

Active Travel Strategy



Warwickshire
County Council

Overview

Warwickshire is a large, predominantly rural county with several densely populated historic towns connected by a network of A and B roads and separated by miles of countryside. For many years, the predominant choice of travel around the county has been the private motor car, and development has routinely favoured its continued use.

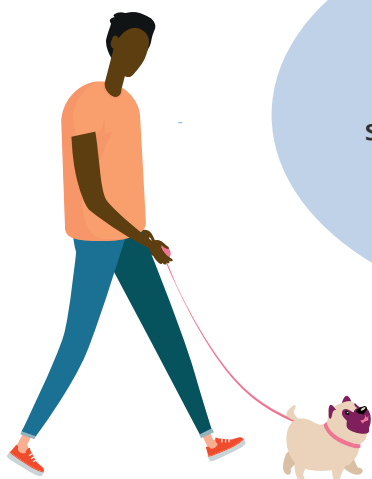
Where possible, and without disadvantaging rural communities, we need to do as much as we can to move away from car dependency. It's clear that a gradual switch away from car usage will have huge health benefits for Warwickshire's people, improve local air quality and reduce our local transport contribution to climate change. Safer, more attractive active travel options, defined as making journeys or moving goods using physically active means, such as walking and cycling, will also help to improve transport choices for people who do not have a car or access to one.



Encouraging a switch to other forms of transport can have additional economic benefits. Congestion on UK roads cost our economy almost £7bn in 2019, close to £900 or 115 hours of lost time for every driver. A more balanced approach to travel, together with options which reduce the need to travel at all and remove traffic from the road network will lessen this economic impact.

"I like this – but Active Travel routes need to be plentiful and safe – not just bolted on to roads"

Citizens' Panel member



One of the ways we can move away from over-reliance on the motor car is by choosing active travel options. These are the most efficient ways of moving people within limited space, such as congested town centres. They require less land than that needed for manoeuvring and parking motor vehicles. This is particularly relevant in Warwickshire with its historic towns and villages, narrow bridges and protected landscape areas.



“There are lots of new routes needed locally before users take up a healthier way to travel”.

Citizens’ Panel member

“We need more places to leave bikes, more pedestrianised zones that no cars can enter”.

Citizens’ Panel member

Walking and cycling are the most efficient options for local journeys - reducing our carbon footprint, delivering the economic benefit that comes with easing road congestion and reducing the severity and frequency of collisions.

People who choose walking and cycling as frequent travel choices see significant benefits to their wellbeing, both physically and mentally. This also helps to reduce the wider health costs associated with inactivity and contributes to community wellbeing.

The people of Warwickshire have demonstrated strong support for improving walking and cycling facilities. The highest recommendation from the Warwick People’s Inquiry on Climate Change was to promote cycling, and support has also been shown throughout the consultation that went into LTP4 and engagement with Local Cycling and Walking Infrastructure Plans (LCWIPs).



Active Travel Policies

Policy Position AT1

Improving accessibility and attractiveness of active travel options

The Council will seek to promote the attractiveness of active travel options by improving the facilities that enable and increase access to them. We will do this through our own interventions and also by influencing the planning and development process.

Measures may include:

- improvements at bus and rail interchanges, car parks, town centres and key public buildings
- safe and secure cycle parking facilities; easier access to affordable rental bikes; e-bike hubs; cycle to work schemes; more lockers and showers in new workplace developments
- low carbon last mile goods deliveries - using or switching to cycles or e-bikes for the short, final stages of deliveries

Policy Position AT2

Better, safer routes for walking and cycling

WCC has developed a hierarchy of travel choice which seeks to establish active travel options at the forefront of transport choices for Warwickshire's residents and visitors. Safety is critical in promoting cycling and walking. We will design, create and place emphasis on the maintenance of local walking and cycling routes which offer coherent, safe, comfortable, attractive, direct connections that are accessible to all.

WCC will do this through:

- Local Cycling and Walking Infrastructure Plans
- liaison with local cycling and walking groups
- active involvement in the road safety audit process to prioritise cyclist and pedestrian welfare

Policy Position AT3

Information and Promotion

The benefits of active travel choices in terms of physical and mental wellbeing and the economic and environmental advantages are well known. But it is not enough to build better cycling and walking routes and expect people to use them. WCC will use all communication methods to provide information to promote active travel routes. We will develop more user-friendly county-wide mapping and signing and carry out regular surveys and audits on active travel uptake.

"I like all of the above and that we are thinking that just building active travel options does not guarantee that they will use them".

Citizens' Panel member



