCC and local schools to promote walking and cycling and improve road safety awareness.



Identify opportunities to plant trees along walking routes and in our town centres



Reduce the impact of EBC businesses travel through the provision of electric pool cycles



Inspire and Motivate

Our Objective

Eastleigh Borough is recognised as a walking and cycling friendly Borough

Our communities are healthy and active

Overall Aims

Build a positive culture of walking and cycling and inspire more people, especially women, children and older people to walk and cycle for everyday journeys.

Support people who choose to walk or cycle are able to make their journey quickly, reliably and safely and are confident to use on the local network.

Improve the quality of people’s lives, their fitness, health and wellbeing by increasing active travel.

To achieve our aims and objectives we will:



Support community groups who organise and participate in regular cycling activities for members and wider community



Promote workplace travel planning to businesses across the Borough & encourage membership of the Workplace Travel Plan Network



In partnership with HCC, under the ‘My Journey Hampshire’ brand, promote the benefits of walking and cycling and motivate behaviour change through annual campaigns such as bike month and walktober



Produce a new Borough cycle map in 2023/24 to help people to find routes in their local areas



Work with Sustrans to provide travel planning, infrastructure schemes and training activities in schools, for Colleges and Universities to get more students and staff to cycle



Install cycle maintenance hubs at three locations within the Borough by 2025



Encourage increased use of open space and green infrastructure for everyday physical activity such as Itchen Valley Country Park



Providing and improving the walking and cycling network

Our Objective

Overall Aims

To achieve our aims and objectives we will:

Our walking and cycling environments feel safe and comfortable and provides inclusive access for everyone regardless of confidence, age and disability

Incorporate national design principles into every transport scheme. Our designs will be safe, coherent, direct, comfortable, attractive, adaptable and accessible to all.



Work alongside HCC to maintain and improve infrastructure and facilities, adopting modern design standards. This will include increasing the level of dedicated provision for cyclists.

Barriers to walking and cycling will have been addressed to ensure that residents and visitors are not put off from active travel

Any improvements to the pedestrian environment must bear in mind the full range of people who use it, this includes people:-

- using wheelchairs and walking aids
- with sight or hearing impairments
- with prams and pushchairs; and all levels of fitness and ability



Work alongside neighbouring Local Authorities and Highway Authorities to identify routes that cross the Borough boundary



Provide facilities such as dropped kerbs and tactile paving and remove physical barriers such as staggered gates and bollards that prevent access



Consider the needs of all people when designing schemes using Equality Impact Assessments, and assess longer term environmental and social benefits of schemes

New places and communities are well connected and accessible

Ensure all new developments provide pedestrian and cycle facilities so that active travel is encouraged to and from the sites concerned.



Work with HCC on the design and delivery of the Eastleigh Mobility Hub Support any future/potential projects that provide Mobility services such as car clubs and public cycle hire schemes in the Borough



Deliver projects that enhance walking journeys to railway stations such as the history and heritage wayfinding project in BHH and improvements at Hedge End Railway Station

Walking and cycling measures at the very heart of considerations for all transport policy and planning

Schemes prioritised for funding and delivery are beneficial for walking and cycling and where necessary, redistribute road space in preference of pedestrians and cyclists.



Secure contributions towards new and improved pedestrian and cycle facilities through the planning process such as the Hedge End to Eastleigh Cycle Route



Work with HCC to secure funding to deliver schemes identified through the Local Cycling Infrastructure Plan for Eastleigh Borough and on local community investment plans.

The Benefits

In towns and cities across Britain, cycling and walking are becoming increasingly popular modes of transport and are regarded as the preferred means of travel; they are quick, easy and green ways of getting around – whether for work, going to school or simply leisure and fitness.

Health

Making cycling and walking the norm and incorporating it into everyday life, particularly in making short trips, this improves physical activity and fitness, and contributes to the promotion of healthy lifestyles.

Cycling can help reduce the risk of many health problems including heart disease, high blood pressure, osteoporosis and obesity.

Environment

Walking and cycling, if used to replace journeys otherwise made by car, can help to improve air quality and reduce noise pollution.

If more people can walk or cycle to their chosen destination, or link with other transport modes such as buses and trains, the pressure on the existing road network, which is becoming more and more congested, can be relieved.

Sustainable Growth

Building walking and cycling infrastructure linked to the wider network into new developments can help new residents to adopt sustainable travel habits.

Social Inclusion

Walking and cycling provide an affordable way of getting around for people who do not have access to a private car.

Households on lower incomes are less likely to own a car and more likely to be impacted by the effects of traffic.

Those individuals and communities suffering the worst health outcomes are often those on the lowest income and in the poorest standard of housing.

Safety

Concerns over road safety is the greatest deterrent to cycling. The more people who travel by bike, the more it helps to change the perception of cycling as a means of travel.

As well as reducing the risk of obesity, walking to school can assist with improved social interaction and develops personal independence and road safety skills.

Tourism

Promoting cycle tourism also has benefits for local businesses – local cafes, pubs and local attractions can all benefit from increased cycle tourism

Economy

Active travel modes have the potential to make a major contribution to supporting the Borough's town and local centres, making them quieter, cleaner, more enjoyable and more prosperous.

Reducing the number of single occupancy vehicles on the roads can help to reduce congestion and free up road space for businesses and other road users.

Monitoring

An annual report detailing progress and achievements will be presented to the Climate Change Board detailing the following information:

Infrastructure

- ▶ Amount and quality of cycle infrastructure
- ▶ Spend on cycling
- ▶ Number and severity of incidents involving people cycling

Walking and cycling Use

- ▶ Changes in the volume of traffic on the network by mode
- ▶ Walking and cycling mode share
- ▶ Journey to work data

Satisfaction

- ▶ Attitudes and perceptions towards cycling and walking

Impact

- ▶ Evaluation of the investments made
- ▶ Evaluation of the benefits being delivered – health, traffic, air quality