Contents

1. Introduction – Our Ten Year Plan for Cycling .................................................. 3
   1.1 Introducing Cycling Southampton ................................................................ 3
   1.2 Developing the Plan ....................................................................................... 3

2. Where Are We Now? A Picture of Cycling in Southampton today .................. 5
   2.1 Cycling in Southampton .............................................................................. 5
   2.2 Policies ........................................................................................................ 7

3. Where Do We Want To Be? – Transforming Cycling ..................................... 9
   3.1 Vision and Aim for Transforming Cycling .................................................. 9
   3.2 The Challenges and Opportunities to Transforming Cycling ....................... 9

4. How Are We Going To Get There? – Our Approach ...................................... 11
   4.1 The Plan ...................................................................................................... 11
   4.2 Theme 1 – Better Cycling ........................................................................... 11
   4.3 Theme 2 – Safe & Easy Cycling .................................................................. 14
   4.3 Theme 3 – Inspiring Cycling ...................................................................... 15

5. How We Will Get There? - Implementing the Transformation ....................... 18
   5.1 Delivery Plan .............................................................................................. 18

6. Did We Do It Right? Bicycle Accounts .......................................................... 21

We are interested in your views and ideas relating to this draft Cycling Southampton plan. The views you share will help us to formalise this into a cycling strategy for the city.

Please have a read of the plan and drop us your thoughts at yourcity.yoursay@southampton.gov.uk

The deadline for submitting feedback is 31 December 2016
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*

---

**Our Vision for Cycling in Southampton**

“To transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where cycling is a daily norm not an exception.”

---

### 1.1 Introducing Cycling Southampton

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

*Cycling Southampton* sets out Southampton City Council’s (SCC) approach to investing in and realising our vision for cycling, so that cycling is treated as a normal form of transport and help to create a liveable and thriving city. It outlines what work has already been undertaken, develops a policy approach for cycling, and finally sets out a delivery plan of proposed improvements to the cycle network and initiatives to realise what cycling can do.

*Cycling Southampton* will provide SCC with a clear plan meeting the rising demand and realising the potential of cycling and to make travelling by bike a real alternative to the car. The plan continues the recent work in Southampton so we can create a sustainable robust legacy for cycling, 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. The outcome being to help 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 plan, we met with stakeholders from local cycling groups, businesses, education and health organisations to identify where we are now. Generating a picture of where we are today with cycling in Southampton so we can understand the current experience of cycling in Southampton, and what challenges and barriers there 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 led to looking at 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 to get there. This provided the basis for our 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

**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, saving 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 and attractive 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 are 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 leisure.

**Safety** - Changing the urban environment can 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 in Southampton

The next couple of pages provide an idea of the state of cycling in Southampton providing a picture of where we are currently and what has been done recently.

Cycling has become increasingly popular in Southampton, as with the rest of the country, for example our annual 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 SkyRiders considering themselves to be ‘lapsed cyclists’ wanting to get back into cycling.

Southampton has a population of 249,500 and home to two universities with student population of 66,000, and is the centre of the Solent sub-region that has a population of 1.3m and contributes £25bn to the UK economy.

Statistically, Southampton has above national average levels of cycling to work¹, with 4.6% of all trips to work made by bike compared to 2.8% nationally. In the period between the 2001 and 2011 Censuses, the numbers of people cycling to work grew by over 24%. However, Southampton lags behind places such as Portsmouth (7.4%), Bristol (7.7%), Gosport (10.8%), and the extremes of Oxford (17.5%) and Cambridge (29%).

55% of people living in Southampton own at least one bike², which is below average when compared to other cities such as Bristol, Cardiff and Newcastle³, and 13% of them are cycling several times a week. Residents of the inner wards (those closes to the city centre) cycle more than the outer ones, and for an average distance of 3.7 miles⁴. Away from journeys to work, 17% of people in Southampton cycle for any purpose at least once a month⁵, again this is lower than Portsmouth where it is 21%. So there is great potential to improve and encourage more people to cycle to work or for leisure more often.

The number of bikes on the roads of Southampton continues to grow year on year with just under 7,000 across the day, 11% more people on bikes in 2016 compared to 2010⁶. This provides over £5,500,000 of annual health economic benefits from cycling in Southampton⁷. While recorded levels fluctuate year by year the general trend for cycling has been positive.

![People cycling on Southampton’s Roads](chart.png)

The geography of Southampton means that cycle journeys into the city centre, or to other places, will follow a certain number of corridors or avoid the hillier areas of the city. Data from

---

¹ 2011 Census Travel To Work QS701EW
² Travel Attitudes Survey 2015 – 53% of adults and children own at least one bike
³ Sustrans Bike Life 7 City Survey 2015
⁴ Travel Attitudes Survey 2015 – Average distance by mode
⁵ 2015 Sport England Active People Survey
⁶ Southampton City Council Traffic & Cycle Counts 2010-2015
⁷ World Health Organisation HEAT Tool assessment for Southampton
surveys and crowd sourced media reveals where the patterns are – strong flows can be seen coming into the city centre, between the University of Southampton and Southampton General Hospital, and in open spaces where there is no traffic such as Southampton Common.

Entering the city centre on the main road corridors\(^6\) during the morning peak (7-9am) the numbers cycling has remained broadly constant, with around 870 people a day – approximately 2.9% of people entering the city centre. Of these cycling’s mode share is highest on Hill Lane (10%), Shirley Road (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.

Supporting these journeys is a cycle network that is currently 45 miles in length, up by 11% since 2011, consisting of a combination of segregated facilities – either alongside main roads or away from these busy roads such as through Southampton Common or alongside the River Itchen, and facilities on the road itself such as bus or cycle lanes or signing people along quieter routes. Over the past five years £5m of external funding has been secured and helped 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.

Despite the network and investment over the past five years 124 people riding bikes on average have been involved in a collision each year. This is almost 16% of all accidents in Southampton\(^9\) – 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 on 13% of them had reported it to the Police. There is a greater concentration of accidents involving people on cycles during the darker months.

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%\(^10\) of all journeys to school are by bike, growing from 1% in 2011. This is above the national average of 1.8%. This leads to 82,000 cycling journeys to Southampton schools 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 more habitual.

There is potential to continue to increase participation in cycling, surveys have told us that a third of people want to cycle more in the future - with younger people being the most likely

\(^{\text{6}}\) Six main road corridors into city centre – A33 Western Approach, Shirley Road, The Avenue, Bevois Valley Road, Northam Road and Itchen Bridge

\(^{\text{9}}\) Reported Pedal Cycle Casualties 2010-15, Hampshire Constabulary

\(^{\text{10}}\) STARS/ModeShift/Bikelt Surveys in Primary and Secondary Schools
group of people to do so\textsuperscript{11}. Almost half of people do feel that there is provision for cycling in their area, but many still lack the confidence to cycle on the road.\textsuperscript{12}

Although cycling is becoming more popular, particularly towards the city centre, 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 (5km). These car trips contribute to congestion on the roads, poor air quality, and contributes to poor health caused by inactivity. Despite this heavier dependency on the car a third of householders in Southampton do not have access to a car. Accepting that it might be necessary that some journeys are still going to be made by car, converting those unnecessary trips to cycle journeys provides positive benefits for the whole city.

Looking forward over the next two decades, almost 19,000 new homes, 210,000m\textsuperscript{2} 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.

While there have been these recent increases in cycling, high profile mass participation events and investment in developing network further; more needs to be done so that this momentum is maintained and push on to grow it further. \textit{Cycling Southampton} sets out the approach that SCC and partners will need to take, so that the ambitions and vision of the city can be achieved.

\subsection*{2.2 Policies}

Cycling Southampton supports various national and local policies, priorities and strategies.

\begin{figure}
\centering
\includegraphics[width=\textwidth]{cycling_supports_diagram.png}
\caption{Cycling Southampton supports various national and local policies, priorities and strategies.}
\end{figure}

\textsuperscript{11} Travel Attitudes Survey 2015 – Intentions to use sustainable transport: cycling
\textsuperscript{12} 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
3. Where Do We Want To Be? – Transforming Cycling

3.1 Vision and Aim for Transforming Cycling

Our vision for Cycling Southampton in 2026 is:

“To transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where cycling is a daily norm not an exception.”

Supporting the 2026 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 a 10% increase the number of journeys made by cycling each year.

This vision and aim is centred on creating a cycling culture in Southampton that enriches people’s lives and where people cycle more often going to work or school, get the necessary skills and confident, become more active and fit, have fun and tackle the pressing air quality problem across Southampton. It will contribute towards the City Vision of ‘making Southampton a city of opportunity where everyone thrives’. Delivering a cycle network that makes Southampton a safe place for cyclists, gives cycling priority, provides integration between ferries, trains, buses and bikes, reduces congestion on our roads so every can get around easily, and supports the future of Southampton with sustainable people focused growth over the next decade and beyond.

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 were given for not cycling or cycling more often through workshops with stakeholders, Southampton Cycle Survey (2011) and Southampton Travel Attitudes Survey (2013 & 2015).
<table>
<thead>
<tr>
<th>Challenge</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>As Southampton has prospered the streets have been designed for moving</td>
<td>Look at an approach that is people centred with the main objective being</td>
</tr>
<tr>
<td>vehicles around rather than moving people</td>
<td>moving people safely and efficiently rather than vehicles.</td>
</tr>
<tr>
<td>The current layout and design of the cycle network does not provide</td>
<td>Develop a cycle network for Southampton that meets the needs of all types</td>
</tr>
<tr>
<td>people with direct, connect or coherent routes to cycle along to get</td>
<td>of users and gets people from their front door to where they want to go.</td>
</tr>
<tr>
<td>them where they want to go</td>
<td></td>
</tr>
<tr>
<td>The streets are busy places with a mix of people moving around on foot,</td>
<td>Look at ways to reduce or manage vehicle speeds and volumes and make</td>
</tr>
<tr>
<td>by bike or in vehicles – make it feel unsafe or intimidating</td>
<td>spaces for all.</td>
</tr>
<tr>
<td>Maintaining the cycle network we already have</td>
<td>Use existing and future funds to do targeted maintenance of the network</td>
</tr>
<tr>
<td>People cycling are disproportionately more likely to be involved in an</td>
<td>Raise awareness for people – both when they are on a bike or in a vehicle</td>
</tr>
<tr>
<td>accident compared to those driving</td>
<td>- about cycle safety and how vulnerable they can be when cycling.</td>
</tr>
<tr>
<td>As Southampton grows traffic is likely to increase with extra congestion</td>
<td>Through planning policies promote cycling as a viable way of getting around</td>
</tr>
<tr>
<td>at certain times of the day and this can impact on the economy.</td>
<td>and reduces the need to travel for unnecessary journeys.</td>
</tr>
<tr>
<td>Having a safe and secure place to lock cycles at the beginning and end</td>
<td>Use the planning process to ensure that all new developments have parking</td>
</tr>
<tr>
<td>of people’s journeys</td>
<td>and storage facilities for bikes and develop on-street hubs for cycle parking</td>
</tr>
<tr>
<td>Cycling is regarded as impractical for travelling around Southampton</td>
<td>Look to dispel some of the myths around cycling and raise the availability</td>
</tr>
<tr>
<td>Not being able to access a bike – either physically or financially</td>
<td>of different types of cycles and equipment that can be used to move things</td>
</tr>
<tr>
<td>Having cycling integrated into the city and with other forms of transport</td>
<td>around and that cycling can be used for getting to work or on the school run.</td>
</tr>
<tr>
<td>Aggressive attitudes of other road users can be intimidating and off</td>
<td>Develop ways of providing access to bikes – whether financial help, loans,</td>
</tr>
<tr>
<td>putting</td>
<td>trying a bike, or adapted bikes.</td>
</tr>
<tr>
<td>Confidence on the road – it can be a daunting prospect for those who have</td>
<td>Ways to educate all road users about their responsibilities and look to</td>
</tr>
<tr>
<td>never cycled or have not cycled for a long time</td>
<td>provide people who want to cycle with the confidence and skills to do so.</td>
</tr>
<tr>
<td>Cycling has a certain image in people’s perceptions – need for</td>
<td>Look at cycle skills and training for children and adults to provide new</td>
</tr>
<tr>
<td>specialised clothes, lights, helmets and the benefits are not fully</td>
<td>skills or refresh lapsed cyclists so they can ride again.</td>
</tr>
<tr>
<td>understood</td>
<td>Challenge the long-held perceptions that cycling is for a certain type of</td>
</tr>
<tr>
<td>Levels of physical activity, particularly among children, in Southampton</td>
<td>person, making cycling as normal and everyday as getting into a car and</td>
</tr>
<tr>
<td>are low</td>
<td>driving.</td>
</tr>
<tr>
<td></td>
<td>Work closely with schools to make getting to school by bike cool and fun so</td>
</tr>
<tr>
<td></td>
<td>that children gain confidence, adapt to more active lifestyles so they can</td>
</tr>
<tr>
<td></td>
<td>take it forward into later life.</td>
</tr>
</tbody>
</table>
4. How Are We Going To Get There? – Our Approach

4.1 The Plan

*Cycling Southampton* is a long term ten-year plan 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 places for people to park their bikes,
- Safe & Easy Cycling – educating about cycling to raise its 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 of implementing the plan are set out in the Delivery Plan section (see page 20).

4.2 Theme 1 – Better Cycling

To make Southampton a better place to cycle by delivery of 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 other modes of transport, and a series of secure parking, storage and maintenance hubs.

The Southampton Cycle Network (SCN) is our statement for Southampton having an integrated, safe and easy to use network of cycle facilities that appeals to a broad range of people. This will provide people with a choice of routes including a series of high quality segregated routes that radiate out from the city centre and cross the city, along with a network quieter routes, open spaces, off-road paths and waterside routes.

The SCN is growing, it expanded by 11% between 2011 and 2016, and now totals some 45 miles. This includes National Cycle Network (NCN) routes, commuter routes, leisure routes across Southampton Common and other open spaces, quieter routes along back streets, and local routes. Routes also expand 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 with almost half of the 56 miles identified for the SCN, alongside the 15 miles of other infrastructure across the city, already completed to some degree.

However, the current network has been built over time, is seen as disjointed and not meeting all cyclists’ requirements. Our aspiration is to complete the SCN to provide safe spaces for cycling, creating routes that link people with the main employment centres, education, leisure, and transport where people live to make Southampton the true Cycling City. To start with we will focus investment on 10 of the corridors that lead into the city centre or cross the city using design best practice, this will help us to convert some of those 48% of car journeys that are under 3 miles in length into cycle trips.

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, user surveys and consultation with users. This has provided us with an understanding of the routes where people cycle now and where they are likely to cycle in the future. With our network defined, in partnership with Sustrans we carried out a digital and street audit of the 13 corridors to produce a complete improvement plan for that corridor by identifying where any potential improvements to facilities were required. These tools enable SCC and other delivery
partners to plan where and when to develop the SCN with new facilities that support existing and potential new cycle journeys, link into new developments, connect with our neighbours and with other modes of transport, and help monitor and maintain the network.

The outline of the existing SCN, what is in development and the aspirational network is shown in Figure 1. Where routes go out of Southampton we will work with our neighbouring authorities in Hampshire to ensure that the route continues across the boundary.

The SCN is formed around three guiding principles of making it connected, easier, and safer to travel by bike. To do this range of different categories of cycle routes are planned based on the differing types and needs of people who cycle – commuters, children, recreational – the categories are:

**Core** – these are high quality integrated corridors that radiate out from the city centre that use, or follow, the main arterial transport routes (e.g. The Avenue, Bursledon Road, Redbridge Road). They connect the main places of employment, education, health, transport, new development, and onwards into the neighbouring towns and villages. These main routes will see significant investment along the whole length that is more than lines and paint. The aim will be to provide priority for cycling with segregated, dedicated and safe paths and spaces for people to cycle separated from traffic. Space and priority will be managed intelligently and effectively, so where people must cycle on the road they will have protected and given room to move. Priority such as early start traffic signals, across junctions or segregated facilities will look to be provided. The corridors will have wayfinding signs and be branded and numbered.

**City** – these are a series of quieter less busy corridors that connect into the city centre, but also cross the city linking to other trip generators such as Southampton General Hospital, University of Southampton, local District Centres, Parks or Southampton Airport. They will use less trafficked routes that can run parallel to a core corridor or cross one to link with destinations not on the core corridor. They will have a good degree of segregation and priority for cycling, such as some dedicated cycle provision on or off road, but this may not extend for the whole length, aim to provide priority at side roads and at junctions when
crossing busier route, and have complete signing for the length. Improvements will also be made to the public realm where needed along with actions to reduce and manage traffic speeds.

**Neighbourhood** - these are a permeable mesh of easy and safe local routes that are suitable for cycling along, are well linked together through neighbourhoods on quiet streets, cut-throughs (e.g. alleyways or cycle bypasses, or traffic-less areas. This could include reducing traffic volumes or speeds on roads or provide alternative routes or different ways of managing traffic. They will connect people from their front door to the city and core routes. Within the city centre all the roads will be treated this way improving the public realm so that it becomes a space that works for people.

**Greenways** – these are completely traffic free routes through parks and open spaces providing pleasant and attractive places for everyone to cycle. These include routes through the Central Parks or Southampton Common or other opens spaces, are not suitable for cycling at high speed and require courteous behaviour to all.

The SCN is a long term plan and may be delivered in sections, either by the Council as funding is available or developers. We will look to work in partnership through a Design Hub with cycling groups and organisations to ensure that the needs and views of all cyclists are considered.

All aspects of the SCN need to be well maintained aspiring to a high level of service keeping the cycle network safe and easy to use with good high quality surfacing, signing and parking. Working collaboratively with local campaign and community groups we can be made aware of defects and issues, and look to remediying them. Through SCC’s LTP Highway Maintenance Block funding we will aim to allocate 10% towards cycle infrastructure maintenance to meet a good level of service that is expected.

Cycling 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, considered and form an important part of the design process from the outset.

Encouraging more journeys to be made by different modes of transport to the car is a fundamental part of the LTP strategy for Southampton. Cycling is an integral part of this approach and we will ensure that it is considered from the outset, rather than something that is attached later. 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.

Within the development approach set out in the CCAP and emerging Local Plan, cycling will be an important part of the way we plan to develop Southampton in the future. Both require 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 facilities – both parking and access routes, ensuring each development has adequate, through new development meeting the adopted standards, and usable storage and embedding cycling initiatives within travel plans and other initiatives to foster cycle habits from the beginning.

---

13 DfT provides Local Transport Plan funding for maintaining the highway – including footways and cycle facilities – for 2016/17 to 2020/21 is equates to £1.5-1.7m per annum – 10% would be £150-170k.

14 Cycle parking standards can be found in the Parking Standards SPD and City Centre Action Plan SPD.
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 cycle parking, whether these are in shopping areas, at work, schools, retail or leisure areas. We have a rolling programme of installing cycle parking on-street. Parking should be visible, sufficient and secure, and, where necessary, changing facilities, showers and lockers should be included. 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.

4.3 Theme 2 – Safe & Easy Cycling

Educate people about cycling to raise its profile in Southampton – through a Legible Cycling brand that uses signs and maps; support for innovative services that help people to get around with on the go information and maps; support for cycle training, maintenance and security initiatives that provide people of all ages with the skills and confidence to start and keep cycling safely.

Many people feel intimidated by cycling, with 51%\(^\text{15}\) saying a lack of confidence on the roads is a major reason why they don’t cycle more. We need to continually innovate to raise the profile of cycling so that it is seen as an easy, safe and normal way of getting around, provide people with the confidence to cycle more often, and when people are on the move give them the comfort that they know where to go and how to get there.

We will develop a Legible Cycling brand to raise the profile of cycling, what it can do and increase awareness of the SCN, using a consistent and recognised brand for cycling signing and information. This will form part of the Legible City family that has been delivered over the past few years in Southampton. The concept is to provide a clear and visible sign and maps along SCN routes to give new and existing users the ability to navigate the best cycle routes confidently and tackle barriers around people’s knowledge about the cycle routes and connections.

\(^{15}\) 2015 Travel Attitudes Survey
Early work on this has been to develop a London Underground ‘tube’ style map of the SCN, see Figure 3, this was completed in 2016. Along the SCN core corridors we will look to implement the wayfinding information based on the ‘tube’ map with colour coded logos, signs (new and fitted to existing signs) and maps on interactive totems – this could include Variable Messages on the Totems for cyclists, advising about conditions or journey times or even where to park bikes, or display the number of cyclists on a route through counters.

As part of creating a digital network we will be mapping of the city routes, neighbourhood quietways and greenways – both existing and aspirational, to provide a tool for helping to plan for implementing future facilities.

As technology changes and moves forward we want to support people out and about on the go with information, apps and maps to help them be self-sufficient. Alongside the on-street cycle wayfinding we will support the development of open source data sets that can be made available to 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 on-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 to help children feel safe on their bikes. We will also work with parents and adults in getting back on to a bike or improving their confidence by promoting adult cycle skills courses, improving people’s skills in basic cycle maintenance and promoting ‘Bike Doctor MoT’ sessions. To tackle negative attitudes towards cyclists from other road use with training for HGV & bus drivers to promote safety and awareness. This provides an understanding of what drivers of these vehicles experience, sessions will be available for cyclists to get into the driving seat to see the road from a different view point.

Security of cycles is a concern, we will work to tackle it through partnership working with the Police on bike registration and offering discounted cycle locks, lights and other security measures.

4.3 Theme 3 – Inspiring Cycling

Promoting and realising what cycling can do 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.

A third of people said they intended to cycle more often next year, to help people make these travel habit changes we need to promoting what cycling is and can do.

Complementing and critical to the success of the other two themes is a series of marketing and promotional activities, events and initiatives with a strong message about cycling and making it normal. This will demonstrate to people the potential of what cycling can do, to encourage people to cycle more often, and guide residents, works and visitors to discover, take up and continue cycling.

This will be through developing a clear message that showcases cycling so that it is seen positively as an everyday transport option. This will continue to use the award winning marketing campaign – My Journey – a market tested, engaging, and memorable brand. Each year we will deliver a multi-faceted annual programme. That consists of promotion of new cycling infrastructure and events. Using a major cycle related campaign and research with themed messages around how cycling can improve health, saving money, tackle air
quality, reduce carbon emissions and improve safety; as a method of breaking down barriers or changing the image around cycling to make it attractive, cool and a social norm. This can be targeted at particular audiences or groups that do not have high levels of cycle participation, for example, women or those living in deprived neighbourhoods to change their habits. We will offer support to events with temporary cycle parking and support for festivals, workplace and school projects. This will look to 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. Progressing this is subject to ongoing funding.

**Cycling events** will form a core part of the Inspiring Cycling approach and we will look to support a Southampton Cycling Festival that celebrates cycling across all sectors. Ranging from the large scale mass participation events, such as SkyRide, to more local and intimate local led rides in partnership with British Cycling and other organisations. These are fun events and provide the opportunity for those who may not be confident cycling the opportunity to increase their confidence and abilities, often on traffic-free or traffic closed roads.

Southampton is a relatively dense city this keeps journey distances short and makes them ideal for commuting to work, going to school or getting around every day on a bike. Through the successful My Journey programme we will **work with employers, schools and residents** to encourage pupils, staff and workers to cycle more often.

We will develop partnerships with businesses keen to work with us and on getting more people to cycle to work and develop Cycle Travel Plans Networks for workplaces. These will have dedicated resources to work intensively with a business with an emphasis on cycling activities and incentives designed to increase the number of people cycling to work. 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 through Cycle Travel Fund for facilities for cyclists such as lockers or parking.

A high number of school children already travelling to school by active modes, but 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 is done and this will continue. Through close relationships, schools and colleges in Southampton have developed accredited School Travel Plans and more are embedding cycling within their school culture. Infrastructure is 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 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, health care and promotion.
Increasing participation in cycling by making access to bikes easy for those who want to get into cycling – either because they do not have access to a bike or because they need suitably adapted bikes. Short term hire or public cycle hire schemes could be expanded to other locations across the city such as the city centre, Port/Isle of Wight ferry terminal and the Universities or investigating at other models of public cycle hire schemes in areas of the city that have low car ownership. Working with 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.

We will seek to support community driven schemes taking a bottom up approach to cycling by empowering and resourcing local community cycling groups who organise and participate in regular cycling 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 and growing the leisure cycling market.

Following successful inclusion of bike repair within Transition Southampton’s activities since 2012, Southampton City Council has supported the start of a Bike Kitchen with another local community organisation, SoMakeIt. We’ve provided the kit and tools needed to do bike servicing and repairs and the intention is for the members to run classes for specific groups at this facility. The long-term aim is to support the expansion of additional Bike Kitchens in other parts of Southampton as mini-community-owned cycle hubs to increase penetration into lower income communities.
How We Will Get There? - Implementing the Transformation

*Cycling Southampton* is an ambitious 10 year plan and sets out how we can achieve our vision for a true Cycling City. There has been a solid foundation built over the past 5 years through the LSTF funded infrastructure and the successful My Journey programme, but this can be lost alongside other priorities if funding is restricted or through negative coverage. To meet our aims we have set out the first three year’s approach in the *Cycling Southampton* Delivery Plan.

SCC cannot delivery this alone, the plan will require partnership working, working with the public, and organisations and partners in:

- Government such as DfT, DEFRA, Solent Transport, other departments in SCC and neighbouring local authorities,
- 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 groups and forums, schools and colleges in the city, and private sector developers, businesses and employers.

Buy-in, co-ordination, funding and innovation between all parties will help achieve the step change in cycling that is needed to make Southampton a Cycling City. We are looking to set up a Cycle Charter with partners and stakeholders to target, measure and sustain good practice for cycling (both design and implementation) in Southampton - with an emphasis on increasing the number of cyclists.

5.1 Delivery Plan

The first three years of *Cycling Southampton* are set out in the Delivery Plan 2016-2019 (Table 1). Delivery of many elements of the plan are dependent on available and ongoing funding, and many of the interventions are relatively inexpensive despite realising significant benefits. The policies, initiatives and ideas set out in Cycling Southampton provides us with a platform to bid for additional money to deliver on the vision for a Cycling City.

Funding for that period will include any Local Transport Plan Integrated Block (allocated from DfT annually at approximately £2.12m), the amount we will receive each year is known until 2020/21. We will seek to spend similar levels (usually over £0.5m) of LTPIB money on cycling schemes as we have done in previous years. This core funding will need to be supplemented with additional external funding from a variety of sources such as developer contributions (either through S106 or S278 agreements), bids to LEP Growth Fund and to ad hoc government opportunities such as the submitted joint bid with Hampshire County Council to the 2016 Access Fund16 (announcement due late 2016). Initiatives identified in the Delivery Plan as requiring Access Fund are reliant on that funding.

The initial Delivery Plan covers a three year period, but will be renewed every two years to keep it relevant and to fit with the biannual Bicycle Accounts we are planning to publish. The first Southampton Bicycle Accounts will be published in 2018 and will ensure that the delivery of the plan is monitored, reported on and remains up to date and relevant. The Delivery Plan and Bicycle Accounts will be agreed with stakeholders in advance and will feed into higher level SCC strategies and policies such as the Local Transport Plan, Public Health strategies and the Clean Air Strategy.

16 *Southampton – Driving our cycling ambition into local towns, schools, colleges and workplaces*
Table 1: Cycling Southampton Delivery Plan 2016-2019

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Project</th>
<th>Lead &amp; Partners</th>
<th>Timescale</th>
<th>£</th>
<th>Funding source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 1 – Second Avenue (Phase 1 – Allington Road-First Avenue) shared use cycle path</td>
<td>SCC</td>
<td>2016</td>
<td>High</td>
<td>S106 &amp; LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 1 – Second Avenue (Phase 2 – First Avenue-Millbrook Roundabout) shared use cycle path</td>
<td>SCC</td>
<td>2017</td>
<td>High</td>
<td>S106 &amp; LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 1 – Third Avenue – changes to road layout and new cycle facilities</td>
<td>SCC</td>
<td>2018</td>
<td>High</td>
<td>S106 &amp; LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 5 – Lovers Walk &amp; Highfield Road – road layout alternations and new cycle facilities</td>
<td>SCC</td>
<td>2016</td>
<td>High</td>
<td>LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 5 – The Avenue – changes to shared use cycle path</td>
<td>SCC</td>
<td>2017</td>
<td>High</td>
<td>LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 7 – Bitterne Triangle – changes to road layout and new cycle facilities</td>
<td>SCC</td>
<td>2017</td>
<td>Medium</td>
<td>LTP &amp; S106</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridor 8 – Dean Road-Bitterne Precinct – changes to cycle routes</td>
<td>SCC</td>
<td>2017</td>
<td>Medium</td>
<td>LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Core Corridors 9, 10 &amp; 12 – Evans Street – shared use cycle path</td>
<td>SCC, Developers</td>
<td>2018</td>
<td>Medium</td>
<td>S106 &amp; LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Continued design and delivery of future sections with new cycle facilities (includes new signalised crossings or safety schemes that benefit cycling)</td>
<td>SCC</td>
<td>2016-2019</td>
<td>High</td>
<td>LTP</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>New cycle facilities associated with any future permitted developments – Ford Wide Lane, Chapel Riverside, Meridian Gardens, Watermark West Quay</td>
<td>Developers</td>
<td>2019</td>
<td>High</td>
<td>S106 &amp; S278 Agreements</td>
</tr>
<tr>
<td>Southampton Cycle Network</td>
<td>Continue maintenance of the cycle network according to priorities</td>
<td>SCC</td>
<td>Ongoing</td>
<td>Medium</td>
<td>SCC Highways Maintenance</td>
</tr>
<tr>
<td>Station Travel Plans at suburban stations</td>
<td>Implementing cycle measures at suburban stations</td>
<td>SCC, SWT</td>
<td>2017/18-2018/19</td>
<td>Medium</td>
<td>LTP and SouthWest Trains</td>
</tr>
<tr>
<td>Easy Cycling</td>
<td>Installing on-street maintenance hubs in 7 locations (e.g. Portswood, Shirley, City Centre) across the city</td>
<td>SCC</td>
<td>Ongoing</td>
<td>Low</td>
<td>LTP</td>
</tr>
<tr>
<td>Legible Cycling</td>
<td>Development and delivery of phase 4 – branding and roll out of on-street wayfinding signs, maps and totems along 3 SCN corridors (1, 5, &amp; 11)</td>
<td>SCC</td>
<td>2017/18-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Skills and Training</td>
<td>Working with Sustrans to provide Bikelt and Bikeability training activities in 15-20 schools a year in Southampton</td>
<td>Sustrans</td>
<td>2017/18 &amp; 2018/19</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Inspiring Cycling</td>
<td>Cycle Security</td>
<td>Working with Hampshire Constabulary to provide bike marking and registration</td>
<td>SCC Hampshire Police</td>
<td>2017/18-2019/20</td>
<td>Low</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Showcase Cycling</td>
<td>Continue to deliver the My Journey brand and programme of cycling services and activities including engagement with businesses, schools and communities</td>
<td>SCC</td>
<td>2016/17-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Temporary Cycle Parking</td>
<td>Providing temporary cycle parking for large events in Southampton – Common People, Boat Show etc</td>
<td>SCC</td>
<td>2017/18-2019/20</td>
<td>Low</td>
<td>Access Fund</td>
</tr>
<tr>
<td>School Travel Planning</td>
<td>Delivery of capital infrastructure in and around various schools and providing in-depth support through the ModeShift STARS programme to deliver activity programme</td>
<td>SCC</td>
<td>2016/17-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Workplace Travel Planning: Solent Jobs Pilot</td>
<td>Provide travel advice and support through the Solent Jobs Pilot specifically on cycling such as Wheels2Work</td>
<td>SCC City Deal</td>
<td>2017/18-2018/19</td>
<td>Medium</td>
<td>Access Fund</td>
</tr>
<tr>
<td>Workplace Travel Planning: Travel Assistance and Cycle Travel Plan Network</td>
<td>Provide tailored travel advice and cycle support services in workplaces in Southampton – particularly Port of Southampton and Watermark West Quay. Expand the existing 53 member Workplace Travel Plan Network across the city to provide tailored package of cycling resources, initiatives and incentives. Development of a Cycling Charter</td>
<td>SCC</td>
<td>2016/17-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Clean Air Zone</td>
<td>Support the implementation of the Clean Air Zone with promotion and marketing of cycling as alternative way of getting around and Clean Air School Challenge</td>
<td>SCC</td>
<td>2018</td>
<td>Medium</td>
<td>LTP, CAZ, Access Fund</td>
</tr>
<tr>
<td>Cycling events: Southampton Cycle Festival</td>
<td>Expanding Southampton’s successful mass participation event (SkyRide) to become the Southampton Cycle Festival – a week of activities and events that celebrates cycling across all sectors. Comprise of Big Bike Ride, Big Bike Race (establishing a sportive/race), supporting events and promotions, challenges and activities around Southampton in workplaces, civic spaces and schools.</td>
<td>SCC, British Cycling</td>
<td>2017/18-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
<tr>
<td>Community Activities: Join The Club</td>
<td>Working with community groups who organise and participate in regular cycling activities for members and wider community – Big Bike Revival, Community Clubs Programme, Mums &amp; Babies, minority groups etc</td>
<td>SCC, CyclingUK</td>
<td>2017/18-2019/20</td>
<td>Medium</td>
<td>LTP Access Fund</td>
</tr>
</tbody>
</table>

Cost ranges – Low under £100,000, Medium £100,000-£500,000 and High £500,000
6. Did We Do It Right? Bicycle Accounts

We will monitor and report on the targets we have set for cycling in this plan and in LTP4 through new Bicycle Accounts.

Every two years Copenhagen publishes ‘Bicycle Accounts\textsuperscript{17}’, 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 Cycling City.

This will enable us to capture baseline data and monitor progress on our delivery. The programme will also capture other information against other key cycling indicators – including measuring the level of investment made in cycling and changes in cycling behaviours and perceptions. This can be benchmarked against other cities in the country to see how we are doing and what needs to be done to go further.

Table 2 sets out our baseline approach looking at a matrix of measures that the Bicycle Accounts will report on include:

- Key facts about cycling in Southampton,
- Delivery of initiatives and their impacts,
- 2017 Southampton Cycle Survey and Travel Attitudes Survey,
- Attitudes and perceptions about cycling in Southampton,
- Number of people cycling and their reasons,
- Mode split into the city centre and city wide, and
- Security, casualties and safety.

Data will be gathered from sources such as national data sets (Census, National Travel Survey, Active People), along each corridor – vehicles, speeds, surveys, travel plans for schools and workplaces, and impact surveys.

Governance will be through the established Memorandum of Understanding arrangement between SCC, the University of Southampton and Sustrans set up for the Southampton Sustainable Travel City programme.

Publication of the Bicycle Accounts will be undertaken primarily by SCC with support from the Transportation Research Group at the University of Southampton and Sustrans through the Centre for Sustainable Travel Choices. This follows the same model used for the Southampton Sustainable Travel City programmes. 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.

<table>
<thead>
<tr>
<th>Metric/Aim</th>
<th>Outcome</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Number of people cycling in Southampton</td>
<td>Increase of 10% each year along the ten SCN cycle corridors into city centre and across</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cycling’s mode share</td>
<td>Increase in cycling’s mode share in AM peak entering the city centre and across the city and continued reduction in car traffic entering the city centre</td>
</tr>
<tr>
<td>3</td>
<td>Delivery of the Southampton Cycle Network</td>
<td>Number of kms built</td>
</tr>
<tr>
<td>4</td>
<td>Attitudes and perceptions about cycling</td>
<td>Increase in people confident in cycling</td>
</tr>
<tr>
<td>5</td>
<td>Improved health and well-being</td>
<td>Reduction in inactivity levels Reduction in obesity levels Improved air quality</td>
</tr>
<tr>
<td>6</td>
<td>Proportion of children cycling to school</td>
<td>Increase in the number and proportion of children cycling to school compared to other modes</td>
</tr>
<tr>
<td>7</td>
<td>Proportion of employees cycling to work</td>
<td>Increase in the number and proportion of employees cycling to work compared to other modes</td>
</tr>
<tr>
<td>8</td>
<td>Satisfaction about condition and maintenance of cycle facilities</td>
<td>Improvement in satisfaction with condition of cycle facilities Increase in people cycling</td>
</tr>
<tr>
<td>9</td>
<td>A Safe and Attractive Environment</td>
<td>Reduce in the number and severity of incidents involving cyclists</td>
</tr>
<tr>
<td>10</td>
<td>Participation of harder to reach groups cycling</td>
<td>Increase in number of harder to reach groups – e.g. deprived neighbourhoods, women, ethnic minorities – participating in cycling</td>
</tr>
</tbody>
</table>