

East Staffordshire Borough Council: Cycling Action Plan

The Borough Council adopted a Cycling Strategy in March 2015. This action plan follows on from the cycling strategy and sets out specific projects and partnerships that will deliver cycling opportunities.

This action plan continues to demonstrate how important cycling is for East Staffordshire Borough Council. The Cycling Strategy has 5 clear aims:

1. Improve cycle routes and related infrastructure
2. Improve health and wellbeing through cycling
3. Increase participation
4. Enhance tourism and economy
5. Enhance environmental quality including air and noise pollution

All 5 aims work in combination to ensure that cycling is attractive and safe in the Borough whether cycling is about getting to work, to go shopping or spend time at the weekends getting exercise in the fresh air.

There isn't one simple solution in trying to get more people to cycle. Different sections of the population will respond to different influences. Making cycling more attractive through good quality cycling infrastructure, new routes that connect new and existing communities, sports and leisure opportunities will all appeal to someone and generate future interest to get on their bike.

This action plan is structured around aims 1-4. The fifth aim is really a consequence of achieving the other 4 because increased participation will lead to fewer journeys by car and the associated improvement in air quality and noise.

CYCLING STRATEGY AIMS:	OPPORTUNITIES:
Improve cycle routes and related infrastructure	Maintenance and improvements to existing cycle routes.
Improve health and wellbeing through cycling	Health, sports and cycling awareness.
Increase participation	Provision of new infrastructure such as routes or stands/shelters associated with new development
Enhance tourism and economy	Partnership working with organisations such as the National Forest.

The following action plan sets out in detail the types of plans and projects that are known and which will deliver against the Cycling Strategy aims.

Improve Cycle Routes and Related Infrastructure

Delivery of transport schemes is the responsibility of the Highway Authority Staffordshire County Council who will evaluate the schemes below for inclusion in the next revision of the East Staffordshire Borough Integrated Transport Strategy, and then if prioritised subsequent delivery when a case can be made for funding. The Borough Council works with them to assist in the delivery of the Integrated Transport Strategy and identifying funding opportunities. The funding opportunities identified below are not exclusive and other avenues will be explored.

Detailed Action	Timescale	Funding	Lead Partners
Burton Upon Trent			
Review cycle route between Burton upon Trent and Uttoxeter, especially the section along Scropton Road, Hatton, Derbyshire	TBC	Possible funding sources: <ul style="list-style-type: none"> • Developer funding • Divisional Highway Programme Fund • Local Growth Fund • Integrated Transport Block 	Consideration in Partnership with Derbyshire County Council and Staffordshire County Council
Enhance safety and attractiveness of town centre routes including New Street, Duke Street, Mosley Street and Moor Street	2016	SCC Capital Programme and Stoke and Staffordshire LEP Local Growth Fund LSTF package.	Staffordshire County Council
Enhance linkage (NCN63) between Burton upon Trent and Swadlincote¹	TBC	Possible funding sources: <ul style="list-style-type: none"> • Developer funding • Divisional Highway Programme Fund • Local Growth Fund • Integrated Transport Block 	Consideration in Partnership with Derbyshire County Council and Staffordshire County Council
Resurface cycle route along Princess Way	2018/19	Possible funding sources: <ul style="list-style-type: none"> • Developer funding • Divisional Highway Programme Fund • Local Growth Fund • Integrated Transport Block 	Staffordshire County Council
Review layout of cycle route along Wetmore Road to Pirelli Stadium	2018/19	Possible funding sources: <ul style="list-style-type: none"> • Developer funding • Divisional Highway Programme Fund 	Staffordshire County Council

¹ Enhancements may be made subject to the signing of a Section 106 Agreement within South Derbyshire District Council

		<ul style="list-style-type: none"> Local Growth Fund Integrated Transport Block 	
Review street clutter along Wellington Road to ensure the route is usable for both cyclists and pedestrians	TBC	Possible funding sources: <ul style="list-style-type: none"> Local Growth Fund Divisional Highway Programme Fund Integrated Transport Block 	Consideration in Partnership with Staffordshire County Council
Increase connectivity around Horninglow towards Stretton	TBC	Possible funding sources: <ul style="list-style-type: none"> Developer funding Divisional Highway Programme Fund Integrated Transport Block (possible match funding) 	Consideration in Partnership with Staffordshire County Council and Parish Councils
Improve Forest Road as a cycling route	TBC	Possible funding sources: <ul style="list-style-type: none"> Developer funding Divisional Highway Programme Fund Local Growth Fund Integrated Transport Block 	Consideration in Partnership with Staffordshire County Council
Improve markings at Moor Street Railway Bridge	2016	Need more information as to what has been requested to consider including in Integrated Transport Block scheme	Staffordshire County Council
Consider establishing a cycle route on Ashby Road taking into account steepness of the road	2018/19	Possible funding sources: <ul style="list-style-type: none"> Developer funding Divisional Highway Programme Fund Local Growth Fund Integrated Transport Block 	Staffordshire County Council
Better coverage of cycle routes around the Anglesey ward to neighbouring areas such as Branston, Centrum, the washlands and the town centre.	TBC	Possible funding sources: <ul style="list-style-type: none"> Developer funding Divisional Highway Programme Fund Local Growth Fund Integrated Transport Block 	Consideration in Partnership with Staffordshire County Council
Create new cycle linkages around Stapenhill connecting to the new housing site at Drakelow which is within South Derbyshire	When development commences and funds are released	Possible funding sources: <ul style="list-style-type: none"> Developer Funding from Drakelow 	In partnership with Staffordshire County Council, Derbyshire County Council and

District.		<ul style="list-style-type: none"> Local Growth Fund Divisional Highway Programme Fund Integrated Transport Block 	South Derbyshire District Council
Improve signage for the National Forest Way with a linkage around The Gate Inn, Branston	When development commences and funds are released	<ul style="list-style-type: none"> Provision through the Reserved Matters application at Land South of Branston 	In partnership with Staffordshire County Council and the developer
Review current access onto the Kingfisher Way where there are chicanes which impede the progress of cyclists and ability of disabled cyclists to use the route	TBC	<p>Possible funding sources:</p> <ul style="list-style-type: none"> Developer Funding from Drakelow Divisional Highway Programme Fund Integrated Transport Block Local Growth Fund 	Consideration in Partnership with Staffordshire County Council and Horninglow Parish Council
Consider widening Jinnie trail in order to overcome conflict of the route as both a pedestrian route and bridleway.	TBC	<p>Staffordshire County Council</p> <ul style="list-style-type: none"> Local Sustainable Transport Fund Divisional Highway Programme Fund 	Consideration in partnership with Staffordshire County Council and Rolleston Parish Council who jointly own the Trail
Other areas in the Borough			
Extend the cycle land at Stafford Road, Uttoxeter which currently ends with no other routes linked.	TBC	<p>Possible funding sources:</p> <ul style="list-style-type: none"> Developer Funding Divisional Highway Programme Fund Local Growth Fund Integrated Transport Block 	Consideration in partnership with Staffordshire County Council
Deliver a new cycle route to improve safety for cyclists in Uttoxeter between A518 Town Meadows Way, Derby Road and the A50	TBC	<p>Possible funding sources:</p> <ul style="list-style-type: none"> Developer Funding Divisional Highway Programme Fund Local Growth Fund Integrated Transport Block 	Consideration in partnership with Staffordshire County Council
Investigate the possible reinstatement of the Caudon Canal/Railway line as a formal cycle route. This would connect Uttoxeter and Rocester with the potential to extend beyond	TBC	<p>Possible funding sources:</p> <ul style="list-style-type: none"> Developer Funding Divisional Highway Programme Fund Local Growth Fund 	Consideration in partnership with Staffordshire County Council Churnet Valley Living Landscape Partnership

Rocester towards the north of the Borough.

- Integrated Transport Block

Improve Health and Wellbeing through Cycling

The Borough Council along with other partners has a comprehensive sports development programme of cycling activities for all ages and abilities.

Initiative	Detailed Action	Lead	Completion date
Introduce a 'Family cycle day'	Monthly cycle day based at Shobnall LC to include cycle training, led rides, bike maintenance and learn to ride scheme	Neil Brown/ Nathan Gallagher/ Casual Sports Leaders who are ride leader trained.	Ongoing
Inclusive Cycling Opportunities	Run instructor led cycling sessions tailored to individuals	Neil Brown	Ongoing
Install a hoist in the Cycle store	To enable greater access to those with physical disabilities.	Neil Brown	
Balanceability School sessions	School delivery	Neil Brown/Casual Sports Coaches	Ongoing
Balanceability Summer Holiday sessions	Part of our summer holiday programme	Neil Brown	Ongoing
Bikeability Summer Holiday sessions	Part of our summer holiday programme	Neil Brown/ Staffs County Council	Ongoing
Marketing and Promotion	Continue to market through ESBC website and leaflet distribution	Neil Brown/ Nathan Gallagher	Ongoing
Develop a new route from Uttoxeter Leisure Centre	Develop a 'steady' route starting at ULC	Neil Brown/ British Cycling/ Uttoxeter Cycling Club	Ongoing
Appraisal of cycle storage areas across the Borough	A plan identifying need and location of storage	Neil Brown Michael Hovers	Ongoing

Increase Participation

All of the aims in the cycling strategy will increase participation but in the context of the action plan this specific aim focuses on new provision as a consequence of development opportunities.

Site address	Development Description	Provision for cycling	Estimated delivery
Branston Locks, Burton upon Trent	Sustainable Urban Extension delivering 2,500 homes, 10 hectares of employment land, open space, primary school and local centre	A park scheme providing country park type facilities which may include improved walks, cycle routes, picnic areas and information signage	Development has not yet commenced, estimated completion 2030/2031
Land at former Plasplugs, Wetmore Road, Burton upon Trent	138 dwellings	A shared footway/cycleway will be provided along the site frontage which will link with the existing cycle route along Wetmore Road. The development will also state that cycle storage will be provided for each individual dwelling plot.	Development has started, expected to be completed 2017
Land at Wetmore Road, Burton Upon Trent	Erection of one two storey building to form two Class B1 office units and erection of six two storey buildings to form twelve Class B1 and B8 units including formation of two vehicular accesses, car parking and landscaping.	Suitable cycle parking facilities will be provided for each unit.	Development not yet commenced
Rugby Club and Blockbuster , Lichfield Street, Burton Upon Trent	construction of 3 detached buildings to form 9,476 sq m of A1 retail space and 626 sq m of A1 (Retail), A2 (Financial and Professional Services), A3 (Restaurants and Cafes) , A4 (Drinking Establishments) and A5 (Hot	The site is located close to national and local cycle routes with potential to increase cycling to and from the site.	Development not yet commenced

	Food Takeaway)		
Land South of Lichfield Road, Branston, Burton Upon Trent	Outline planning application for a mixed use development scheme up to 660 dwellings, up to 71,533 sq. metres of employment floorspace, a local centre providing up to 600 sq. metres of floorspace Shops, Offices, Restaurants and Cafes, Drinking Establishments and Hot Food Takeaway together with public open space and sports and recreation facilities	<p>All of the site occupiers will be made aware of Staffordshire County Council's cycle training schemes through marketing, negotiate discounts and loans for the purchasing of cycles and cycling equipment by employees and residents.</p> <p>The provision of pool bikes will also be made available as well as the establishing of cycle buddy groups which will be monitored through focus groups and staff meetings.</p> <p>Cycling and walking maps will be provided for all new occupiers and residents as part of the welcome pack.</p>	Development commenced, expected completion 2023/2024
Land at Upper Outwoods Farm, Beamhill Road, Burton Upon Trent,	Outline application for the erection of 950 dwellings, primary school and childrens day nursery, 5,000 square metres retail, health centre and community facilities, open space and play areas	<p>The site is close to a local cycle route as well as a nearby linkage to NCN54.</p> <p>The development will to improve signage of local cycle links and provide secure and sheltered cycle parking.</p> <p>Cycling and walking maps will be provided for all new residents as part of the welcome pack.</p> <p>New residents would also receive a new bicycle with high-visibility clothing, cycle training with a safety check on all bicycles after the first year of occupation and discounts on equipment from local stores.</p>	Development not yet commenced, expected completion 2028/2029
Land North Of Guinevere Avenue, Stretton, Burton Upon Trent	Outline application for the erection of up to 100	The plan also states that the topography of the area is generally favourable for cycling. The plan	Development not commenced, expected

	<p>dwellings including details of means of access.</p>	<p>also states that it wishes to establish a cycle user group for residents.</p>	<p>completion 2018/2019</p>
<p>Land to the South of Forest School Street, Rolleston on Dove, Burton upon Trent</p>	<p>100 dwellings</p>	<p>Bespoke cycle parking will be available as part of the scheme. A bike user group (BUG) will be established which will include cycle buddying which should assist less experienced cyclists as well as cycle training schemes. This shall also include a buddy scheme for children in order to promote more cycle travel to school.</p> <p>Details of cycle lanes will be given in residential welcome packs. Cycling promotion and events will be posted on a noticeboard in the show home.</p>	<p>Development not yet commenced, estimated completion 2018/2019</p>
<p>Land adjacent to Pirelli Factory, Derby Road, Stretton</p>	<p>Mixed use development scheme comprising residential up to a maximum of 300 dwellings, industrial units, hotel, public house and restaurant and open space</p>	<p>The Framework Travel Plan states that NCN54 runs relatively close by to the site (including the Trent and Mersey Canal footpath) as well as potential to enhance NCN63.</p> <p>Cycling and walking maps will be provided as part of a Marketing and Communications Strategy.</p> <p>Incentives such as cycling mileage allowance schemes may be implemented in order to staff to use cycles for business trips. Infrastructure such as providing shower and changing facilities will be offered as and when feasible.</p>	<p>Development commenced. Expected completion 2022/2023</p>
<p>Land at Red House Farm, Burton upon Trent</p>	<p>250 dwellings</p>	<p>NCN54 runs relatively close by with a permissive route that runs from it to the site.</p> <p>It is planned that the permissive route will be upgraded to accommodate cyclists.</p> <p>Cycling and walking maps will be provided for all</p>	<p>Development not yet commenced, estimated completion date is 2021/2022</p>

		<p>new residents as well as a £100 voucher towards the purchase of a new bicycle as part of the welcome pack as well as relevant information to cycling schemes through contacts/websites.</p>	
<p>Model Dairy Farm, Grafton Road, Burton Upon Trent</p>	<p>84 dwellings.</p>	<p>The site is adjacent advisory cycle routes. NCN63 runs nearby, though the Travel Plan does not seem to refer to this national; route.</p> <p>Promotional material will be provided on the benefits of cycling including the provision of a cycle route map that will include cycle parking facilities. The welcome pack for new residents will also include contact details of local bicycle shops, cycle organisations and details of cycle training centres for both children and adults.</p>	<p>Development not yet commenced. Estimated completion 2018/2019</p>
<p>Waterloo Farm, Uttoxeter Road, Uttoxeter</p>	<p>Erection of a detached factory building</p>	<p>Provision in the form of a new shared footway and cycleway, covered cycle facilities with parking for both employees and visitors. Such facilities will be supplemented by changing and showering facilities.</p> <p>There will also be a cycle buddying scheme for less experienced cyclists.</p> <p>Loans will also be made available to purchase new bikes and for their maintenance, though safety equipment such as helmets shall be provided free of charge. The Plan also mentions that pool bikes will be made available but also low cost bikes from £10 shall be made available for purchase.</p> <p>Promotion will also be provided in the form of information given on noticeboards as well as</p>	<p>Development commenced. Estimated completion 2018/2018</p>

		information on the JCB website.	
Land at Burton Road, Tutbury	Erection of 212 dwellings	One secure cycle parking space should be provided per dwelling. Developer would offer £100 per household to purchase a bike and bike equipment at a local bike store.	Development commenced, expected completion 2018/2019

Enhance Tourism and Economy

Partner organisations include the National Forest, Central Rivers Initiative and the Living Landscape Project at Churnet Valley. All of these organisations and other existing leisure destinations such as the Trent and Mersey Canal and the Jinny Nature Trail have opportunities to increase cycling provision either through enhancement work to existing routes or through new provision.

Other opportunities will present themselves such as through the Local Economic Partnership Growth Fund or speculative development which could deliver tourism and leisure experiences which provide further cycling infrastructure.

Opportunity	Potential projects	Funding	Lead organisations
Improvements to local cycle routes	Linking existing routes Improving local routes	Grant funding from ESBC, external grants such as from Sport England	Parish Councils, community groups
Establishment of cycle routes alongside the restoration of mineral works	Cycle routes in Central Rivers Initiative area	Restoration from minerals	Minerals companies, CRI, Staffordshire County Council
Creation of new cycle links in neighbouring authorities	Linking new cycleways into the national and local network	GBSLEP, HS2	HS2, Staffordshire County Council, National Memorial Arboretum, developers at the urban extension at Drakelow
Cycling at National Forest visitor destinations including routes to visitor centres from adjacent towns and	Creation of cycle routes Improved cycle facilities at existing visitor destinations	The National Forest Company, grant funding	The National Forest Company

villages			
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