

South East Regional Plan

2006 - 2011





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introduction

1.1 Purpose of the Plan

This plan sets out a framework for action for Sustrans in the South East from 2006/07 to 2011/12. It will provide the structure and priorities for Sustrans' project work in the South East and will inform the need for new partnerships and sources of funding. It will ensure that all our work is focused on achieving Sustrans' mission of working on practical but innovative projects that allow people to choose to travel in healthy and environmentally friendly ways, as well as contributing towards wider regional and national government policies and objectives. Internally, we will use the plan and the framework in Appendix 2 as working tools to guide project identification, development and delivery, and to monitor progress.

It is important that partners understand our role, strengths and priorities. This document will be disseminated widely to all organisations and bodies with objectives related to sustainable transport as well as to interested parties in the health, education and social sectors. We will use the plan to seek support in achieving shared objectives over the next five years.

1.2 About Sustrans

Sustrans is the UK's leading sustainable transport charity. We look forward to a future in which people choose to travel in ways that benefit their health and the environment.

Our best-known project is the award-winning National Cycle Network, which is being developed with many hundreds of local authorities and other partners around the UK. This is a comprehensive network of safe and attractive routes, one-third on traffic-free paths and the remainder on traffic-calmed or minor roads, of which 10,000 miles are currently open. In 2004, there were over 200 million trips on the Network. Our monitoring programme shows that this amounted to an 11.6% increase on 2003. Like-for-like growth in usage of the Network accounted for half of this, and half is due to new routes being opened. Over half of the UK population now lives within 1 mile of the Network, and 75% live within 2 miles.

The provision, and on-going maintenance, of high quality, accessible routes is central in the task of encouraging greater number of walking and cycling trips. In the South East the National Cycle Network covers some 822 miles, of which 369 is traffic-free; including regional routes, the total distance is 1094 miles at the end of 2005. Sustrans has a direct, long-term responsibility for the maintenance of just over 30 miles of these traffic-free routes.

The National Cycle Network alone, however, cannot deliver the levels of change in travel behaviour that Sustrans believes is necessary. A number of other work programmes have been developed to help achieve behaviour change in the way that people travel. These programmes include:

- **Safe Routes to Schools** – Sustrans pioneered this initiative in the UK, working with schools to make cycling and walking to school both safe and fun. Sustrans has also built hundreds of Links to Schools from the National Cycle Network, giving children traffic-free routes and parents peace of mind.
- **Active Travel** – practical projects to demonstrate the health potential of walking and cycling, publishing evidence and best practice, and expert contributions to policy and practice guidance.
- **TravelSmart** – pioneered by Sustrans in the UK, offering a unique service that gives households the tailor-made information they need to walk, cycle and use public transport more.
- **Liveable Neighbourhoods** – updating city living for the 21st century by putting people at the heart of their community. Places where children can play safely, people can shop locally, with plenty of open and public spaces accessible to all.
- **Art and the Travelling Landscape** – creating more memorable journeys on the National Cycle Network by commissioning quality public artworks from sculptures through seats and drinking fountains, creating public spaces that can be appreciated by all.
- **Volunteer Rangers** – over 1,800 volunteers across the UK working with their communities on major Sustrans' projects.

Sustrans' work addresses many key government initiatives, such as health and physical activity, social inclusion, accessibility, urban regeneration and reducing congestion. We also believe that many of our projects have a role to play in meeting climate change targets imposed by Kyoto and accepted by the UK government. Further information on our range of projects is included in Appendix 1.

1.3 Sustrans in the South East

The South East office is playing an increasingly important role in the regional sustainable transport arena and has already introduced elements of a number of Sustrans programmes to the South East:

National Cycle Network

The Network is increasingly useful and relevant to all those who live in the South East. It has expanded from 476 miles (195 miles traffic-free) in 2000, to 822 miles (369 miles traffic-free) in 2005. To advertise these routes to potential users we have published a number of leaflets, which are available from www.sustrans.org.uk. In East Sussex, we have worked in partnership with the local authority to produce a series of leaflets based on Routes 2 and 21: www.eastsussex.gov.uk/cycling. Cycle Kent is a brochure promoting the Network in the county and can also be downloaded from www.sustrans.org.uk. The National Cycle Network is marketed nationally via the interactive mapping on the Sustrans website, media features, and agreement with the Ordnance Survey whereby we provide updated route information for inclusion on OS mapping products.

Links to Schools

During 2004/05, Sustrans - supported by the Department for Transport - worked with local authority partners to build new links to schools, connecting them to the communities of: Chichester, Didcot, Thame, Witney, Slough, Margate, Havant, Fareham, Eastleigh, Portsmouth, Milton Keynes, Seaford, Farnham, Guildford. Total grants of just over £1 million were awarded to local authorities in the South East for this programme. In 2005/06, a reduced sum was available from the Department and grants were awarded for schemes in Woodley, Oxford, Brighton, Dorking, Cowes and Eastleigh.

Active Travel

Sustrans received an Active England Big Lottery Fund/Sport England grant of £290,375 towards the construction of 6 miles of National Route 6 between Milton Keynes and Leighton Buzzard in October 2004, and the work was completed in June 2005. A revenue grant of £58,075 was also provided, which will part-fund an Active Travel Manager in Milton Keynes for 2 years from September 2005.

Art and the Travelling Landscape

Several projects have been completed in recent years, including the Phoenix Trail (NCR57), Chalk & Channel Way (NCR2), Cuckoo Trail (NCR21) and Didcot - Upton (RCR44).



the policy context

2 The policy context

National and regional policy suggests that the Government is aiming for a fitter, healthier population having greater travel choice and living in an improved urban environment. Increased levels of walking and cycling have a role to play in achieving all of these targets. One of the easiest ways to boost physical activity is to include walking and cycling in the daily routine, such as during the journey to work or school. Research shows that in urban areas there is a huge potential for change.

Recent behavioural research conducted by Socialdata and Sustrans in the three Sustainable Travel Demonstration Towns (Darlington, Peterborough and Worcester) shows that the majority of car trips are local, and that nearly half could be replaced by walking, cycling and/or public transport. Cycling has a greater potential for replacing local car trips than either walking or public transport. The overwhelming majority of people would favour measures to improve conditions for walking and cycling even if car users were disadvantaged. www.sustrans.org.uk/stdt

The aim for the South East (as stated in the Integrated Regional Framework) is to improve health and well-being, address the causes of climate change, and reduce road congestion and pollution levels by improving travel choice and reducing the need for travel. Particularly in Milton Keynes, Oxford, Reading, the Blackwater Valley, Southampton & Portsmouth, Brighton and the Medway Towns, it is recognised that a shift to walking and cycling can help relieve current congestion and meet future demand.

2.1 National policy context

‘Over the last five years, the strongest success story in walking and cycling has been the continued development of the National Cycle Network, coordinated by Sustrans.’

Walking and Cycling: an Action Plan, DfT, 2004

- **Planning Policy Statement 1: Delivering Sustainable Development (ODPM 2005)** – the bedrock of English land-use planning, this document sets out the Government’s view on sustainable development. It states that new development should be located where everyone can access services or facilities on foot, bicycle or public transport. <http://www.odpm.gov.uk/index.asp?id=1143805>
- **Choosing Health (DH, 2004); Delivering Choosing Health (DH, 2005); Choosing Activity: a Physical Activity Action Plan (DH/DCMS, 2005)** – lay out the policy and the delivery plan for improving public health, including the promotion of physical activity as a way to reduce risks of a wide range of non-communicable diseases. All three documents place stress on measures to promote and facilitate walking and cycling, including the Sustrans programmes. <http://www.dh.gov.uk/PublicationsAndStatistics/Publications/PublicationsPolicyAndGuidance/fs/en>
- **The Countryside In And Around Towns (Countryside Agency/Groundwork, 2005)** – a vision for connecting town and country in the pursuit of sustainable development. The document sets out how the land in and around towns and cities can be: made more readily accessible; contribute to the health, wealth and wellbeing of urban and rural communities; underpin more sustainable living and strengthen biodiversity in both town and country. http://www.countryside.gov.uk/Publications/articles/Publication_tcm2-22090.asp
- **The Framework for Sport in England (Sport England, 2004)** – sets out the strategy and action plan for sport and physical activity. The vision is for England to be the most active and the most successful sporting nation in the world. One of the priorities was a social marketing campaign to raise awareness and promote the 30 minutes a day message. This has now been launched as ‘Everyday Sport’, which promotes walking and cycling as physical activity. <http://www.sportengland.org/national-framework-for-sport.pdf>
- **The Future of Transport White Paper (DfT, 2004)** – sets out the Government’s aim to increase walking and cycling over the next 20 to 30 years and to make it a more convenient, attractive and realistic choice for many more short journeys, especially those to work and school. http://www.dft.gov.uk/stellent/groups/dft_about/documents/divisionhomepage/031259.hcsp
- **Walking and Cycling: an Action Plan (DfT, 2004)** – sets out the DfT’s commitment to increase walking and cycling and the different ways in which they will help to do this. These include creating places that people want to walk and cycle in, providing high quality facilities for safe walking and cycling, influencing travel behaviour through education, training, marketing and promotion, and monitoring success through better targets and indicators. http://www.dft.gov.uk/stellent/groups/dft_susttravel/documents/page/dft_susttravel_029200.hcsp

- **At Least Five a Week (Chief Medical Officer's Report, April 2004)** – provides evidence on the impact of physical activity and its relationship to health, and suggests potential areas for action, including providing safe environments for walking and cycling and promoting active travel.
http://www.dh.gov.uk/PublicationsAndStatistics/PressReleases/PressReleasesNotices/fs/en?CONTENT_ID=4081221&chk=VRoz9I
- **Securing Good Health for the Whole Population (Derek Wanless, February 2004)** – reinforces the importance of recommendations made by Acheson in 1997 on measures needed to promote physical activity to improve public health. These include further measures to encourage walking and cycling as forms of transport, and policies which promote moderate-intensity exercise, such as promotion of cycling and walking routes to schools and safer opportunities for leisure.
http://www.hm-treasury.gov.uk/consultations_and_legislation/wanless/consult_wanless04_final.cfm
- **Full Guidance on Local Transport Plans (DfT, 2004)** – this document sets out the Government's guidance on the approaches and methods that should be adopted when drawing up Local Transport Plans (LTPs). The stated priorities for transport include improving accessibility and public transport, and reducing the problems of congestion, pollution and safety.
http://www.dft.gov.uk/stellent/groups/dft_localtrans/documents/divisionhomepage/032384.hcsp
- **Local Area Agreements (ODPM, 2004)** – Local Area Agreements (LAAs) represent a radical new approach to improve co-ordination between central and local government and their partners, with the aim of improving the delivery of local services. They are a practical manifestation of many of the ideas being developed throughout the debate on the future of local government. Priority targets are being identified for each locality and LAAs will create the flexibility for local organisations to use their existing funding differently to achieve these targets. They will focus on three themes:

 - children and young people
 - safer and stronger communities
 - healthier communities and older people

<http://www.odpm.gov.uk/index.asp?id=1161632>
- **Travelling to School: an Action Plan (DfES, DfT, 2003)** – sets out how the government wants to help and reward schools that commit themselves to increasing the proportion of pupils walking and cycling or - for those living some distance from school - catching the bus. It is complemented by a good practice guide.
http://www.dft.gov.uk/stellent/groups/dft_sustravel/documents/page/dft_sustravel_024011.pdf

- **Making the Connections: Final Report on Transport and Social Exclusion (Social Exclusion Unit, Feb 2003)** – this report states that road traffic is increasing and is contributing to social exclusion in a number of ways: through pedestrian accidents, air pollution, noise, and the effect on local communities of busy roads cutting through residential areas. It is people living in deprived areas that suffer these problems the most. To help address this, one of the document's recommendations is to improve the environment for walking and cycling, particularly in deprived areas, and promote alternatives to the car to help tackle local air pollution. This report introduced the concept of 'accessibility planning' to promote social inclusion by helping people from disadvantaged groups or areas access jobs and essential services. Accessibility planning encourages local authorities and other agencies to assess whether people can get to places of work, healthcare facilities, education, food shops and other destinations that are important to local residents.
<http://www.socialexclusion.gov.uk/downloadaddoc.asp?id=229>
- **Living Spaces – Cleaner, Safer, Greener (ODPM, 2002)** – sets out the Government's vision and programme of action for improving the quality of local environments and public spaces. The aim is for everyone to have access to attractive, high-quality and sustainable public spaces and local environments that cater for the diverse needs of communities. Traffic-free walking and cycling routes create new public green space, and sustainable access to green and public space should be key.
<http://www.publications.parliament.uk/pa/cm200203/cmselect/cmodpm/673/673.pdf>
- **Rights of Way Improvement Plans (The Countryside and Rights of Way Act 2000)** – The CROW Act 2000 introduced a duty for all local highway authorities to prepare a Rights of Way Improvement Plan (ROWIP) by November 2007. The value of public ROW for walking, cycling and horse riding, and as a means of sustainable travel as an alternative to the car, is well recognised. The purpose of the ROWIP is to ensure that ROW networks meet the needs of all our communities and will continue to do so. <http://www.defra.gov.uk/wildlife-countryside/cl/publiccrow.htm>
- **Transport 2010: The Ten Year Plan (2000)** – this document, which is currently under review, sets out the Government's transport policy and notes that local authorities should be developing and implementing strategies to increase cycling and walking.
http://www.dft.gov.uk/stellent/groups/dft_about/documents/page/dft_about_503944.hcsp
- **Road Safety Strategy: Tomorrow's Roads, Safer for Everyone: (DfT, 2000)** – sets a new 10-year strategy to improve road safety. It includes within its 10 main themes improved safety for children, improved safety for pedestrians and cyclists, and safer speeds.
http://www.dft.gov.uk/stellent/groups/dft_rdsafety/documents/page/dft_rdsafety_504644.hcsp

- **Working Together for Clean Air: The Air Quality Strategy for England, Scotland, Wales and Northern Ireland (DETR, 2000)** – this strategy identifies air quality targets to be achieved by 2005. It includes the need for measures to reduce transport emissions, particularly in London and other major cities. These include promotion of walking and cycling, particularly for short journeys such as to school or to work, and outlines the impact the public can have just through small changes in their travel behaviour.
<http://www.defra.gov.uk/environment/airquality/strategy/>
- **A Better Quality of Life: A Strategy for Sustainable Development for the UK (DETR, 1999)** – a main priority is: *‘Promoting a transport system which provides choice and minimises environmental harm and reduces congestion’*. It acknowledges that *‘The dominance of the car limits choice and opportunity’* ... and calls for *‘better conditions for cyclists and pedestrians’*. Elsewhere there is particular stress on better and safer streets, improved planning and design, and greater accessibility by non-motorised modes. <http://www.sustainable-development.gov.uk/publications/uk-strategy99/index.htm>
- **Planning Policy Guidance Notes (11,12,13,17)** – PPG11 stresses the importance of adopting a multi-modal approach when considering the contribution that transport can make to sustainable development. PPG12 highlights the importance of close links between development and local transport plans. PPG13 has three themes: reduction in motorised journeys; promotion of sustainable transport; reduced reliance on the private car through improved transport and land use planning. PPG17’s general principles include the need to: promote accessibility by walking, cycling and public transport; ensure that facilities are accessible for people with disabilities, and to consider the recreational needs of visitors and tourists. <http://www.odpm.gov.uk/index.asp?id=1147874>
- **A New Deal for Transport: The UK Transport White Paper (1998)** – this key document sets the framework for an integrated transport policy. Walking and in particular cycling are seen as central to reducing dependency on the private car and encouraging the use of public transport.
http://www.dft.gov.uk/stellent/groups/dft_about/documents/page/dft_about_610276-05.hcsp

2.2 Regional policies

- **Integrated Regional Framework**
Adopted by the Regional Assembly in Summer 2004, the Framework has 25 key objectives, which include:
 - improve health and well-being
 - reduce air pollution
 - address the causes of climate change

- reduce road congestion and pollution levels by improving travel choice and reducing the need for travel by car/lorry

http://www.southeast-ra.gov.uk/our_work/planning/sus_dev/irf.html

- **South East Plan**

Draft for consultation published in January 2005 and presented to Government in March 2006. The main interest in the Plan has been the proposals for housing development, with a range of options from 25,500 to 32,000 additional homes per annum. There is a brief section on climate change and the need to address mitigation and adaptation. The plan also aims to stabilise the South East ecological footprint by 2010. An independent Sustainability Appraisal assesses the outcomes of policies.

Growth Areas as designated by Government are Milton Keynes and Aylesbury Vale, Kent Thames Gateway and Ashford. In the Thames Gateway area, a continuous network of linked and accessible green space is being developed through the *Green Grid* initiative.

Sub-regions identified by the Plan are South Hampshire, Sussex Coast, East Kent and Ashford, Kent Thames Gateway, London Fringe, Western Corridor and Blackwater Valley, Central Oxfordshire, Milton Keynes and Aylesbury Vale and Gatwick. http://www.southeast-ra.gov.uk/our_work/planning/sep/index.html

- **Regional Transport Strategy**

Published in July 2004, this strategy aims to achieve a transport system which progressively reaches the standards of the best in North West Europe, by:

- promoting management of and investment in the system, fully utilising existing transport capacity before justifying investment in additional capacity
- rebalancing the structure and use of the transport system in favour of more sustainable modes
- supporting the regional spatial strategy, particularly managing and investing in interregional corridors and delivering urban renaissance and sub-regional objectives

Policy T4 (Regional Hubs) states that local plans and policies should give priority to measures that increase the level of accessibility by public transport, walking and cycling within the identified towns, which are Southampton, Portsmouth, Brighton & Hove, Ashford, Maidstone, Chatham, Ebbsfleet, Reigate/Redhill, Gatwick/Crawley, Guildford, Woking, Basingstoke, Reading, Slough, Aylesbury, Milton Keynes and Oxford.

<http://www.gose.gov.uk/gose/transport/regTransportStrat/?a=42496>

- **Regional Economic Strategy**

10-year framework published in 2002, with a review underway in 2005/06.

Sustainable development is accepted as a key concept, and the aim is that by 2012, the South East will be recognised as one of the world's 15 top performing regional economies. There are five objectives: Competitive Business, Successful

People, Vibrant Communities, Effective Infrastructure and Sustainable Use of Natural Resources.

Priority 13 is 'Transport – secure a sustainable transport network', with an emphasis on improvements to the road and rail network and facing the challenge of congestion. It recognises that road traffic in the South East has increased by 20% between 1993 and 2002 and that the average travel-to-work times are amongst the longest in Europe. There is little direct reference to the importance of walking and cycling, but Sustrans is named as a key partner. Tourism is recognised as one of 8 sector groups. <http://www.seeda.co.uk/res/>

- **Regional Tourism Strategy**

The revised Regional Planning Guidance for the South East (RPG9) published in November 2004 includes a chapter on Tourism and Related Sport and Recreation. Policy TSR7 identifies the following areas as sub-regional priorities: The Coastal Strip and the Isle of Wight, Windsor and Surrounds, Oxford, River Thames, Thames Gateway, Milton Keynes/Aylesbury and Ashford. <http://www.gose.gov.uk/gose/planning/regionalPlanning/>

- **Tourism ExSEllence**

The strategy for tourism in the region, prepared by Tourism South East. The South East is the most visited English region outside London, with 26.5 million overnight stays and 194 million day visits in 2002. In the countryside, priorities include promoting outdoor activities such as walking and cycling. <http://www.industry.visitsoutheastengland.com/tourismstrategy/index.aspx>

- **A Vision for the Rural South East**

A vision of a sustainable rural future for the South East, prepared by the Countryside Agency following the South East Rural Affairs Forum conference in September 2004. Points include 'effective local transport facilities which link the community not only to nearby towns and villages but also with the wider regional and national transport networks'. About one third of the region is designated as Areas of Outstanding Natural Beauty, with the New Forest and South Downs on the way to becoming National Parks. The AONBs are: the Isle of Wight, South Hampshire Coast, Chichester Harbour, East Hampshire, Sussex Downs, High Weald, Surrey Hills, Kent Downs, The Chilterns, North Wessex Downs and the Cotswolds. There are four National Trails in the region: the Thames Path, the Ridgeway, the North Downs Way and the South Downs Way. <http://www.countryside.gov.uk/LAR/Regions/southEast/activities/researchandevaluation/servision.asp>

- **Areas of Outstanding Natural Beauty and National Parks**

All local authorities have a duty under the Countryside and Rights of Way Act 2000 to help deliver protected area management plans. Most AONBs and National Parks have policies to promote sustainable transport.

- **Mission: Possible**

The South East Plan for Sport 2004-2008, published by Sport England in May 2004. The Plan is seeking new ways of increasing participation from the existing static rate of 31.2% to the Government target of 50% by 2020, an increase of 1% year on year. The importance of an active lifestyle is underlined, together with the link between physical inactivity and some diseases and clinical conditions. The cost of obesity to the health care system in the region has been estimated at £68 million per annum.

http://www.sportengland.org/southeast_index/southeast_get_resources.htm

- **Choosing Health in the South East: Physical Activity**

Published by the South East England Public Health Observatory in January 2006, this report brings together regional and national data with evidence on the effectiveness of interventions, to support the importance of physical activity for public health. Transport is highlighted as a specific concern, because people in the South East are more car-reliant than in other regions.

<http://www.sepho.org.uk/Topics/physActivity.aspx>

- **Move It!**

A Framework for Action on Physical Activity in the South East, published in December 2004. Physical activity is defined as sport and active recreation, plus active living, which includes everyday walking and cycling. One of the overarching objectives is to increase physical activity, in particular walking and cycling. The South East Physical Activity Co-ordination Team, of which Sustrans is a member, will oversee the implementation of the Framework. Physical Activity Alliances will also play a key role and the following structure has been adopted: Hampshire and Isle of Wight, Kent and Medway, Surrey, Oxfordshire, Sussex, Berkshire, Bucks and Milton Keynes.

http://www.sportengland.org/southeast_index/southeast_get_resources.htm

2.3 From policy to practice

The national and regional policy contexts set out a bold vision for encouraging walking and cycling over other modes of transport to improve the urban environment and enhance people's quality of life. However, it is inevitable that practical delivery of the policies will be constrained by a lack of resources, skills, and expertise, and so the reality is that targets are still a long way from being met. To achieve national and regional targets will require commitment and effective use of resources by all. Sustrans has developed a range of programmes that focus on assisting with the practical delivery of these policies in the South East. These eight programmes are set out in the Action Plan that follows.



Sustrans south east regional plan

3.1 Our goal

Sustrans' goal for the South East is:

To improve the quality of life in the South East by:

- Changing the way people move and increasing the number of trips made by foot, bike and public transport
 - Reducing the distance people travel
 - Ensuring that everyone can access local places and services
-

3.2 Objectives

To achieve this goal, Sustrans in the South East will focus on 8 key complementary objectives. Each of these will draw on Sustrans' national expertise, and be targeted towards the specific needs of the South East and the priorities and objectives of our partner organisations such as GOSE, SEEDA, SEERA, Sport England, Natural England and the local authorities.

3.3 Proposed activities and targets

3.3.1 Objective 1: Increase the number of walking and cycling trips on the National Cycle Network

Encouraging more people to walk and cycle by extending the Network, linking people to their shops, stations, schools and work as well as the countryside, taking people where they want to go so that cycling and walking become an integral part of everyday life.

Targets for Increasing walking and cycling trips

- Target (i) 10% year-on-year growth in usage on the National Cycle Network
 - Target (ii) 1500 miles of routes (national and regional) to be open by 2011
 - Target (iii) Links developed to 50 schools within 0.5 miles of the Network by 2011
 - Target (iv) Links developed from National Cycle Network routes to other key destinations, including to 20 public transport interchanges by 2011
 - Target (v) The National Cycle Network to be included in Local Development Frameworks and other local/ regional plans
-

3.3.2 Objective 2: Create town-wide networks of walking and cycling routes

Building on the National Cycle Network as a core route by working with local authorities to develop networks in urban areas.

Targets for creating town-wide networks

- Target (i) Create a network of routes in 10 towns across the region based around the National Cycle Network by 2011
 - Target (ii) Cycling Development Plans to be an integral part of Local Development Frameworks and other planning policies by 2011
 - Target (iii) Working with 10 communities to create 'DIY streets' as part of the Liveable Neighbourhoods programme
 - Target (iv) Work with Cycling England to support the 'Cycling Demonstration Towns' of Aylesbury and Brighton & Hove
-

3.3.3 Objective 3: Promote routes & monitor effectiveness

Ensure that as many people as possible know about their local National Cycle Network and other routes through delivering a programme of promotional activities. Monitor the effectiveness of the National Cycle Network and other routes in increasing walking and cycling, ensuring that all local authorities in the region have an active route monitoring programme.

Targets for promoting routes

- Target (i) Every traffic-free route over 5 miles to have a leaflet by 2007
- Target (ii) Production of a regional cycle tourism strategy by 2007
- Target (iii) Every AONB and National Park to actively promote walking and cycling, including the NCN, by 2007

- Target (iv) Undertake regular surveys at 25 locations on the National Cycle Network in the region
 - Target (v) Develop regional pages of website
-

3.3.4 Objective 4: Maintain routes

Ensure that the National Cycle Network and other routes remain attractive for users by maintaining them, upgrading any sub-standard sections and by developing and maintaining public artworks along them.

Targets for maintaining routes

- Target (i) Secure additional funding for the maintenance of the Network by 2008
 - Target (ii) Work actively with every local authority on the Ranger programme by 2007
 - Target (iii) All national and regional routes to be covered by Rangers by 2007
 - Target (iv) Address all substandard sections of national route (alignment or quality) by 2011
 - Target (v) At least one major arts project in the region every year
-

3.3.5 Objective 5: Expand the 'Routes to Schools' programme

Encourage and enable children to walk and cycle to school by working with local authorities and individual schools, particularly on the development of traffic-free routes through Links to Schools. Roll-out of the Bike It programme.

Targets for Routes to Schools

- Target (i) Work with every local authority on Safe Routes to Schools by 2008
 - Target (ii) Work directly with at least one school in every local authority area, in co-operation with STP Advisers
 - Target (iii) Establishment of a Bike It programme in the region
-

3.3.6 Objective 6: Mitigate Climate Change

Highlight the climate change benefits of Sustrans' work programme and other sustainable transport initiatives.

Targets for mitigating climate change

- Target (i) Work with at least one local authority partner to audit current carbon dioxide emissions from transport, and work with them to reduce those emissions
 - Target (ii) Work with other (voluntary sector) organisations to highlight the contribution of transport to climate change
 - Target (iii) Work with businesses to use carbon reduction targets to promote walking and cycling.
-

3.3.7 Objective 7: Promote Active Travel

Promote walking and cycling as lifestyle physical activity through establishing an Active Travel programme in the South East.

Targets for Active Travel

- Target (i) Actively engage every local transport authority on Active Travel by 2011
 - Target (ii) Working on 10 high-profile demonstration projects by 2011
 - Target (iii) Appointment of an Active Travel Co-ordinator for the region
 - Target (iv) Work with Physical Activity Alliances to promote active travel as physical activity, emphasising the health benefits
-

3.3.8 Objective 8: Promote sustainable tourism

Encourage and enable people to travel on foot, by bicycle or by public transport for tourism journeys by working with tourism providers and local authorities, and to encourage those who live in the South East to become tourists in their own region.

Target for sustainable tourism

- Target (i) Completion of the London-Paris route by 2011
 - Target (ii) Working on 10 high-profile demonstration projects with tourism providers by 2011
 - Target (iii) Appointment of a Tourism Development Officer for the region
-

3.4 Outcomes

Delivery of each of our objectives for the South East will contribute to the following four key outcomes:

Outcome (1)

Directly and indirectly to increase the number of trips undertaken by bicycle and on foot.

Outcome (2)

The regional bodies and local authorities to recognise the National Cycle Network as an essential component of regional infrastructure and its contribution to a range of policy areas, and hence to commit funding to its future development, delivery and maintenance.

Outcome (3)

Reduction in carbon emissions from the transport sector.

Outcome (4)

Working with key health organisations and other partners across the region to promote increased physical activity through active travel.



delivering
the plan

4.1 Partners

Sustrans works with a wide range of partners in the South East, including:

- Government Office for the South East
- South East England Development Agency
- South East England Regional Assembly
- South East Public Health Group
- Countryside Agency & English Nature (Natural England from 2007)
- Tourism South East
- Sport England
- South East Physical Activity Co-ordination Team
- Forestry Commission
- Groundwork
- South East Forum for Sustainability
- Local Authorities
- Primary Care Trusts
- Physical Activity Alliances

All of these working relationships have allowed us to gain an excellent understanding of the delivery mechanisms, and constraints, to improving walking and cycling conditions in the South East.

We believe that one of our main strengths is the wide range of partners with whom we work. It gives us an understanding of both the opportunities and the conflicts that exist at different levels relating to walking and cycling policy and practice, and enables us to position ourselves in the South East to take a balanced approach to work on practical projects with appropriate partners.

4.2 Staff resources

Sustrans' South East team currently consists of 9 staff.

To deliver the objectives set out within this action plan will require the following staff:

Already in post:

- Regional Manager 1 FTE
- Office Manager 0.6 FTE
- Active Travel Manager, Milton Keynes 0.6FTE
- Area Managers 2 FTE - covering Oxfordshire, Berkshire, Hampshire & Isle of Wight, West Sussex & Brighton and Kent
- Project Co-ordinator (marketing, promotion, land negotiation) 1 FTE

Additional posts:

- Active Travel Co-ordinator
- Area Manager, Surrey and East Sussex
- Area Manager, Bucks and Milton Keynes
- Tourism Development Officer
- Bike It Officers

These staff are supported by central teams in Sustrans' Head Office, including personnel, finance, marketing, information, fund assembly, land and legal, traffic engineering, construction and central project control. They will also be supported by the relevant national programme teams.



5 The way forward

This five-year plan sets out our vision for what we believe we can realistically contribute towards the development of sustainable transport options and behaviour across the South East over the next five years. It provides a clear framework for action that we will use to prioritise our work and measure progress. We will continue to seek new opportunities to work with partners that share our vision.

If you wish to contact Sustrans' South East office to discuss any element of this plan, the Regional Manager would be happy to meet with you and discuss how we can work together.

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Appendix 1: Details of Sustrans' programmes
Appendix 2: Framework for Action
Appendix 3: List of consultees
Appendix 4: Regional statistics



Details of Sustrans' programmes

The National Cycle Network

The National Cycle Network is a comprehensive network of safe and attractive places to cycle and walk throughout the UK. Sustrans delivers the Network with many partners and 10,000 miles of route are now open.

Sustrans has a range of services to help people to get the most from the Network. We provide a free public information service, produce high quality maps and guides, commission public artworks on the routes and run a national volunteer programme, with over 1,800 volunteer rangers looking after and helping to promote their local routes. In 2002, we were awarded the Queens Award for Enterprise in recognition of our work on the National Cycle Network, and in November 2004, we won the Helping Hands award, when the Network was voted by the public as their favourite large-scale Lottery-funded project.

Safe Routes to Schools

Has been pioneered in the UK by Sustrans, and works with schools to make cycling and walking to school both safe and fun. Sustrans has also built hundreds of Links to Schools from the National Cycle Network, giving children traffic-free routes and parents peace of mind. In 2004/2005 Sustrans also piloted Bike It, a scheme working directly with young people to help them enjoy the fun and independence of cycling to school.

Sustrans has:

- developed an unrivalled information service for schools, local authorities, and individuals working on safe routes to schools projects and school travel plans
- trained 'school champions' (parents, teachers, governors or pupils) to enable them to implement and progress their own Safe Routes to Schools schemes
- contributed to policy and practice at all levels
- held a hugely successful two-day UK 'Championing Safe Routes to Schools: Citizenship in Action' conference in Leicester in 2003, which attracted 340 people from all four countries and included 160 pupils accompanying adults from 50 schools.

Through the Bike It programme, Sustrans is working with schools across England with dedicated Bike It officers. The programme is being rolled out further in 2006/2007.

TravelSmart

Pioneered by Sustrans in the UK, TravelSmart offers a unique service that gives households the tailor-made information they need to walk, cycle and use public transport more often. TravelSmart delivers measurable increases in walking, cycling and public transport usage by helping people make informed travel choices and switch just a few day-to-day trips to more sustainable modes of transport. The TravelSmart process – also known as Individualised Travel Marketing (ITM) – uses direct contact with households to identify and meet individual needs for support, and to motivate people to think about their day-to-day travel choices.

The TravelSmart approach has been proven in successful applications across the world involving a total of more than 2 million people. In the UK during 2003-04, Sustrans' TravelSmart programme reduced car travel by between 9 -14% in seven projects, targeting a total of 13,000 households.

Sustrans is currently working on five TravelSmart projects targeting more than 60,000 households, including large-scale projects in Worcester and Peterborough as part of their Sustainable Travel Town programmes.

Active Travel

Policymakers and strategists are increasingly concerned about the impact of sedentary lifestyles on public health and the estimated costs of £8.2 billion. It is recognised that a physically active lifestyle offers good protection against obesity, heart disease, many forms of cancer, type II diabetes, mental illness and other conditions. The Chief Medical Officer in England recommends that everyone should enjoy moderate exercise for at least half an hour each day.

One of the easiest ways to be active is to include walking and cycling in the daily routine, on the journey to work or school. These activities can also be undertaken at minimal cost compared to structured forms of physical activity such as sports. Through the building of the National Cycle Network, Safe Routes to Schools and many other projects, Sustrans has been promoting walking and cycling, and consequently public health, for nearly 30 years.

The Sustrans Active Travel programme was established in 2001 to improve links between the health, transport, planning and communities sectors, and has enjoyed considerable success.

The aim is to foster cross-disciplinary partnerships at a regional and local level, and to see public health policies translated into practice to maximise the benefits of healthy, active and environmentally friendly travel. With funding from the Department of Health, the British Heart Foundation, the Scottish Executive and the Welsh Assembly Government, we have established Active Travel programmes in each country. We are now seeking to develop Active Travel programmes in each of the English government regions.

Liveable Neighbourhoods

Is updating city living for the 21st century by putting people at the heart of their community. Liveable Neighbourhoods are places where children can play safely, people can shop locally, and where there are open and public spaces accessible to all.

Our flagship project is The Dings Home Zone in Bristol. This combines a home zone with slower speeds, walking and cycling routes, Safe Routes to Schools, community involvement, travel awareness work, car club promotion and Active Travel. It is part of a wider project called VIVALDI, which involves 5 cities across Europe each undertaking similar innovative integrated transport projects. It is part-funded by CIVITAS, a European stream of funds, and we are partners with Bristol City Council in the project.

International Liaison

Sustrans has established a good working relationship with practitioners in over 50 countries to share technical information and collaborate with the most advanced cities on European transport projects. Sustrans is a member of ACCESS – Eurocities for a new mobility culture, the European Greenways Association, the European Cyclists' Federation, and the management team for EuroVelo, the European cycle route network.



Framework for Action

GOAL

To improve the quality of life of people in the South East by:

- Changing the way people move and increasing the number of trips made by foot, bike and public transport
- Reducing the distance people travel
- Ensuring that everyone can access local places and services.

Objectives	How we will measure our success	Who we will work with
OBJECTIVE 1: Increase the number of walking and cycling trips on the National Cycle Network	Usage of routes. Miles of route opened. Number of links completed.	Local authorities Sport England GOSE Employers Schools
OBJECTIVE 2: Create town-wide networks of walking and cycling routes	Number of towns with comprehensive networks of routes. Number of Cycling Development Plans. Number of DIY streets.	Local authorities SEEDA Community groups
OBJECTIVE 3 Promote routes & monitor effectiveness	Number of traffic-free routes with a leaflet. Number of promotional events. Number of Route User Surveys. Number of automatic counters.	Local authorities AONBs & National Parks Tourism South East SEEDA
OBJECTIVE 4: Maintain routes	Percentage of Network maintained to an agreed standard. Number of volunteer Rangers. Number of arts projects.	Local authorities Landowners Community groups Arts Council England (South East)
OBJECTIVE 5: Expand the 'Routes to Schools' programme	Number of schools actively engaged. Number of links to schools. Increased cycle journeys through Bike It programme.	Local authorities Schools
OBJECTIVE 6: Mitigate climate change	Reduction in carbon emissions. Number of active partners.	Local authorities Stop Climate Chaos South East Forum for Sustainability
OBJECTIVE 7: Promote Active Travel	Number of demonstration projects. Number of active partners.	Regional Public Health Team Regional Public Health

		Observatory Local authorities Strategic Health authorities Sport England Primary Care Trusts Academic research partners
OBJECTIVE 8: Promote sustainable tourism	Increased walking and cycling for tourism journeys. Number of demonstration projects. Number of tourism providers promoting sustainable transport.	Local authorities Tourism South East Tourism providers AONBs & National Parks



appendix 3

List of consultees

South East England Regional Assembly
South East England Development Agency
Government Office for the South East
South East Public Health Group
South East Physical Activity Co-ordination Team
Sport England
Forestry Commission
Countryside Agency
Tourism South East
Groundwork
English Nature
South East Forum for Sustainability

Local Transport Authorities

Milton Keynes	Southampton
Buckinghamshire	Portsmouth
Oxfordshire	Isle of Wight
West Berkshire	West Sussex
Reading	Brighton & Hove
Wokingham	East Sussex
Windsor & Maidenhead	Surrey
Bracknell Forest	Kent
Slough	Medway
Hampshire	

Areas of Outstanding Natural Beauty/National Parks

Chilterns	Kent Downs
Cotswolds	North Wessex Downs
High Weald	Surrey Hills
Isle of Wight	South Downs
Chichester Harbour	New Forest National Park



Regional statistics

Travel to work statistics for the South East region show some wide variations between towns. We have listed a total of 58 Towns or predominantly urban Districts with a population of greater than 22,500. The table shows the mode of travel to work from the 2001 Census, available from www.neighbourhood.statistics.gov.uk. The top ten Towns/Districts for sustainable transport (travel to work on foot, by cycle or public transport) and for cycling are listed below:

Town	Sustainable Transport	Town	Bicycle
Oxford District	48.6	Oxford District	14.9
Canterbury	42.8	Gosport District	10.7
Brighton & Hove UA	41.9	Abingdon	9.7
Reading UA	38.9	Chichester	8.7
Chichester	36.2	Portsmouth UA	7.1
Tunbridge Wells	36.2	Worthing District	5.3
Winchester	35.6	Arun District	5.1
Portsmouth UA	35.0	Windsor	4.6
Haywards Heath	32.8	Canterbury	4.6
Tonbridge	32.3	Bicester	4.6
Regional average	24.1	Regional average	3.1

Notes:

- Where the town name is given, we have aggregated the data for individual wards within the urban area.
- Districts and Unitary Authorities (UA) as shown.
- The choice between Towns and Districts is arbitrary, although Districts are chosen for preference where they are predominantly urban.
- The column headings are as follows: total = total population, workers = working population, driver = car driver, pass. = car passenger, PT = public transport, home = working at home.
- The 'other' column includes taxi, motorbike and other.
- To calculate the sustainable transport 'league table', we have included taxi and other, but not motorbike.
- Population and number of workers are given as numbers while remaining statistics are given as percentages.
- The designation 'hub' refers to a regional transport hub as defined by the Regional Transport Strategy. The only regional hub not included in the table is Ebbsfleet, which is located on the border of Dartford and Gravesham Boroughs in Kent.

Town	County		total	workers	driver	pass.	bike	walk	PT	home	other
Aylesbury	Bucks	hub	65,173	34,243	58.9	6.4	3.0	15.4	6.4	7.5	2.4
High Wycombe	Bucks		68,885	33,690	61.8	6.3	1.1	10.8	9.1	9.1	1.8
Milton Keynes UA		hub	207,057	108,075	62.9	8.1	3.0	6.9	8.5	8.6	2.1
Banbury	Oxon		41,802	21,725	56.0	8.0	4.0	17.9	5.1	7.0	1.9
Oxford District	Oxon	hub	134,248	60,093	37.7	4.2	14.9	14.7	18.3	8.4	1.8
Bicester	Oxon		28,672	16,508	64.3	6.8	4.6	9.0	6.3	7.3	1.7
Abingdon	Oxon		31,289	16,872	59.4	5.5	9.7	7.9	7.9	7.8	1.8
Newbury	Berks		30,801	16,407	56.6	5.7	4.1	16.5	6.6	8.9	1.6
Reading UA	Berks	hub	143,096	73,600	47.8	5.0	4.1	15.4	18.7	7.4	1.6
Wokingham UA	Berks		150,229	81,279	65.2	4.3	2.7	6.0	9.8	10.7	1.5
Maidenhead	Berks		42,827	21,721	61.6	4.3	2.5	10.7	9.1	10.3	1.5
Windsor	Berks		27,987	15,107	58.3	4.5	4.6	11.8	8.2	10.0	2.5
Slough UA	Berks	hub	119,067	58,399	61.0	6.8	2.9	10.3	9.6	7.3	2.1
Bracknell Forest UA	Berks		109,617	60,010	65.8	5.6	2.8	8.7	6.3	9.1	1.8
Runnymede District	Surrey		78,033	39,037	64.5	4.3	3.3	8.2	8.2	9.5	1.9
Spelthorne District	Surrey		90,390	46,924	64.7	4.1	3.1	6.6	10.7	8.5	2.3
Elmbridge District	Surrey		121,936	58,786	55.5	3.3	2.8	5.6	18.4	12.3	2.2
Epsom & Ewell Dist.	Surrey		67,059	33,199	54.4	3.7	2.5	8.0	19.6	9.2	2.6
Woking	Surrey	hub	48,805	23,502	58.9	4.9	2.7	8.2	14.2	9.3	1.8
Guildford	Surrey	hub	63,719	33,019	54.3	5.0	2.8	14.3	13.4	8.9	1.4
Reigate/Redhill	Surrey	hub	49,142	25,633	55.1	4.2	1.5	11.8	15.9	9.6	1.9
Camberley	Surrey		22,588	11,139	63.0	5.1	2.6	9.3	7.6	10.5	1.9
Farnham	Surrey		24,368	11,496	60.1	4.8	1.4	10.5	9.2	12.7	1.3
Rushmoor District	Hants		90,987	49,923	61.3	6.1	4.1	10.8	7.1	8.5	2.2
Andover	Hants		39,268	20,878	60.1	7.7	3.5	13.2	5.8	7.6	2.1
Basingstoke	Hants	hub	86,242	47,311	60.4	7.6	2.6	12.4	8.2	7.1	1.7
Winchester	Hants		42,574	20,429	48.3	5.4	2.5	20.7	11.5	9.9	1.8
Eastleigh District	Hants		116,169	60,532	67.0	6.0	2.8	6.9	6.6	8.5	2.2
Southampton UA		hub	217,445	98,210	53.0	6.9	4.3	13.3	13.5	6.6	2.4
Fareham District	Hants		107,977	54,358	66.3	5.8	3.9	6.7	5.7	8.6	3.0
Gosport District	Hants		76,415	37,295	52.5	6.2	10.7	11.8	7.9	6.8	4.1
Portsmouth UA		hub	186,701	87,019	50.5	6.5	7.1	14.8	11.1	6.8	3.3
Havant District	Hants		116,849	53,011	62.9	7.5	3.8	7.5	7.8	8.1	2.5
Chichester	W Sussex		23,731	10,746	48.5	5.6	8.7	22.3	4.4	8.8	1.7
Arun District	W Sussex		140,759	60,400	60.8	6.1	5.1	9.6	5.7	10.5	2.3
Worthing District	W Sussex		97,568	44,180	57.5	6.2	5.3	12.6	7.4	8.7	2.3
Adur District	W Sussex		59,627	27,166	59.1	6.1	4.0	8.3	11.3	9.1	2.1
Horsham	W Sussex		45,046	23,640	60.1	5.2	3.0	12.4	9.6	8.5	1.2
Crawley District	W Sussex	hub	99,744	51,470	60.9	6.7	2.9	7.8	12.5	7.1	2.1
Haywards Heath	W Sussex		29,358	14,537	51.6	5.0	1.0	12.4	18.6	9.9	1.5
Burgess Hill	W Sussex		28,803	15,301	60.0	5.6	2.2	9.3	12.8	8.8	1.4
Brighton & Hove UA		hub	247,817	117,551	43.2	4.9	2.7	17.2	21.0	9.3	1.9
Eastbourne District	E Sussex		89,667	36,713	55.1	6.6	3.5	13.7	10.5	8.6	2.2
Bexhill	E Sussex		40,495	14,132	58.4	6.5	2.0	13.0	7.1	11.1	2.0
Hastings District	E Sussex		85,029	35,498	54.7	8.3	1.5	14.4	9.8	8.7	2.5
Tunbridge Wells	Kent		45,465	26,080	48.0	5.2	1.4	17.0	17.0	9.9	1.6
Tonbridge	Kent		36,162	15,429	52.3	5.6	2.4	12.8	16.6	8.8	1.5
Dartford Borough	Kent		85,911	42,255	56.4	6.0	1.1	7.6	18.8	7.2	2.9
Gravesham Borough	Kent		95,717	43,960	56.6	7.4	1.3	8.0	16.3	8.2	2.2
Medway UA		hub	249,488	119,260	58.8	7.1	1.4	9.5	13.5	7.6	2.1
Swale District	Kent		122,801	55,712	59.1	6.8	2.8	10.7	9.5	9.2	2.0
Maidstone	Kent	hub	59,198	29,114	59.0	6.2	1.4	13.8	10.2	7.8	1.6
Canterbury	Kent		40,835	16,775	43.9	6.0	4.6	29.0	7.7	6.6	2.1
Thanet District	Kent		126,702	49,197	55.8	7.7	3.2	12.8	8.3	9.0	3.1
Deal	Kent		28,768	11,980	59.2	8.1	3.6	11.1	6.4	8.4	3.4
Dover	Kent		32,622	13,812	51.2	8.3	2.1	20.3	7.4	7.1	3.6
Folkestone	Kent		45,064	19,928	54.5	8.3	2.1	18.5	8.1	6.1	2.5
Ashford	Kent	hub	47,509	23,038	58.0	7.6	4.2	12.0	8.8	7.6	1.8

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