

Walking and Cycling Strategy

Bridgend County Borough Council - August 2009



Cyngor Bwrdeistref Sirol







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Foreword

How we choose to make our everyday journeys can affect us in many ways. It can affect us economically through the cost of travel, environmentally through the carbon footprint of our journeys, and it can also have an impact on our health and wellbeing.

As a society we are becoming increasingly aware of the consequences of our travel choices. As a result we are beginning to think more about the benefits and costs associated with different modes of transport which helps us to choose more appropriate options for getting out and about.

Walking and cycling are not only low cost modes of travel, they can also help to increase our activity levels and benefit our physical and mental health and wellbeing. When compared to the motorised forms of transport used for most of our daily journeys, walking and cycling have less impact on our environment and allow us to interact more with our local community.

It is with this in mind that we have prepared our first Walking and Cycling Strategy for Bridgend County Borough, which sets out our plans for the development, promotion and encouragement of walking and cycling primarily as transport modes for local journeys and as alternatives to the car.

Whilst focussing on walking and cycling as transport modes, this strategy also supports the priorities identified within the Bridgend Local Service Board's Community Strategy and complements a number of Bridgend County Borough Council's other policies, including the Rights of Way Improvement Plan and the Sport and Physical Activity Strategy.

Most of us already walk for at least part of the trips we make each day. This strategy will help to make walking and cycling more attractive for local journeys, encourage us to question how we travel and help raise awareness of the many benefits of being more active and travelling in a more sustainable way.

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Chapter 1 – Introduction

1.1 Overview

Bridgend County Borough is situated along the M4 corridor in South Wales between Cardiff and Swansea and shares its borders with the Vale of Glamorgan Council in the south and the County Boroughs of Neath Port Talbot and Rhondda Cynon Taf to the west and east respectively.

The population of 128,645¹ is distributed over a varied topographic region. The north of the County Borough is composed of the Llynfi, Garw and Ogmores Valleys which feed down into the M4 corridor, and between the M4 corridor and the South Wales coastline lies the economic heart of the County Borough.

The Authority is well served by transport links to regional centres in South Wales and beyond. Both the South Wales main railway line and the M4 motorway run east to west through the County Borough, while the Maesteg railway line, which serves the Llynfi Valley, and the Vale of Glamorgan railway line provide additional travel opportunities. The County Borough is also well served by a bus network that provides good links for local journeys, as well as to Cardiff and Swansea, and a developing network of cycle and community routes.

The Council has prepared this Walking and Cycling Strategy as part of its commitment to developing an integrated transport system and to support the aspirations of the Welsh Assembly Government's Wales Transport Strategy (One Wales: Connecting the Nation), and Sewta's draft Regional Transport Plan, to promote sustainable transport.

Sewta, the South East Wales Transport Alliance, is a consortium of 10 local authorities in South East Wales working in partnership, of which Bridgend County Borough Council is a member. Sewta is one of four Regional Transport Consortia within Wales, set up by the Welsh Assembly Government to deliver the Assembly's Transport agenda. Figure 1.1 overleaf shows the ten local authority areas which constitute the Sewta region, from Bridgend in the west to Monmouthshire in the east.

This strategy, together with the Rights of Way Improvement Plan (ROWIP), outlines the Council's programme for the development of walking and cycling within the County Borough. This Walking and Cycling Strategy focuses on the development of walking and cycling as transport modes primarily, but also as potential contributors to increasing opportunities for tourism, leisure and health.

The ROWIP sets out proposals for improved access to the countryside as well as identifying, prioritising and planning improvements to the local rights of way network, making better provisions for walkers, cyclists, equestrians and people with mobility problems and disabilities. Further details on the ROWIP can be obtained from the Council's Rights of Way section.

Some issues relating to walking and cycling are common to both documents and there are instances where action points from this Strategy overlap with those contained within the ROWIP. Where this occurs, including the examples set out in Chapter 3 of this Strategy, the appropriate Council departments will ensure joint working takes place to maximise resources.

The delivery of this Strategy will be dependant upon the identification and availability of appropriate sources of funding and the Council will therefore seek to tap into a variety of funding sources. Further information relating to these potential funding streams is contained within

1 www.statistics.gov.uk/census2001/profiles/00PB-A.asp

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Figure 1.1 – Bridgend and the Sewta Region



Chapter 5 of this document.

This document represents the Council's first walking and cycling strategy and supports both the aspirations of the Welsh Assembly Government for the development of walking and cycling, and the WAG target of trebling cycle use in Wales by 2016, relative to base data from 2006.

To achieve this target and increase the usage of these modes, it will be necessary to reverse a downward trend in the number of trips made on foot or by bicycle. Even though approximately 38% of households in Wales currently own a bicycle², the number of walking trips made per person in Wales constitutes only 26% of the total number of trips made, while the number of cycling trips in Wales was considered so inconsequential that it could not provide reliable estimates of cycle use³.

1.2 Benefits of Walking and Cycling

Increasing levels of walking and cycling can generate benefits across a range of issues including:

- Modal shift;
- Environment;
- Health;
- Social inclusion; and
- Economy.

2 Welsh Transport Statistics 2002, National Assembly for Wales – quoted in Walking and Cycling Strategy for Wales 2003, WAG

3 National Travel Survey 1999/2001, Department of Transport

1.2.1 Modal Shift

In the context of this strategy, modal shift refers to the process of encouraging car users to make their existing journeys using more sustainable transport alternatives, such as walking, cycling and using public transport.

Walking is something that most of us do at some point each day and all journeys feature walking as at least one mode of transport, whether this is to access another mode of transport, transfer between modes or to connect the end of a journey with its final destination.

Between 1991 and 2001 the average number of journeys undertaken on foot or by bicycle per person in the UK declined by 20% and 25% respectively, while the number of journeys made by car per person in the UK increased by 3% over the same period⁴.



4 National Travel Survey 1999/2001, Department of Transport

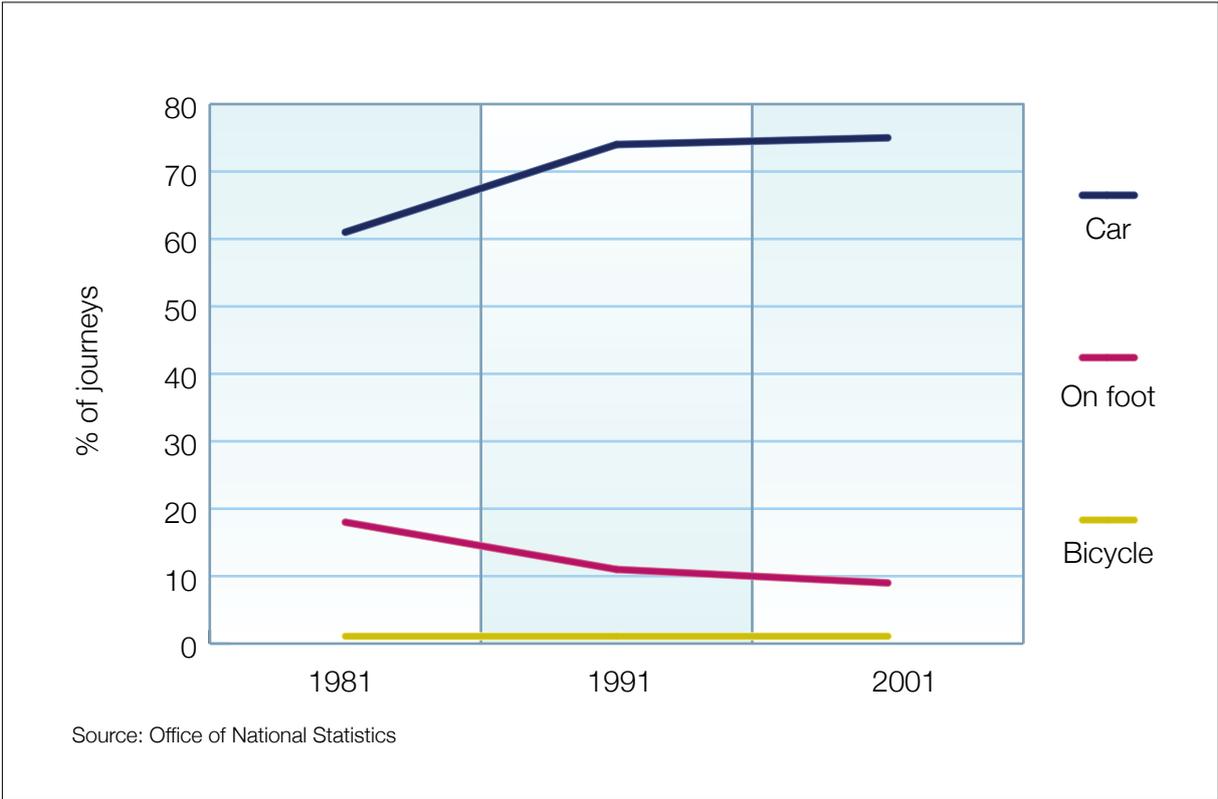
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This is despite the fact that approximately a quarter of all journeys in the UK are less than 1 mile in length, and that of these journeys 80% are made on foot, 1.5% are made by bicycle and 17% are made by car. The remainder of these journeys are made either by bus or rail.

However, as the length of a journey increases, so does the likelihood that the journey will be made by car. For journeys of between one and two miles, 27% of journeys are made on foot and 3% are made by bicycle but the percentage of journeys made by car rises to 61%, even though trips of this distance could in most cases be made by walking or cycling. For journeys of between 2 and 5 miles, the percentage of journeys by car increases to 79% while only 4% and 2% of trips are made on foot and by bicycle respectively⁵.

In Bridgend, how people make their journey to work provides a reflection of this trend. As indicated in Figure 1.2 below: Between 1981 and 2001 the percentage of people travelling to work by car increased from 62% to 75%, while the number of journeys made on foot decreased from 16% to 9% but the percentage of bicycle trips has remained low, at approximately 1%⁶. It should be noted that the 1981 figures relate to the former Ogwr Borough Council area which is broadly comparable with the boundary of Bridgend County Borough.

Figure 1.2 - Mode of Travel to Work in Bridgend (1981-2001)



5 National Travel Survey 1999/2001, Department of Transport

6 Office of National Statistics, 1981 Census of Population

While part of this trend can be attributed to an increase in the distance people now travel to work, increasing levels of car ownership have also been a contributory factor. Ownership levels in Bridgend closely resemble those for Wales as a whole. In 1991 32% of households, both in Wales and in Bridgend, did not have access to a private car. In 2001 this figure had dropped to 26%⁷.

Although this indicates that there is still potential for further growth in car ownership, particularly in the more deprived areas, it also represents an opportunity to encourage more sustainable transport alternatives such as walking, cycling and public transport, particularly for short to medium distance trips.

1.2.2 Environmental Benefits

Encouraging modal shift can have a positive effect on the local and global environment. In terms of their impact on the environment, walking and cycling are two of the least damaging, and therefore most sustainable modes of transport.

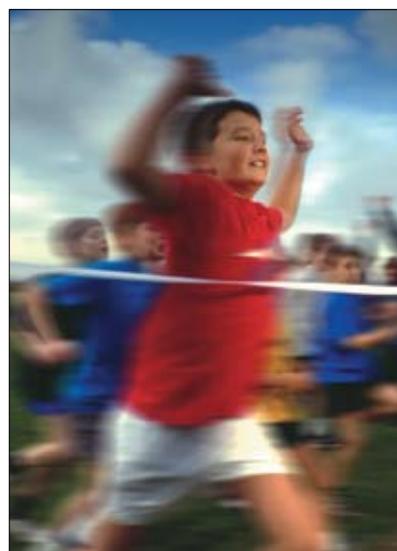
Promoting walking, cycling and public transport can help contribute to lowering levels of vehicle emissions such as CO₂ through a reduction in the number of single occupancy car trips. In areas where significant modal shift occurs, decreasing levels of congestion can help to minimise localised vehicle emissions which can help to improve local air quality.

As well as being more fuel efficient and less polluting forms of travel, walking and cycling are also quiet modes and significant modal shift in favour of trips on foot or by bicycle can also contribute to local reductions in noise and vibration.

1.2.3 Health Benefits

In addition to the associated environmental benefits, walking and cycling for short to medium distance journeys can also generate a range of health benefits. On a basic level, walking and cycling can help attain current public health recommendations for physical activity, particularly for regular journeys such as going to work or school, and can contribute to achieving the physical activity targets set out in the Welsh Assembly Government's Climbing Higher Strategy.

In Wales 71% of adults do not achieve the recommended levels of physical activity of 30 minutes or more moderate intensity activity on at least five days of the week⁸, and 55% are classified as overweight or obese⁹. Figure 1.3 below compares the trends in Wales for the proportion of the population undertaking regular exercise and those classified as overweight/obese between 1985 and 2003.



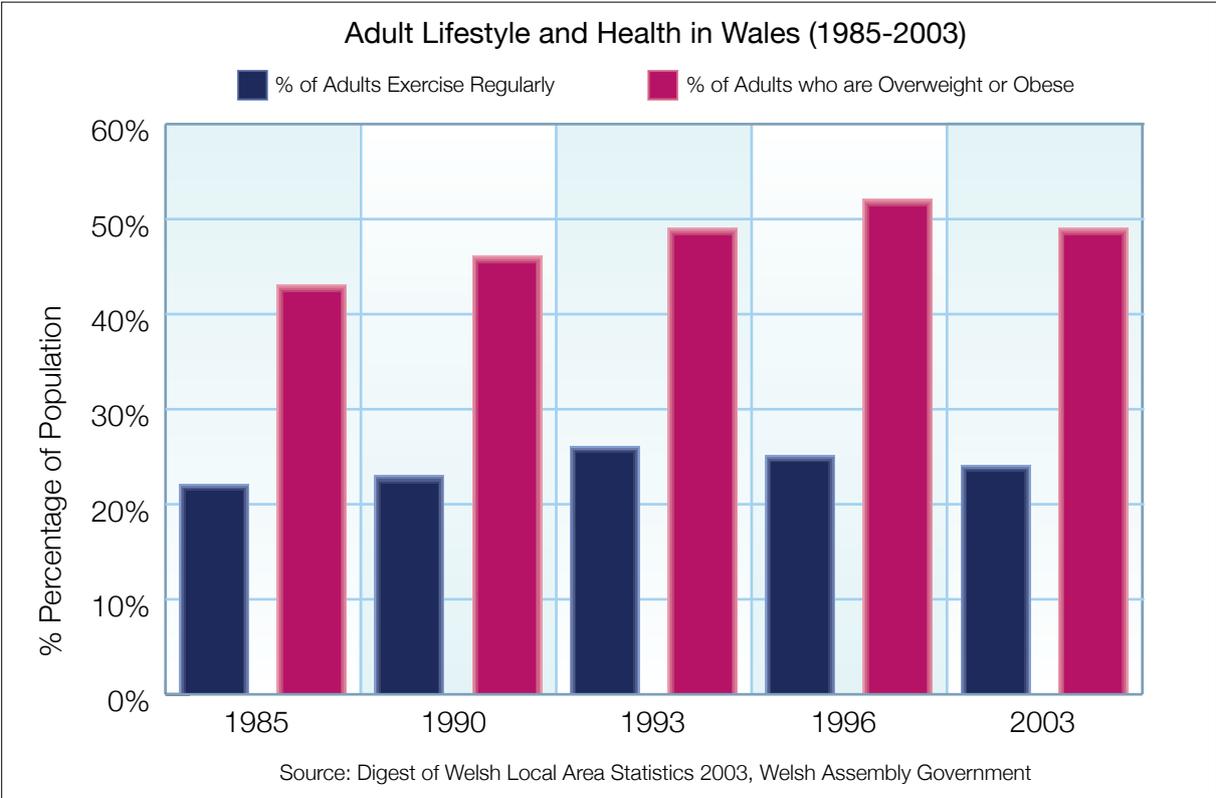
7 Office of National Statistics, 2001 Census of Population.

8 Better Health Better Wales, WAG, 1998

9 Health Statistics Wales 2007, WAG
<http://new.wales.gov.uk/topics/statistics/publications/publication-archive/hsw2007/?lang=en>

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Figure 1.3 - Adult Lifestyle and Health in Wales (1985-2003)



The situation in Bridgend is closely related to the Welsh scenario with approximately 58% of the adult population of the County Borough classified as overweight or obese, and only 28% reaching the recommended levels of physical activity¹⁰.

Increased physical activity levels can help to reduce the risk of developing health problems such as coronary heart disease, cancer, hypertension, stroke, diabetes and obesity¹¹. Improving the general health and activity levels of the population can also contribute to fewer injuries associated with ageing in the elderly, and fewer mental health problems¹².

The positive effects of increased physical activity levels are not restricted solely to the adult population. There is a growing recognition of the importance of promoting healthier lifestyles amongst young people.



10 Health Statistics Wales 2007, WAG
<http://new.wales.gov.uk/topics/statistics/publications/publication-archive/hsw2007/?lang=en>

11 Walking and Cycling Strategy for Wales, WAG

12 Healthy and Active Lifestyles in Wales, WAG

Estimates by the National Diet and Nutrition Survey (2000) indicated that 40% of boys and 60% of girls surveyed in the UK were failing to meet the recommended levels of physical activity of at least 60 minutes of moderate intensity activity on most days¹³.

The decline over recent decades in exercise levels amongst young people has coincided with an increase in sedentary lifestyles. Excess body weight is now the most common childhood disorder in Europe, and it is more likely that overweight children will become overweight adults¹⁴.

1.2.4 Social Benefits

For the 26% of households in the County Borough who do not have access to a car, a combination of walking, cycling and public transport provides their only means of accessing local services.

Enabling shorter distance journeys to be walked or cycled in safety can help link people to local services, without using motorised transport. Providing safe and efficient routes to employment sites can also increase links to job opportunities for those without access to a car or without regular public transport access.

Improving the quality of the existing routes, and ensuring that new routes are built to a high standard and, where appropriate, with good quality lighting can increase people's sense of security, especially at night. More people walking and cycling can also help to combat the fear of crime experienced by many user groups, particularly women and the elderly, as greater numbers of users can help generate a sense of protection and can also help add to a sense of community as a result of increased social interactions.



1.2.5 Economic Benefits

Walking and cycling can also generate a range of economic benefits, both personal and within the community. The most immediate and tangible benefits will be felt by those people who take up walking or cycling in place of other forms of transport, as they will make savings on travel costs such as bus fares or petrol.

Attracting people away from their cars for short local trips can contribute to lowering local levels of congestion, thus helping reduce the amount of unproductive time spent on local roads.

Dedicated cycling and walking routes can reduce the conflict between different modes of transport and this can contribute to reducing the number of accidents involving cyclists, pedestrians and cars. Any reduction in the number of accidents will help to reduce the costs associated with this type of road traffic accident, particularly for the health services, and it can assist in realising WAG targets for accident reduction.

13 Adolescent Health, British Medical Association, 2003

14 Adolescent Health, British Medical Association, 2003

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The health benefits which can be achieved through increased levels of physical activity, such as walking and cycling, also have an economic implication. For example, the provision of dedicated facilities may give access for those without a car, or a regular public transport service, to employment sites thereby increasing economic activity.

A healthy population is crucial to reducing poverty and to achieving sustainable economic development and growth. Poor mental health and well-being can impede economic development through lost production when people are unable to work, or through reduced productivity from people who are unable to function effectively. A healthier workforce can also contribute towards reducing sickness absence levels, which will in turn increase productivity and can help to reduce NHS costs.

Walking and cycling tourism represent markets which could offer considerable economic benefits to the County Borough. In Wales, spending by walking visitors is estimated to bring in over £500 million to rural and coastal economies¹⁵, while it is estimated that cycle tourism in Wales is currently worth £18 million¹⁶.

There may also be further knock-on effects for the tourism and service sectors, with use of the walking and cycling network potentially increasing demand for accommodation, refreshments and enterprises specifically related to this sector, for example cycle repair shops.

1.3 Policy Context

This is Bridgend's first independent Walking and Cycling Strategy and it has been developed with particular reference to a wide range of policy and legislative documents which consider the wider European, national (UK and Wales), regional and local contexts.

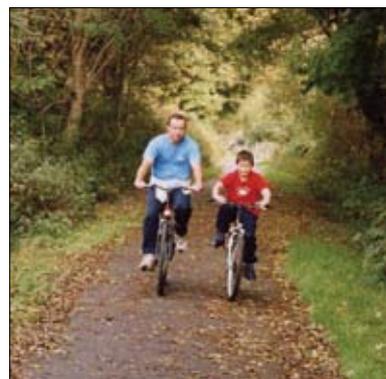
The following are the key documents which are considered to be relevant to the development and promotion of walking and cycling within the County Borough. A brief summary of each document is contained in Appendix D.

1.3.1 European Context

- European Transport Policy for 2010 – Time to Decide (White Paper)

1.3.2 National Context (UK)

- Environment Act 1995
- National Cycling Strategy (1996)
- Road Traffic Reduction Act (1997)
- Crime and Disorder Act 1998
- The Transport Act 2000
- Encouraging Walking – Advice to Local Authorities (2000)
- Local Transport Note 2/08 – Cycle Infrastructure Design



15 Best Foot Forward: A Walking Tourism Strategy for Wales, Welsh Tourist Board, 2000

16 Moving Up a Gear: A Cycle Tourism Strategy for Wales, Welsh Tourist Board, 2000

1.3.3 National Context (Welsh Assembly Government)

- One Wales: Connecting the Nation – The Wales Transport Strategy (2008)
- Transport Framework for Wales (2001)
- Plan for Wales (2001)
- Planning Policy Wales (2002)
- Technical Advice Note 18 – Transport, WAG (2007)
- Well Being in Wales – Consultation Document (2002)
- ‘Moving up a Gear’: A Cycle Tourism Strategy for Wales, Welsh Tourist Board (2000)
- ‘Best Foot Forward’: A Walking Tourism Strategy for Wales, Welsh Tourist Board (2000)
- Road Safety Strategy for Wales (2003)
- Walking and Cycling Strategy for Wales (2003)
- Climbing Higher – Sport and Active Recreation in Wales (2005)

1.3.4 Regional Context

- Draft Regional Transport Plan, Sewta (2008)
- A Walking and Cycling Strategy for South East Wales, Sewta (2006)
- Policies for Change: A Transport Strategy for South East Wales, SEWTF (2001)

1.3.5 Local Context

- Building a Better Bridgend County Borough – Local Agenda 21 Strategy (2000)
- Unitary Development Plan (2001-2016)
- Bridgend County Borough Community Strategy 2005-2016
- Corporate Improvement Plan 2008-2011
- Local Area Bus Strategy (LABS, 2003)
- Fit for the Future – Bridgend County Borough’s Regeneration Strategy (2008-2021)
- Sustainable Economic Regeneration Strategy (2003)
- Rights of Way Improvement Plan (2008)
- Health, Social Care and Well-Being Strategy 2008-11 (2008)
- Never too Old – Local Action Plan for Older People Living in the Bridgend County Borough of Bridgend (2008-2011)
- Better Health, Successful Sport – A draft Strategy for Sport and Physical Activity in Bridgend County Borough (2009-2019)



Chapter 2 – Vision and Objectives

2.1 Vision

According to figures in the 2004 National Travel Survey, 68% of all journeys made in the UK are under five miles in length, with 42% of all journeys being less than two miles and 22% less than one mile¹⁷.

It is for this reason that there is such potential for growth in cycling and walking, particularly as an alternative to the private motor car for short to medium journeys. For the purposes of this strategy, short journeys are defined as those being less than 2 miles in length, and medium distance journeys are those of between 2 and 5 miles.

The previous chapter identified a range of potential benefits associated with increased levels of walking and cycling and it is against this background that the Council has adopted the following vision for this Walking and Cycling Strategy.

The Council will encourage walking and cycling, particularly as sustainable transport alternatives to the private motor car for short to medium journeys, and will promote the wider benefits associated with these activities.

2.2 Objectives

The following objectives detail how Bridgend County Borough Council will work towards the overall vision for walking and cycling. Although the Objectives have been numbered, they all have equal status within the context of this Strategy and are therefore not included in any order of priority.

- 2.2.1 To encourage larger numbers of the local population to travel using these modes rather than the motor car it will be necessary to provide new routes, to improve the quality of existing routes and to ensure that all routes are not implemented in isolation but form part of a wider, co-ordinated network which allows greater mobility via these transport modes.

These routes will have a multitude of functions including catering for journeys to employment, education and retail sites, as well as providing opportunities for tourism and recreation. Routes should offer a safe and attractive environment and be as direct as possible to promote the effectiveness of walking and cycling.

In addition to local movements, the County Borough shares its boundary with three other local authority areas. While there are excellent highway links between these authorities, including the M4 motorway, there are opportunities to develop additional walking and cycling links which would connect Bridgend to the wider Sewta region to the east and Neath Port Talbot in the west.

¹⁷ A Walking and Cycling Strategy for South East Wales, Sewta, 2006

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Objective 1

The Council will develop, and maintain, a network of walking and cycling routes to cater for local and, where applicable, regional transport, recreation and tourism needs.

- 2.2.2 To complement this network of routes it will also be necessary to provide adequate supporting infrastructure. This will include a variety of measures designed to heighten public awareness of the routes and to engender a greater confidence among both current and potential users.

These measures include, but are not limited to, the provision of clear and consistent signing to, and along, all major walking and cycling routes in line with current best practice, and the provision of cycle parking and storage facilities at appropriate locations.

Objective 2

The Council will provide adequate supporting infrastructure for walking and cycling routes at appropriate locations throughout the County Borough.

One of the most important aspects of promoting walking and cycling within the County Borough is altering public perception and generating a more positive image of walking and cycling as transport modes.

This can be achieved through a variety of measures including the development of work, school and community travel plans, the continued development of Safe Routes in Communities schemes, participation in national campaigns such as Bike Week and In Town Without My Car Day, and exploring the potential for the development of Personalised Travel Plans.

Objective 3

The Council will seek to improve the public perception of walking and cycling as modes of transport.

- 2.2.3 In addition to participating in promotional events, the Council will also work in partnership with local communities, schools, businesses and other relevant local bodies through the development of travel plans, and Safe Routes in Communities schemes, to promote the use of walking and cycling for regular short and medium-distance trips.

Objective 4

The Council will work in partnership with relevant local bodies to promote the health, social, economic and environmental benefits associated with walking and cycling.

- 2.2.4 To encourage the perception of public ownership of walking and cycling routes, and to ensure that the needs of all are considered in the development of such routes, the authority will seek to develop greater links with relevant local groups.

To reduce social exclusion and promote access for all the Council will ensure that all walking and cycling routes take account of the needs of the disabled, where practicable. The routes will be provided to current design standards which enable them, where possible, to be utilised by all sections of the community safely and conveniently.

Objective 5

The Council will ensure that the needs of the local population are considered during the development of walking and cycling routes.

- 2.2.6 In addition to reducing car use for local journeys, when combined with public transport, walking and cycling can also contribute to reductions in car use for longer distance journeys. To encourage the integration of walking and cycling with other modes, the Council will work closely with public transport operators to improve access to, and ensure appropriate facilities at, major public transport interchanges for pedestrians and cyclists. Public transport operators will also be encouraged to provide suitable opportunities for the carriage of cycles, prams and pushchairs.

Objective 6

The Council will promote the integration of walking and cycling with other modes of transport as alternatives to car use for medium to long distance journeys.

- 2.2.7 As indicated in the Council's Unitary Development Plan, all new developments will be encouraged to locate in areas where access from a variety of transport modes is possible, including walking and cycling. Furthermore, developers will be encouraged to provide safe and convenient routes and facilities which enable walking and cycling within new developments, and which connect to the local network where possible.

Most cycling takes place on the road and it is likely that this will continue to be the case¹⁸. To ensure the safety needs of cyclists and pedestrians are not compromised, all new schemes affecting the highway network, including traffic management projects, new developments or regeneration schemes, will be subject to a walking and cycling audit.

Objective 7

The Council will ensure adequate walking and cycling provisions are integrated in all new traffic management and development schemes.

18 National Cycling Strategy, Department for Transport, 1996



Chapter 3 – The Way Forward

3.1 Overview

This chapter sets out what steps the Council intends to take to promote and encourage walking and cycling, as well as how it will address some of the barriers, and excuses, that discourage journeys on foot or by bicycle.

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis was prepared by the Council and used to develop a set of relevant action points for this Strategy. A copy of the SWOT analysis is included as Appendix B of this Strategy.

The action points highlighted throughout this chapter are aimed to deliver the objectives identified in Chapter 2, and they will also provide a means of assessing the Council's progress in support of the overall vision of this strategy.

These action points are spread across three categories, each covering a different theme:

- Walking and Cycling Route Network;
- Supporting Infrastructure and Standards; and
- Promotion and Partnerships.

3.2 Walking and Cycling Route Network

The strategy elements contained within this section relate directly to the identification, development and maintenance of pedestrian and cycle routes within the County Borough. As indicated in the overall vision of this strategy, the Council is committed to encouraging a reduction in the use of cars for those short distance trips which could be made on foot or by bicycle.

To this end, the Council will continue to assess and, where possible, develop the network of walking and cycling routes throughout the County Borough in consultation with relevant partners. Routes developed within the county borough will also follow the five basic principles which summarise the design requirements for pedestrians and cyclists, these are convenience, accessibility, safety, comfort and attractiveness¹⁹.

3.2.1 Routes to Commercial Centres

Major commercial centres and employment sites are key travel destinations in the County Borough. Where these sites have, or are located near, transport interchange nodes and residential developments, then there are significant opportunities to encourage modal shift for journeys to these locations.

To harness this potential for modal shift and to complement the existing network of routes serving Bridgend town centre, the Council will seek to improve or develop routes to commercial centres and major employment sites within the county borough, where appropriate and where funding is available.

19 Local Transport Note 2/08 – Cycle Infrastructure Design, Department for Transport/WAG, 2008

Walking and Cycling Strategy

Action Point (RN1)

The Council will assess and, where appropriate, seek to improve or develop walking and cycling routes to commercial centres and major employment sites.

In addition to developing walking and cycling routes to commercial centres, the Council will also assess the quality of routes within these centres through the development and progression of street audits in line with Welsh Assembly Government guidance.

These audits can be used to evaluate the quality of urban areas and may identify opportunities to reduce street clutter, provide clear and legible routes in combination with improved signing to key destinations, and to remove obsolete street furniture.



Action Point (RN2)

The Council will undertake street audits within commercial centres, subject to available funding, to assess the quality of routes for walking and cycling.

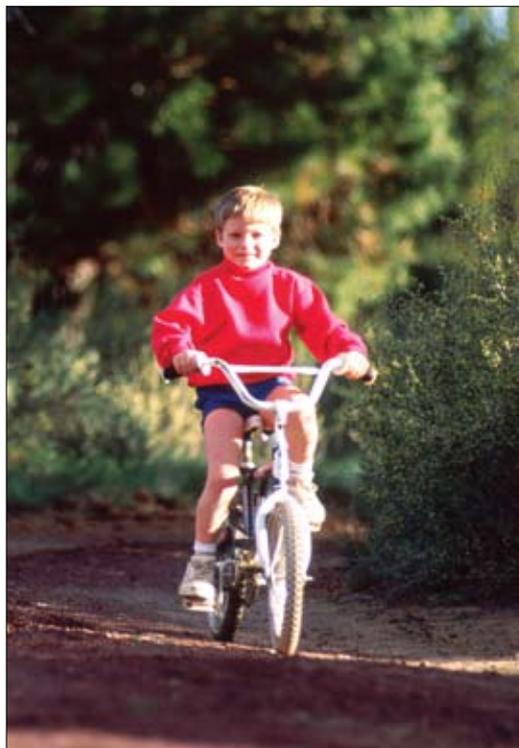
3.2.2 Safe Routes in Communities

Since 1999, the Council has been promoting walking and cycling initiatives under the Welsh Assembly Government's Safe Routes to Schools programme. In 2007 the scope of this programme was expanded to include local communities and was subsequently renamed Safe Routes in Communities.

Safe Routes in Communities schemes incorporate the provision of pedestrian central refuges, the narrowing of carriageways, enhancement of footways and footpaths and the development of cycleways and associated facilities.

The schemes are aimed at encouraging the use of sustainable modes of transport for local journeys and improving access to local facilities within communities.

The Council will continue to work in partnership with schools and local communities to prepare funding bids through the Safe Routes in Communities programme, in line with guidance issued by the Welsh Assembly Government.



The continued development of these schemes is also supported by Action Point 5.17 of the ROWIP, within Action Theme 5- Current Access Provision.

Action Point (RN3)

The Council will continue to participate in the Safe Routes in Communities programme in line with Welsh Assembly Government guidance.

3.2.3 Integration with Public Transport

In 2001, Sustrans produced the study “Enhancing Station Access – increasing patronage”, which introduced the Safe Routes to Stations concept with the aim of developing safe and direct routes to railway stations from town centres and residential estates, commercial areas and educational establishments.

To encourage walking and cycling in conjunction with public transport usage for medium to long distance journeys, the Council will revisit the assessment of pedestrian and cycle access to the railway stations in Bridgend town centre and Pyle identified within the Sustrans study. However, the Council will also seek to undertake an assessment of routes to other significant railway stations within the county borough, including Maesteg, Sarn, Tondur and Pencoed.



In addition to the assessment of routes to local railway stations, the ‘Local Area Bus Strategy’ (LABS) adopted by the Council in 2003 recognises the importance of integrating public transport with other transport modes and, therefore, consideration should also be given to assessing routes to major interchanges on the bus network within the County Borough.

Action Point (RN4)

The Council will assess pedestrian and cycle access to rail and bus stations within the County Borough.

3.2.4 Route Design

To ensure that the most appropriate design options are selected for future route developments, the Council will consider a hierarchy of provision in line with appropriate WAG guidance²⁰.

The Walking and Cycling Strategy for Wales²¹ expands upon this process and includes a hierarchy of questions that should be addressed when assessing the possible options for developing walking and cycle routes. The Council will adopt this approach, replicated in Appendix C, when selecting and designing future walking and cycling schemes.

20 Local Transport Note (LTN) 2/08 – Cycle Infrastructure Design, DfT/WAG (2008)

21 Walking and Cycling Strategy for Wales, WAG (2003)

Action Point (RN5)

The Council will adopt an approach to route selection and design in line with Welsh Assembly Government guidance.

Once potential routes have been identified, route design specifications should be informed by relevant guidance from WAG, Sustrans and the Countryside Council for Wales, and should also ensure that routes are in keeping with their surroundings and with the local environmental aesthetics.

To ensure that maximum benefit is derived from investment in the provision of walking and cycling facilities, the Council will consider the needs of pedestrians, cyclists, the disabled and those with sight or hearing problems, and will consult relevant stakeholders during the design and construction of such schemes.

Future walking and cycling schemes will be required to take account of the relevant guidance relating to disabled people and those with sight or hearing problems, and include any necessary modifications where practicable and where the principal aim or benefit of the schemes will not be compromised as a result of such amendments.

Action Point (RN6)

The Council will consider the requirements of all users during the design of walking and cycling facilities.

3.2.5 Integration with Land-use and Development

With regard to new developments, Policy T1 of the Council's adopted UDP sets out a commitment to promote sustainable transport and states: *"Development should locate in areas served by, or capable of being served by, modes of transport other than the private car"*.

To ensure that new highway and land-use development proposals do not unjustly prejudice accessibility by walking and cycling, or sever existing routes used by pedestrians and cyclists, schemes which are of an appropriate scale or nature will be subject to a pedestrian and cycle audit to ensure that they provide improvements to, or at least no negative impact on the coherence, directness and comfort of routes used by pedestrians and cyclists.

Action Point (RN7)

The Council will continue to require pedestrian and cycle audits to be undertaken as part of all new highway and land-use development proposals of an appropriate scale or nature.

Such developments also provide a significant opportunity to create new, and improve existing, walking and cycling infrastructure as part of the planning process.

Whilst seeking to reduce the impact of new developments on existing walking and cycling routes, walking and cycling routes provided within major new developments or regeneration schemes should be at least as direct and safe as the on-road equivalent. It should however be noted that Rights of Way affected by developments will be dealt with under the terms of the Town and Country Planning Act.

To maximise the positive impact of such developments on their surrounding environment, developers will be encouraged to provide new pedestrian and cycle links within and from the development to the existing transport network, and to provide appropriate complementary facilities for cyclists within the development.

As a minimum this should include cycle parking and storage facilities in accordance with the parking standards applied by the Council, although consideration should also be given to providing additional facilities that would encourage greater levels of walking and cycling, such as showering and changing facilities.

Action Point (RN8)

The Council will seek to make use of the planning process to improve the transport infrastructure for cyclists, pedestrians and public transport.

3.2.6 Road Safety Improvements

Although there is a growing network of off-road routes for pedestrians and cyclists, not all journeys by bicycle will be made along these routes and in areas without such provision a large number of cycling trips will continue to be made on the existing road network.

As a consequence, conflict between users of the highway network may arise and this can lead to accidents. At locations where a number of personal injury accidents involving cyclists, pedestrians and the disabled have been reported and recorded, or concerns regarding conflict between road users have been raised by local residents or elected members, this may indicate a need to revisit the design of the highway network at that location.

The Council already maintains a database of locations on the highway network in the County Borough under consideration for road safety improvements. To ensure that the safety requirements of cyclists and pedestrians are adequately considered, all sites as detailed above, and which are consistent with council policy, will be added to the list of traffic management/road safety improvements.



Action Point (RN9)

The Council will add locations where high levels of conflict between cyclists and/or pedestrians and other road users occurs, or is likely to occur, to the Council's priority list of traffic management/road safety improvements in line with Council policy.

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To help reduce the conflict between cyclists and other road users, consideration needs to be given to allocating road space for cyclists to increase awareness of cyclists, to increase the cyclists' perceptions of safety and as a means of encouraging cycle use. One of the mechanisms available to achieve this is the introduction of Advanced Stop Lines (ASLs) at signalised junctions.

ASLs allow cyclists to take up a position in front of other traffic during the red phase of the traffic lights with the benefits of making the cyclists more visible to drivers, allowing cyclists to undertake manoeuvres which would otherwise bring them into conflict with other road users, and allowing cyclists to queue away from the exhaust fumes of motorised vehicles.



Action Point (RN10)

Advanced Stop Lines (ASLs) for cyclists will be provided as part of all new, or re-developed, signal controlled junction schemes unless there is sufficient justification for not doing so.

Because road design and conditions are not uniform across the entire highway network, re-allocation of road space for cyclists and pedestrians will not always be a viable solution for road safety improvements.

In built-up areas where road space is at a premium, alternative measures need to be investigated to encourage walking and cycling. One of the major disincentives to cycling on road is the speed of motorised traffic and the fear of collisions between cyclists and speeding motorised vehicles. Collisions such as these have a range of consequences because "In addition to the direct injury sustained at the time of a speed-related collision, there are often longer-term physical and psychological effects"²².

The Welsh Assembly Government encourages the implementation of 20mph speed limits or zones as a mechanism for tackling speeding in residential or built-up areas. These can be applied to individual roads or whole areas and can be enforced through physical traffic calming measures and appropriate signing.

The Council is keen to implement more 20mph zones in appropriate locations, particularly where vulnerable groups are present, for example around schools and health establishments. The Council will therefore assess the potential for expanding the number of 20mph speed limits and zones within the County Borough. In particular, the Council is already specifying that 20mph should be the normal speed limit in all new residential developments, in line with Welsh Assembly Government recommendations²³. The Council will monitor the impact of such schemes in areas where they are introduced.

²² Road Safety Strategy for Wales, WAG, 2003

²³ Road Safety Strategy for Wales, WAG, 2003

Action Point (RN11)

The Council will assess the potential for expanding the number of 20mph zones within the County Borough.

3.2.7 National Cycle Network

For new cyclists, or those returning to cycling, a good leisure experience can help build their confidence, and it can encourage people to consider cycling as an option when choosing how to make for their daily journeys. As well as catering for leisurely walks and cycle rides, the National Cycle Network can therefore also contribute to modal shift.

The National Cycle Network (NCN) is a series of cycling and walking routes throughout the UK which covers approximately 6,500 miles. There are 9 National routes covering England, Wales, Scotland and Northern Ireland which have branch routes linked to them and are supplemented by regional routes.



National Route 4 of the NCN connects London to St. David's on the west coast of Wales, with branches numbered in the forties. The 220 mile section of Route 4 across South Wales from the old Severn Bridge at Chepstow, to Fishguard in the Pembrokeshire Coast National Park, is known as the Celtic Trail. It is this section of NCN Route 4 which runs through Bridgend from the county boundary near Glynogwr in the east to Pyle in the west, and which is illustrated in figure 3.1 overleaf.

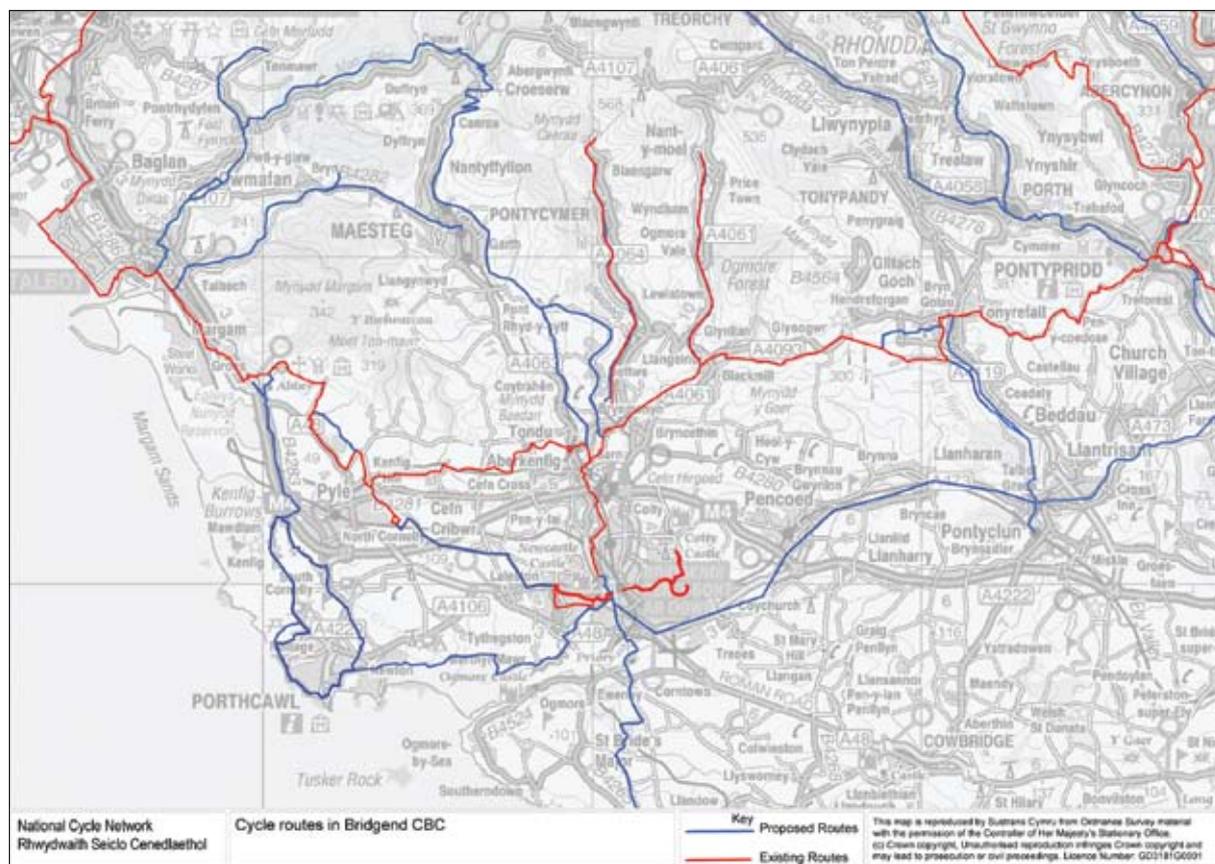
Whilst the principal aim of this strategy is to promote and encourage modal shift, there is significant potential to develop walking and cycling in as tourism and leisure pursuits, particularly where links can be developed with the world class mountain biking facilities available in Afan Argoed. In the year 2000, tourists spent an estimated £119 million in the County Borough, with over 3 million visitors coming to the area²⁴.

In addition to the NCN, Bridgend County Borough's Rights of Way Network has over 500km of footpaths and 81km of bridleways which have existed for at least one hundred years and provide a valuable resource for pedestrians and cyclists. Further information on the development of the Rights of Way Network can be found within the Council's ROWIP.

²⁴ Bridgend County Tourism Strategy (2002-2006), Bridgend County Borough Council, 2001

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Figure 3.1 –National Cycle Network routes in Bridgend
Source: Sustrans



The Rights of Way Network, the NCN and the Community Routes outlined in section 3.2.9 below, have all been identified as potential resources to help develop new tourism opportunities. In order to exploit the potential of leisure cycling, the Council will therefore seek to develop links to the NCN as well as additional cross-boundary routes to adjacent local authorities to contribute towards unlocking the potential of walking and cycling as tourism generators. This approach is also supported by Action Point 5.11 of the ROWIP.

Action Point (RN12)

The Council will investigate further opportunities to develop links to the NCN, and cross-boundary cycle routes.

3.2.8 Other Leisure Routes

Along with the development of cross boundary cycle routes, the Council will also seek to expand the network of “Community Routes” and other leisure routes throughout the County Borough, particularly where these form part of wider initiatives such as the Valleys Regional Park.

The community routes constitute safe routes within and between settlements and points of interest and create a series of safe paths for walking, cycling and wheelchair use throughout the

authority, most of which are free from motorised traffic. Most of the community routes feed into, or form part of, the Celtic Trail section of National Cycle Network Route 4.

Policy RC11 of the Councils' Unitary Development Plan (UDP) identifies those locations between which the provision of future community routes will be encouraged, including:

- Blackmill and Evanstown;
- Blaengarw and Brynmenyn;
- Bridgend and Brynmenyn;
- Caerau and Brynmenyn;
- Brynmenyn and Wern Tarw via Heol y Cyw;
- Kenfig Pool and Brynmenyn via Waun Cimla;
- Nantymoel and Brynmenyn.

Policy RC12 of the UDP identifies those locations between which the provision of future cycle routes will be encouraged, including:

- Bridgend and Pencoed;
- Bridgend and Brynmenyn;
- Bridgend and Porthcawl;
- Bridgend and the Vale of Glamorgan.

Figure 3.2 below illustrates the existing community and cycle route network within the county borough and also indicates proposed routes for future development, with the exception of those routes for which no alignment has yet been agreed. Action Point 5.11 of the ROWIP supports the further development of the community and cycle route network in the county borough, while Action Point 5.21 states that investigation will be undertaken to assess the potential for developing cycle routes utilising the existing rights of way network.

Action Point (RN13)

The Council will seek to further develop the network of community and cycle routes within the County Borough, in line with policies set out in the UDP or the future Local Development Plan.

A number of the existing routes have been implemented through the re-development of disused railway lines in line with Policy T4 of the UDP which states that: 'Development which inhibits the potential re-opening of disused or redundant railway lines or their re-use for alternative transport purposes, will not be permitted'. Therefore the Council will assess the remaining sections of disused railway lines in terms of their potential suitability for re-development as walking and cycling routes.

Action Point (RN14)

The Council will assess disused railway lines for their future potential for re-development as community routes.

3.3 Supporting Infrastructure

The provision of high quality routes for walking and cycling, whether off-road or as part of the highway network, is often the most noticeable step in improving conditions for pedestrians and cyclists. However, the construction of new off-road routes and the improvement of existing routes within the highway network need to be supplemented with appropriate supporting infrastructure in order to encourage more people to walk and cycle more regularly.

3.3.1 Route Signing

Of the additional physical measures that can complement the route network, adequate and appropriate signing is particularly important. Good quality and consistent signing not only benefits existing users by indicating the location of key destinations and their distances, it can also generate confidence amongst visitors, tourists and inexperienced cyclists, and can actively encourage new users of pedestrian and cycle routes whilst contributing to the improved safety of routes.

To ensure that the main walking and cycling routes are supported by appropriate signing schemes, the Council will seek to review the quality and consistency of signing along existing routes. This approach supports and is consistent with ROWIP Action Points 3.10, 3.15 and 3.20, under Action Theme 3 – Managing the Network.

Action Point (SI1)

The Council will seek to undertake a review of signing on the principal walking and cycling routes within the County Borough.

Where it is deemed that signing is required, consideration must also be given to the amount, and style, of signs utilised. The signing should be legally correct and should be clear, concise and legible in order to make it easy to follow.

When considering the style of signs along routes, the Council will take account of relevant WAG guidance as well as local conditions and surroundings, to ensure that signs are sympathetic to the environment in which they are to be located.

Action Point (SI2)

All new signing and marking of cycle and pedestrian facilities will be sympathetic with the local and surrounding environmental aesthetics.

3.3.2 Cycle Parking

The Walking and Cycling Strategy for Wales highlights the importance of providing adequate cycle parking. It states that “Without high quality, well-located facilities, cyclists will continue to face the fear of cycle theft and the effect of the weather on their parked bicycles – both of which can dissuade cycling to a particular location.”

Cycle parking should be provided as close as possible to the final destination of a journey and therefore the Council will seek to implement cycle parking facilities in the major commercial centres within the County Borough, where appropriate.

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The amount, type and location of cycle parking provided will be in accordance with the cycle parking guidelines contained in Appendix D. The Council will consult with relevant bodies and organisations to locate cycle parking facilities at the most appropriate locations. Due consideration will also be given to the Sewta Regional Branded Secure Cycle Parking Study, and the Bridgend Cycle Parking Study prepared by Capita Symonds on behalf of the Council.

Action Point (SI3)

The Council will endeavour to provide cycle parking facilities at appropriate commercial centres within the County Borough, in line with the parking guidelines set out in Appendix D or with guidance produced by the Welsh Assembly Government.

Not all journeys on foot or bicycle will be made to the commercial centres of the County Borough. Consequently, it is necessary to ensure the provision of adequate cycle parking at other key destinations such as education and leisure establishments, major retail centres, major employment centres and major public transport interchanges, such as bus and railway stations.

The Council will not be able to provide cycle parking at each of these types of locations in all instances, this is particularly the case where the land is not owned by the Council. In such circumstances the Council will negotiate with the relevant landowners to encourage the installation of cycle parking in appropriate locations, in line with appropriate guidance.

For existing developments, the implementation of cycle parking facilities will be sought as part of staff travel plans, which the Council will encourage all major employers and relevant trip attractors to prepare.

Action Point (SI4)

The Council will encourage the provision of appropriate levels of cycle parking facilities at educational, retail and leisure establishments, major employment centres, rail and bus stations and other key trip destinations.

To increase the number of walking and cycling trips in conjunction with public transport, the Council will negotiate with public transport operators and providers to encourage greater integration between cycling and public transport. This includes the provision of cycle



parking and storage facilities for cyclists and walkers at major transport interchanges, and appropriate storage space on public transport services for cycles, prams and pushchairs.

Action Point (SI5)

The Council will negotiate with public transport providers to promote greater integration between cycling and public transport as part of longer journeys.

3.3.3 Tourism Facilities

Fit for the Future - Bridgend County Borough's Regeneration Strategy (2008-2021) recognises the potential to develop a range of tourism offers in the area and suggests that the development of activity tourism, which could include walking and cycling tourism could be pursued in order to diversify the tourism base within the County Borough.

In order to achieve this it will be necessary to supplement existing leisure routes with supporting facilities and initiatives. These include the development of short stay hostel accommodation, facilities for the storage of bicycles, resting places or benches along principal routes and the promotion of the Celtic Trail cycle route.

These aims are supported by this strategy and the ROWIP, particularly through Action Point 4.11 of the ROWIP to install 4 seats per year on cycle tracks, and the Council will therefore continue to encourage the development of supplementary infrastructure to promote walking and cycling tourism within the County Borough.

Action Point (SI6)

The Council will encourage the development of infrastructure that complements tourism facilities, in partnership with the relevant organisations, to support the promotion of walking and cycling as tourist and leisure pursuits throughout the County Borough.

3.4 Promotion and Partnerships

Providing the infrastructure to enable people to walk and cycle is the most visible way the Council can raise public awareness of these modes of transport. However, a major challenge is to change attitudes to walking and cycling, however this can be achieved through an array of measures including workplace and school travel plans, training and promotional events.

3.4.1 Travel Plans

A travel plan is a package of measures aimed at promoting sustainable travel choices and reducing reliance on single occupancy car travel. Travel plans should be related to a particular site and should include a range of initiatives which will have a beneficial effect on that site such as providing changing and showering facilities or paying competitive mileage rates for business journeys undertaken by bicycle.

As the largest employer in the County Borough, and as a community leader, the Council is developing its own travel plan to promote the use of more sustainable transport modes, not only for the journey to and from work, but for journeys made in the course of work. Having its

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own travel plan will also put the Council in a stronger position to encourage other major local employers to develop their own travel plans.

Action Point (P1)

The Council will prepare a Travel Plan for its major office locations.

To support the development of the Council's Travel Plan, and to ensure that employees of the authority are afforded the opportunity to cycle to work if they wish to do so, the Council will investigate the potential for introducing an assisted cycle purchase scheme in line with the Government's 'Cycle to Work' initiative.

Action Point (P2)

The Council will investigate the potential for introducing a 'Cycle to Work' scheme for its employees.

The Welsh Assembly Government (WAG) has funded the appointment of travel plan co-ordinators in each of the regional consortia in Wales to help local authorities to encourage employers and schools to develop their own travel plans. Working in partnership with these co-ordinators, the Council will encourage existing local businesses to develop Travel Plans and will require Travel Plans to be prepared as part of all new, and alterations to existing, major developments within the County Borough.

Action Point (P3)

The Council will encourage the development of staff travel plans for existing employers, and will require travel plans for major new developments as part of the planning process.

In addition to encouraging the development of travel plans for businesses within the County Borough, the Council is also keen to promote the continued development of travel plans for schools, and to expand on work undertaken with local communities to develop what the Council has termed Community Access Plans.

School Travel Plans are a package of measures intended to improve the safety of children on their journey to school, and to promote the use of sustainable transport for school related journeys. Community Access Plans are similar to School Travel Plans except that the focus of the plan is to encourage more walking and cycling for local journeys and to improve access to local services through these modes. Schools seeking to bid for funding through the Safe Routes in Communities programme must prepare a



School Travel Plan, while community schemes supported by a Community Access Plan will be given greater priority during the bidding process.

The Council is keen to promote the development of school travel plans and Community Access Plans and will continue to assist schools and communities within the County Borough to develop such plans, particularly in support of the preparation of bids for Safe Routes in Communities funding.

Action Point (P4)

The Council will encourage the development of School Travel Plans and Community Access Plans to promote walking and cycling.

3.4.2 Training

To address the reduction in walking and cycling levels throughout Wales, the long-term aim is to encourage more adults to undertake short to medium distance journeys on foot or by bicycle. The provision of new routes and facilities may entice some users to leave their cars at home, however, it is likely that the car will remain a key part of most daily lives due to its flexibility.



Where the greatest benefit is likely to be accrued is in the education and training of future generations. The Council currently provides, as a result of WAG funding, child pedestrian training through Kerbcraft, a training scheme designed to teach five to seven year old children the basic principles of staying safe near the roadside. The course involves 12-16 practical training sessions at roadside locations near to the school, supported using volunteers recruited and trained from each school. The Council will continue to provide Kerbcraft training subject to continued funding being made available by the WAG.

Action Point (P5)

The Council will continue to implement the Kerbcraft child pedestrian training scheme, subject to available funding.

One of the aims of the WAG Walking and Cycling Action Plan is to introduce a uniform programme of formal cycle training called National Standards across Wales²⁵. The Council's road safety team already invites schools to take part in this programme, which replaced for Cycling Proficiency, and will continue to offer training for school children in line with council policy.



25 A Walking and Cycling Action Plan for Wales 2009-2013, Welsh Assembly Government (2008)

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There are three levels of National Standards and the road safety team offer Levels 1 and 2 to participating schools.

Level 1 is usually covered in a traffic free environment and those completing Level 1 will be able to demonstrate the skills and understanding to be able to make a trip and undertake activities safely in a motor traffic free environment, and as a pre-requisite to a road trip.

Level 2 is covered on quiet roads but with real traffic conditions. Those completing Level 2 will be able to demonstrate the skills and understanding to be able to make a trip safely to school, work or leisure on quiet roads

Action Point (P6)

The Council will continue to provide cycle training for school children.

3.4.3 Promotional Mechanisms

The initiatives above provide valuable mechanisms for increasing awareness of the opportunities which sustainable transport can offer for particular journey types. However, these initiatives are targeted at specific locations such as schools, communities and workplaces.

Therefore, further steps need to be taken to raise the profile of walking and cycling for wider sections of the public. The Council currently utilises a range of methods to disseminate information including the Council website and the Bridgend Bulletin, which is distributed to every household in the county borough. These can be used to promote walking and cycling throughout Bridgend in combination with advertisements and articles published through other forms of local media. This approach also links into Action Theme 6 of the ROWIP, which deals with Promotion and Publicity, and in particular Action Point 6.6 which refers to the re-design and re-printing of one cycle leaflet per annum.

Action Point (P7)

The Council will raise the profile of walking and cycling throughout the County Borough using a variety of different media formats.

3.4.4 Promotional Events

As well as the opportunity to advertise and promote walking and cycling locally, there are national and international events which are specifically aimed at promoting sustainable transport and can help to provide greater exposure for local initiatives. Examples of these types of events include In Town Without My Car! Day (which forms part of European Mobility Week), Bike Week and Walk to School Week.

The Council is keen to take advantage of the publicity generated by national campaigns to increase awareness of sustainable transport modes and will therefore participate in campaigns which promote walking and cycling subject to available resources.

In addition to those events aimed at raising awareness of walking and cycling in terms of modal shift, the Council will also continue to promote walking and cycling as tourism and recreational pursuits. The Council already undertakes marketing in line with Welsh Tourist Board

priorities, and it will continue to do so, particularly where the events gain national or international coverage.

Action Point (P8)

The Council will participate in national campaigns to promote walking and cycling, and will continue to promote walking and cycling events, subject to the availability of appropriate resources.

3.4.5 Partnerships

Changing public attitudes towards walking and cycling will require the support and partnership of a range of organisations, of which the Council will be only one. Some potential partners, such as schools and employers have already been referred to, however there are other services areas with which the Council will need to develop stronger partnerships.

One such area is health provision and the promotion of the health benefits associated with increased levels of walking and cycling. Local health authorities can promote journeys on foot and bicycle as part of exercise referral schemes aimed at encouraging greater exercise participation, such as Walking Your Way to Health. The Welsh Assembly Government is keen to expand the scope of these schemes to prescribe walking and cycling to achieve this increased participation²⁶.

The Council is keen to further develop partnerships with local health authorities and providers to ensure active and adequate promotion of the health benefits related to sustainable transport modes.



Action Point (P9)

The Council will work with local health authorities to promote the health benefits of cycling and walking.

3.5 Action Point Summary and Action Plan

The action points are summarised and set out in Table 4.1 overleaf, together with an indication of their relationship to the strategy objectives, a timescale for delivery, likely funding sources and potential partners.

Appropriate funding sources and initiatives for each action point will be explored as and when the need arises.

²⁶ Walking and Cycling Strategy for Wales, WAG, 2003

Table 4.1 – Walking and Cycling Strategy Action Plan

Action Point	Linked to Objectives	Delivery Timetable			Potential Funding Source	Partners
		Short Term (2009-11)	Medium Term (2011-13)	Long Term (2013+)		
Walking and Cycling Route Network						
RN1 Investigate potential walking and cycling routes to the major commercial centres and employment sites within the County Borough, and implement where funding is available.	1, 5 & 6	✓	✓	✓	Regeneration funds, EU, S106, S278, TG, BCBC	WAG, Private sector
RN2 Develop a programme for undertaking street audits in commercial centres within the County Borough	2 & 7	✓			BCBC	N/a
RN3 Continue to develop Safe Routes in Communities schemes in line with Welsh Assembly Government guidance	1, 2 & 4		✓		TG, S106, S278, Regeneration funds	WAG
RN4 Develop a programme for the assessment of walking and cycling routes to railways and bus stations	1, 2 & 6	✓			TG, S106, S278, Regeneration funds, BCBC	TOCs, BOCs
RN5 Adopt an approach to walking and cycling route design and selection in line with Welsh Assembly Government guidance	1, 5, 6 & 7	✓	✓	✓	N/a	N/a
RN6 Consider the needs of all users during the development and design of walking and cycling facilities	5, 7	✓	✓	✓	BCBC	N/a
RN7 Undertake pedestrian and cycle audits as part of all new highway and land-use proposals	7	✓	✓	✓	S106, S278, Regeneration funds	Private sector
RN8 Make use of the planning process to improve transport infrastructure for pedestrians, cyclists and public transport	1, 2, 6 & 7	✓	✓	✓	S106, S278, Regeneration funds	Private sector
RN9 Add cycle accident cluster locations to the list of traffic management/road safety schemes for consideration	7	✓	✓	✓	BCBC	N/a
RN10 Provide Advanced Stop Lines (ASLs) for cyclists as part of all new signal controlled junction schemes, where practicable	1, 2 & 7	✓	✓	✓	S106, S278, Regeneration funds, BCBC	Private sector
RN11 Develop 20mph zones in line with Council road safety policy	1, 2 & 7	✓	✓	✓	BCBC, S106, S278, Regeneration funds	Police, Private sector
RN12 Investigate potential cross-boundary cycle routes to link into adjacent local authorities	1, 4 & 5		✓		RSG, TG, Obj.1, ERDF, S106, S278	LAs
RN13 Seek to develop the network of community and cycle routes in line with the Unitary Development Plan or the future Local Development Plan.	1, 4 & 5		✓	✓	RSG, Obj.1, ERDF, TG	EU, WAG, LAs, Groundwork
RN14 Assess the suitability of disused railway lines for their future potential for re-development as community routes	1, 4 & 5		✓	✓	RSG, Obj.1, ERDF, TG	Groundwork

Supporting Infrastructure									
S11	Develop a programme for reviewing signing on the principal walking and cycling routes within the County Borough	1, 5 & 6				✓		Regeneration funds, EU, S106, S278, TG, BCBC	WAG, Private sector
S12	All new signing and marking of cycle facilities to be sympathetic with the local and surrounding environmental aesthetics	2 & 7	✓					BCBC	N/a
S13a	Adopt minimum cycle parking standards	1, 2 & 4			✓	✓		TG, S106, S278, Regeneration funds	WAG
S13b	Implement cycle parking facilities in commercial centres within the County Borough	1, 2 & 6	✓		✓	✓		TG, S106, S278, Regeneration funds, BCBC	TOCs, BOCs
S14	Encourage the provision of cycle parking facilities at employment sites, educational establishments, retail centres and major transport interchanges	1, 5, 6 & 7	✓		✓	✓		N/a	N/a
S15	Encourage greater integration between cycling and public transport	5, 7	✓		✓	✓		BCBC	N/a
S16	Encourage the development of walking and cycling as tourist and leisure pursuits	7	✓		✓	✓		S106, S278, Regeneration funds	Private sector
Promotion and Partnerships									
P1	Develop and adopt a Staff Travel Plan for Bridgend County Borough Council	3, 4 & 6	✓					BCBC	N/a
P2	The Council will investigate the potential for introducing a cycle to work scheme for employees	4	✓					BCBC	N/a
P3	The Council will encourage the development of staff travel plans for existing employers, and will require travel plans for major new developments as part of the planning process	3, 4 & 6	✓		✓	✓		BCBC, Sewfa	WAG, Sewfa, private sector
P4	Encourage the development of School Travel Plans and Community Access Plans	3 & 4	✓		✓	✓		BCBC, Sewfa	WAG, Sewfa, schools
P5	Continue to provide Kerbcraft training in line with Welsh Assembly Government guidance	3 & 4	✓		✓	✓		WAG	WAG
P6	Continue to provide National Standards cycle training for school children	3 & 4	✓		✓	✓		BCBC	WAG
P7	Raise the profile of walking and cycling through the use of different media formats	3	✓		✓	✓		BCBC	N/a
P8	Participate in national campaigns to promote walking and cycling	3 & 4			✓	✓		BCBC, WAG	WAG, Sewfa
P9	Promote the health benefits of walking and cycling in partnership with local health organisations	3 & 4	✓		✓	✓		BCBC, WAG, Local health board	Local health Board

Chapter 4 –Targets and Monitoring

4.1 Overview

The Welsh Assembly Government has stated that the “priority in Wales must be encouraging more walking and cycling”²⁷. To be able to assess changes in walking and cycling levels, it is essential to establish relevant indicators for monitoring the effect of the measures contained within this Strategy.

The Welsh Assembly Government (WAG) has also stated that it will develop guidance for monitoring cycling and walking trips²⁸ and the Council will review its monitoring strategy at an appropriate time to ensure consistency with this guidance.

4.2 Performance indicators

In the absence of existing guidance from the WAG, the Council has identified a series of local performance indicators (PIs) to judge the strategy’s outputs against achieving the Objectives (Chapter 2).

These are indicated in Table 4.2 overleaf and will be important factors to be considered in shaping and directing subsequent reviews of this strategy, particularly in reprioritising the strategy elements and programming future implementation and investment. The indicators will also contribute to the attainment of the Council’s target of increasing levels of participation in sport and physical activity by 1% per year²⁹.

The local performance indicators for the percentage of children walking and cycling to school, and the number of people walking or cycling to work, will help to show progress towards the targets for walking and cycling set out within the Welsh Assembly Government’s Walking and Cycling Action Plan. However, Table 4.2 does not include baseline data and the targets for these indicators as this information will be gathered separately through the preparation and monitoring of school and workplace travel plans. However, future progress reports for this Strategy will include information gathered through the travel plan process.

27 Walking and Cycling Strategy for Wales, WAG, 2003

28 Walking and Cycling Strategy for Wales, WAG, 2003

29 Better Health, Successful Sport – A draft Strategy for Sport and Physical Activity in Bridgend County Borough 2009-2019, BCBC

Table 4.2 Performance Indicators

* - Indicator will contribute to WAG Walking and Cycling Action Plan targets

Performance Indicator	Baseline (Year*) *unless otherwise stated	Target	Source and frequency of collection of PI Data
Number of cyclists recorded using the NCN in Bridgend County Borough	25,202 cyclists (2006)	WAG target of tripling cycle use by 2016 from 2006 baseline.	Estimate of annual usage based on Sustrans monitoring on the NCN Sarn Link.
Number of cyclists accessing Bridgend town centre	1187 (2006)	Increase the number of cyclists recorded	12-hour manual traffic counts on routes within town centre. Annual.
% of journeys to work made by car	75.4% (2001)	25% of trips made by mode other than the car by 2010 (WAG)	National Census data. Every 10 yrs.
Percentage of children who walk to school *	To be identified as part of individual School Travel Plans.	This will form part of the monitoring reports for individual School Travel Plans.	Survey of schoolchildren as part of School Travel Plans. Annual.
Percentage of children who cycle to school *	To be identified as part of individual School Travel Plans.	This will form part of the monitoring reports for individual School Travel Plans.	Survey of schoolchildren as part of School Travel Plans. Annual.
Percentage of people who walk to work *	To be identified as part of workplace Travel Plans.	This will form part of the monitoring reports for individual School Travel Plans.	Survey of staff through Travel Plans. Annual.
Percentage of people who cycle to work *	To be identified as part of workplace Travel Plans.	This will form part of the monitoring reports for individual School Travel Plans.	Survey of staff through Travel Plans. Annual.
Increase usage of walking routes promoted by BCBC (Based on information provided by Rights of Way manager)	Counters installed March 2009 (baseline to be established 2010)	Increase number of recorded users	Counters installed on BCBC promoted walking routes
Number of fatal or serious pedestrian and pedal cyclist injury accidents recorded	20 (1994-1998 average)	40% reduction by 2010 (Target set by WAG)	Analysis of police accident statistics. Annual.
Number of fatal or serious child pedestrian and pedal cyclist injury accidents recorded	7 (1994-1998 average)	50% reduction by 2010 (Target set by WAG)	Analysis of police accident statistics. Annual.
Rate of slight injury accidents recorded per 100 million vehicle km travelled	56 (1995-98 avg. - 1994 data not available)	10% reduction by 2010 (Target set by WAG)	Analysis of police accident statistics. Annual.
Number of children to have received cycle training	632 (2007/08)	Increase by 10% annually	Figures from Road Safety section. Annual
Number of children trained through Kerbcraft	608 (2007/08)	Increase by 10% annually	Figures from Road Safety section. Annual.
Number of businesses/employers with travel plans in place	2 (2008)	Increase by two per year	Number of travel plans received from developers/businesses. Annual.
Number of schools/communities with travel plans	8 (2008)	Increase by two per year	Monitoring of School Travel Plan development. Annual.
Number of schools/communities to have taken part in the Safe Routes in Communities programme	7 (2008)	Increase by two per year	No. of schools expressing interest in scheme. Annual.
Number of cycle theft incidents reported in Bridgend county borough	112 (Apr 2007 – Mar 2008)	12% reduction on average per year	South Wales Police figures from BCBC Crime Strategy. Annual.

Chapter 5 – Funding

5.1 Overview

Funding for the development of walking and cycling schemes is currently drawn from a number of sources, reflecting the variety in the scale and nature of the schemes. Transport Grant (TG) funding currently represents the largest proportion of the total amount spent on capital walking and cycling schemes. However, this system of funding is currently under review and is likely to be replaced from 2009 onwards by a regional funding alternative (see point 5.2.2. overleaf).

It is impossible to predict the level of available funding in the future and it is therefore likely that a funding deficit will always exist. Prioritisation and judicious allocation of funds will therefore be required to achieve an acceptable balance between investment requirements and available funding.

The availability of alternative sources of funding will help to contribute towards promoting sustainable transport. Examples of potential sources, in addition to any future regional funding stream, include contributions towards improving walking and cycling facilities from employers and schools through the development of staff/school travel plans, and through developer contributions as a result of Section 106 agreements and commuted payments.

Regeneration or reclamation schemes may also provide potential opportunities to fund walking and cycling facilities, either through improvement of existing conditions or through the redevelopment of redundant infrastructure.

Other funding sources which it may be possible to access, and which the Council will investigate, include European funding streams or funding provided through partnerships with other local authorities and organisations. Further detail relating to the type and sources of funding that could be obtained for walking and cycling schemes is contained below.

5.2 Sources of Funds

The following are sources from which funding could be obtained for investment in walking and cycling initiatives.

5.2.1 Bridgend County Borough Council funding

BCBC Capital and Revenue Budgets

At present, the Council has no capital or revenue funding dedicated to the development of pedestrian and cycle routes, or supporting infrastructure. Therefore, the Council will seek to exploit external funding sources to enable the design and implementation of new schemes and proposals.

However, existing staff resources will be utilised to attract external funding, while opportunities to access funding from all appropriate Council budgets will be maximised in order to progress surveys and studies required to deliver the Strategy.

Rights of Way Improvement Plan Funding

The Welsh Assembly Government has provided additional funds to local authorities to implement some of the actions identified in their ROWIP, and the Council will continue to use the ROWIP as the basis to seek additional funds in future years. This funding will be utilised to deliver action points for walking and cycling issues which are common to both documents.

5.2.2 Transport Grant (TG)/Regional Transport Plan (RTP) funding

TG is an annual cash grant provided by the WAG to fund approved capital investment. It represents 100% of the capital scheme cost. This system of funding is currently under review and is likely to be replaced by a regional alternative related to the capital programme identified within the Sewta Regional Transport Plan. The Council will seek access to funding for schemes contained within the RTP programme.

5.2.3 European Union Funds

Convergence 2007 - 2013 Programme

Under the European Council budget agreement, Bridgend County Borough will be able to tap into the new Convergence Programme. The details of the new programme are still being finalised but the latest news can be obtained from Wales European Funding Office (WEFO).

There are two specific Priority areas within the Convergence programme which may present opportunities for funding walking and cycling initiatives, and these are Priority 3 – Developing Strategic Infrastructure, in particular Priority 3 Theme 1 – Sustainable Transport; and Priority 4 – Creating an Attractive Business Environment, particularly Priority 4 Theme 3 – Environment for Growth.

Rural Development Plan

The Rural Development Plan 2007-2013 (RDP) is the mechanism by which the Welsh Assembly Government will deliver the activities under the EU Rural Development Regulation (EC 1698/2005). The RDP was approved by the European Commission on 20 February 2008. It secures EU funding from the European Agricultural Fund for Rural Development (EAFRD), a ring-fenced amount from Structural Funds and receipts from compulsory modulation.

It is a strategic policy document and so does not contain operational detail on the individual schemes that will be implemented. That level of detail will be set out in the scheme guidance that is currently being developed with internal/external stakeholders. It is not subject to formal ratification by the Commission.

The activities permitted under the RDP are as follows:

- Axis 1 - Improving the competitiveness of the agriculture and forestry sectors
- Axis 2 - Improving the environment and the countryside
- Axis 3 - Enhancing the quality of life in rural areas and the diversification of the rural economy
- Axis 4 - Adopting the Leader approach for community regeneration

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The overall projected spend for the RDP is estimated at some £795 million over the period 2007-2013 of which some £195 million comes from the EU.

Further information on the RDP and how it relates to Bridgend County Borough can be found on the Council website³⁰.

5.2.4 Developer Contributions

S106 of the Town and Country Planning Act 1990 (as amended by S12 of the Planning Compensation Act 1991) and S278 of the Highways Act 1980 provide opportunities for funding transport projects that are necessitated by land-use development. These provisions enable the Council to enter into legal agreements with developers to fund the provision of new, or the improvement of existing, transport facilities as part of new land-use developments of an appropriate scale and nature.

5.2.5 Regeneration Funds

Town Improvement Grant (TIG)

This grant is distributed by the Welsh Development Agency and is intended for the environmental enhancement and revitalisation of town centres. TIG is currently being used as part-funding for the regeneration of Maesteg town centre which includes traffic management measures and bus stop improvements along Commercial Street.

Valleys Regional Park

The VRP Vision Document, August 2006 set out the context and potential for a designated Valleys Regional Park, with the vision of creating a 'high quality green, open space and amenities. To support local communities' quality of life and well-being, while becoming an attracting destination for visitors and tourists'.

In July 2007, a VRP Framework Working Draft was produced which provides the strategic overview incorporating a Master Plan and Business Plan. It puts the concept of the park into context, describes the vision, why it is needed, what it comprises, what it can achieve, the implications if the opportunity is not grasped and how it can be delivered.

Officers from Bridgend Council have since been working closely with the Assembly and other organisations to develop a framework approach to delivering a five year action plan that when completed, will be used as a bidding document for funding. The Action Plan will take both a thematic and area based approach to project delivery.

The Framework has been developed to be financially supported through a variety of sources, with a significant bid to be made under the European Convergence programme. The Council will seek to tap into funding through the VRP framework to deliver walking and cycling schemes.

Western Valleys Strategic Regeneration Area

On the 21st November 2008, the Welsh Assembly Government (WAG) announced its intention to develop the Western Valleys area of South Wales as a Strategic Regeneration Area (SRA). The

30 http://funding.bridgend.gov.uk/rural_development_plan

Western Valleys is part of the spatial plan area identified as Swansea Bay Waterfront and Western Valleys. It is very much identified by its history of heavy industry in mining, steel and chemicals and is still suffering from the decline of these industries. As a consequence a number of its wards are identified in the Wales Index of Multiple Deprivation 2008 as some of the most deprived in Wales.

The Western Valleys suffers from lack of investment and jobs. The area offers the second greatest potential in South West Wales to realise the benefits of a more strategic approach to regeneration.

The Western Valleys proposals will seek to establish integrated cross cutting initiatives aimed at economic development and sustainable regeneration and present opportunities to meet the wider sustainable development and Equality and Diversity agendas, promoting social inclusion and improving community safety, education and skills levels, health, housing and environment and introducing measures to reduce poverty. In taking this holistic regeneration approach to support both people and places communities will be strengthened and local residents will be best placed to identify their needs and be empowered to contribute to their own regeneration.

The proposed Western Valleys SRA straddles five unitary authority areas (Carmarthenshire, Swansea, Powys, Neath Port Talbot and Bridgend), and covers a geographical area from Cross Hands in the West to the Ogmores Valley in the East, incorporating the northern reaches in the Amman Valley and Ystradgynlais and Neath town in the South.

Within Bridgend County Borough, the Llynfi, Garw and Ogmores Valleys fall within the geographic scope of the SRA and the Council will seek to tap into funding to deliver walking and cycling schemes in these areas.

Land Reclamation Schemes

The Council will assess the potential to develop walking and cycling facilities as part of reclamation schemes within the County Borough as a means of promoting sustainable development.

5.2.6 Other Funding Sources

Strategic Tourism Events Fund

This fund is open to organisers of events that have the potential to attract visitors to the County Borough. The fund aims to support and develop a range of existing and new events that add to the areas year round appeal, raise the profile of the County Borough and bring identifiable economic benefits to the area.

The fund provides support for eligible marketing and revenue costs of up to £5,000 for the implementation of strategically important events. In the majority of cases applicants are expected to contribute at least 50% to the cost from their own or other sources, although funding can be up to 100% of costs if the event is of sufficient merit.

Other Sources

The Council will continue to investigate the possibility of attracting funding from various other sources, particularly through the use of the Bidtrack website to identify funding partners and additional funding streams.

Appendix A – Glossary and Abbreviations

APR	Annual Progress Report
AST	Appraisal Summary Table
BCBC	Bridgend County Borough Council
CCTV	Closed Circuit Television
ERDF	European Regional Development Fund
ITI	Integrated Transport Initiatives
KPI	Key Performance Indicators
LABS	Local Area Bus Strategy
LTN	Local Transport Note
LTP	Local Transport Plan
NCN	National Cycle Network
OTED	Ogwr Transport for the Elderly or Disabled
PI	Performance Indicators
RDP	Rural Development Plan
RTP	Regional Transport Plan
RSG	Revenue Support Grant
S106	Section 106 of the Town and Country Planning Act as amended by Section 12 of the Planning and Compensation Act 1991.
Sewta	South East Wales Transport Alliance – A consortium of 10 local authorities in south east Wales.
SRA	Strategic Regeneration Area
Sustrans	The sustainable transport charity
SWOT	Strengths Weaknesses Opportunities and Threats
SWWITCH	South West Wales Integrated Transport Consortium – the West Wales equivalent of Sewta
TG	Transport Grant
TIG	Town Improvement Grant
UDP	Unitary Development Plan
VRP	Valleys Regional Park – An initiative for the South Wales Valleys which aims to create “high quality green space and amenities. To support local communities’ quality of life and well-being, while becoming an attractive destination for visitors and tourists”.
WEFO	Wales European Funding Office
WSP	Wales Spatial Plan

Appendix B – Swot Analysis

	Walking and Cycling Network	Supporting Infrastructure	Promotion and Partnership
Strengths	<ol style="list-style-type: none"> 1. Extensive Rights of Way Network 2. NCN Route 4 passes through the County Borough 3. Existing Community Routes 4. Cross-boundary co-operation with adjacent LAs 5. Pedestrianisation in Bridgend and Porthcawl 	<ol style="list-style-type: none"> 1. Provision of cycle stands at Bridgend bus and rail stations 2. Safe Routes to School schemes for Brackla, Cefn Glas, Brynteg, Ogmere Vale and Cwmfelin 3. Transport Grant funding available for Safe Routes in Communities schemes 	<ol style="list-style-type: none"> 1. Established Kerbcraft scheme and dedicated Kerbcraft officer 2. “Walking Your Way to Health” initiative in place 3. Government emphasis on promoting health benefits of walking and cycling 4. Partnerships with Sustrans, Sewta, Groundwork & others 5. Increasing awareness of School/Staff Travel Plans 6. Increasing awareness of impact on environment 7. Partnership with Sewta Travel Plan Co-ordinators 8. Existing tourism marketing in line with WTB priorities 9. Crucial Crew event run by BCBC 10. Rights of Way leaflets for recreational walks.
Weaknesses	<ol style="list-style-type: none"> 1. Sparse distribution of utility routes outside Bridgend town 2. Sparse distribution of Safe Routes to School schemes 3. Financial Constraints 4. Separation of some urban areas due to lack of pedestrian provision 5. On-road cycling perceived as dangerous due to traffic type and volume 6. Topography 	<ol style="list-style-type: none"> 1. Inadequate cycle parking provision throughout County Borough 2. Lack of secure cycle parking facilities at transport interchanges 3. Inadequate signing of walking and cycling routes, with the exception of Rights of Way network. 	<ol style="list-style-type: none"> 1. Sparse distribution of health initiatives at present 2. Lack of cycle proficiency training in schools 3. Lack of funding to develop more promotional initiatives 4. Lack of a dedicated officer with responsibility for promoting cycle routes and initiatives

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	Walking and Cycling Network	Supporting Infrastructure	Promotion and Partnership
Opportunities	<ol style="list-style-type: none"> 1. Use the planning process to develop new utility routes 2. Potential to attract private sponsorship of routes (through advertising etc.) 3. Provide coherent network of routes 4. Potential to access TG funding 5. Implementation of BCBC Cycle Parking study 7. Implementation of Sewta Walking and Cycling Strategy 8. Potential to access funding through the adopted ROWIP 	<ol style="list-style-type: none"> 1. Regeneration of Maesteg Town Centre and Porthcawl 2. Encourage provision of appropriate cycle parking at major transport interchanges 3. Development of Transport Interchange in Bridgend town 4. Sewta 'Regional Secure Branded Cycle Parking' Study available to guide future development standards 	<ol style="list-style-type: none"> 1. Utilise Public Relations unit to promote cycling initiatives 2. Raise awareness through participation in national campaigns e.g. ITWMC! Day 3. Utilisation of Local Road Safety Grant to roll-out cycle proficiency training 4. Develop partnership with Local Health Board and NHS Trust 5. Willingness of some schools to develop School Travel Plans 6. BCBC Staff Travel Plan will promote opportunities and raise awareness 7. Promote the development of travel plans for employers in the County Borough 8. Closer co-operation with partners and local businesses 9. Continuation of strategic marketing and support of large scale events 10. Extend Kerbcraft training
Threats	<ol style="list-style-type: none"> 1. Uncertainty of future funding, both internal and external 2. Increasing car use/ownership 3. More sedentary lifestyles 4. Lack of maintenance due to a lack of funding discourages use 5. Poor location of facilities 6. Vandalism 	<ol style="list-style-type: none"> 1. Uncertainty of future funding, both internal and external 2. Disinterested partners 3. Partners unwilling to develop cycle parking facilities 4. Low interest in developing travel plan initiatives from outside bodies 	<ol style="list-style-type: none"> 1. Uncertainty of future funding, both internal and external 2. Public apathy to walking and cycling 3. Change in Government emphasis away from walking and cycling 4. Poor take-up/implementation of travel plans 5. Fear of crime/danger whilst walking and cycling 6. Fear of cycling on carriageway

Appendix C – Approach to Design Criteria

In the Walking and Cycling Strategy for Wales, the Welsh Assembly Government has adapted a hierarchy of questions from the National Cycle Forum, which should be asked when assessing and designing potential options for developing routes for pedestrians and cyclists. Each option should be considered thoroughly before moving to the next level.

1. Traffic reduction

- Can traffic volumes be reduced sufficiently to achieve the desired improvements in attractiveness and safety for cyclists and pedestrians?
- In particular, can heavy lorries be restricted or diverted?

2. Speed reduction

- Can drivers behaviour be modified to achieve the desired reduction in vehicle speeds?

3. Junction treatment and traffic management

- Can the problems that cyclists and pedestrians encounter, particularly large roundabouts and accident locations, be treated by specific junction treatment or other traffic management solutions such as contra-flow cycle lanes?

4. Redistribution of carriageway space

- Can the carriageway be re-distributed to give more space to cyclists?
- Can space be re-allocated to pedestrians?
- Can the carriageway be efficiently maintained for cyclists?

5. Off-road provision

- Having considered and, where possible, implemented the above, what, if any, off-carriageway facilities, such as cycle tracks and segregated pedestrian paths, are necessary?
- If off carriageway cycle routes are needed is it practicable to separate these from pedestrians?
- If shared paths are provided, these must be appropriately segregated and managed.

Appendix D - Cycle Parking Guidelines

The Council will apply the cycle parking standards set out in the 'Wales Parking Standards 2008' document, prepared by the County Surveyors Society Wales in 2008.

In addition to the guidelines set out within 'Wales Parking Standards 2008', the Council considers Sheffield-type stands to be the preferred minimum standard for short stay parking as they provide two cycle parking spaces and allow both the frame and the wheels to be secured to an 'n-shaped' steel bar set into the ground. Alternative designs may be considered where they provide a similar level of capacity and quality.

The cycle parking standards contained within the 'Wales Parking Standards 2008' document are replicated below:

1. Short stay parking and long stay parking are separately considered in the following tables. Short stay parking addresses the needs of customers or other visitors to a development, whereas long stay parking is applicable to the needs of staff. Staff should also be encouraged to cycle to work by the provision of additional facilities such as lockers, changing areas and showers. Covered cycle parking stands can also be an important element in encouraging the use of cycles.
2. Cycle parking should be located in a safe, secure and convenient location. Care should also be taken to ensure that cycle parking facilities are not located where they may obstruct pedestrians, disabled persons and particularly people with sight problems.
3. Appropriate signing should always be provided to indicate the location of short term cycle parking.
4. For reasons of security, cycle parking facilities should be located in areas that are visible and therefore allow for informal surveillance. In certain instances this could need to be supplemented through the introduction of CCTV or other security means.
5. Guidance on the design of cycle parking is available in the DfT Traffic Advisory Leaflet 5/02 "Key Elements of Cycle Parking" and in Sustrans Information Sheet FF37 "Cycle Parking".
6. All residential developments must be accessible by cycles and cycle storage must be a factor of dwelling design. In appropriate circumstances, convenient communal facilities may be provided. Guidance on this subject is available within Manual for Streets.
7. Where a development is located within a commercial centre and it is not appropriate for a particular reason to provide cycle parking facilities, the developer should be asked to provide a financial contribution towards the provision of sustainable transport.
8. The provision of facilities for cyclists should be specifically considered whenever a Travel Plan is developed.

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Type of development	Cycle parking provision	
	Long stay	Short stay
g) Hotels and Restaurants		
Hotels & Public Houses	1 stand per 5 bedrooms	1 stand per 40m ² of public floor space
Restaurants & Cafes (All types)	1 stand per 10 staff	No requirement
h) Community Establishments		
Hospitals	1 stand per 20 beds	1 stand per 20 beds
Health Centres & Surgeries	Included in short stay	1 stand per consulting room
Churches & Places of Worship	Included in short stay	1 stand per 50m ² of public floor space
Public Leisure Centres	1 stand per 10 staff	1 stand per 50m ² of public floor space
Fitness Clubs	1 stand per 10 staff	1 stand per 25m ² of public floor space
Leisure Clubs & Sports Clubs	1 stand per 10 staff	1 stand per 10 facility users
Libraries	1 stand per 10 staff	1 stand per 30m ² of public floor space
i) Educational Establishments		
Day Nurseries & Creches	Included in short stay	1 stand /30 children
Nursery, Infants & Primary Schools	1 stand per 5 staff and 1 stand per 20 children	1 stand /100 children
Secondary Schools & Colleges of Further Education	1 stand per 5 staff and 1 stand per 6 students of age 17	1 stand per 100 students
j) Transport Facilities		
Park & Ride and Car Parks	1 secure stand per 20 car park spaces	No requirement

Appendix E - Policy and Legislative Framework

Overview

This is Bridgend's first independent Walking and Cycling Strategy and it has been developed with particular reference to a wide range of policy and legislative documents which consider the wider European, national (UK and Wales), regional and local contexts.

This is a summary of the key documents which are considered to have significant implications for the development and promotion of walking and cycling within the County Borough. The ways in which these documents relate to, and impact on, the Walking and Cycling Strategy are outlined below.

European Framework

European Transport Policy for 2010 – Time to Decide (White Paper)

The European Transport Policy White Paper published in 2001 states that “a modern transport system must be sustainable from an economic and social as well as an environmental viewpoint” and proposes a range of new objectives to encourage a change in Common Transport Policy. These objectives include “restoring the balance between modes of transport and developing intermodality, combating congestion and putting safety and the quality of services at the heart of our efforts, while maintaining the right to mobility”.

The White Paper provides an overview of the present transport situation on a European level and sets out an action programme of 60 or so measures to be implemented by 2010.

National Framework (UK)

Environment Act 1995

The Policy Guidance for Part IV of the Environment Act 1995 regarding Local Air Quality Management is “designed to help local authorities with their local air quality management duties under Part IV of the Environment Act 1995.”

The document states that “Those who choose cycling and walking as a means of travel can contribute many environmental and health benefits to the local transport mix, as well as having a positive impact in terms of helping to reduce traffic congestion, pollution and noise. Cycling and walking are both a strong option for short local journeys, either on their own or in combination with public transport.”

National Cycling Strategy (1996)

In September 1996 the Government produced its National Cycling Strategy. The Strategy was developed to contribute towards a sustainable transport policy and to capitalise on the large potential for increase in the use of cycles in the UK as well as providing a means of delivering it.

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The Strategy states that: “Sustainable transport options are needed for both utility and leisure trips, offering practical alternatives to the private motor car. These will ensure long term economic vitality, improve environmental conditions, and safeguard public health. Cycling fits well into any plans for a future transport framework. It offers a widely accessible, convenient and environmentally-friendly means of making local journeys especially in urban and suburban areas. And it is a healthy, enjoyable, economic and efficient means of travelling.”

The document also gives an outline of the potential for increasing cycling as a transport mode, indicating that “72% of all trips are less than five miles in length. Half are less than two miles. Combined with public transport, cycling can offer a door to door alternative for longer trips.”

Road Traffic Reduction Act 1997

The ‘Road Traffic Reduction Act 1997’ requires that all local traffic authorities should prepare a report containing assessments of the levels of local road traffic in their areas and, furthermore, provide a forecast of the growth in those levels. The councils were also required to specify targets for the reduction in both the levels of local road traffic and the rate of growth in the levels of such traffic.

In July 2000 Bridgend County Borough Council produced its Road Traffic Reduction Report. In the report TEMPRO forecasts indicate that for the duration of the Local Transport Plan, 2000-2005, traffic would grow by between 4.7% and 8.7% (low and high forecasts respectively). As part of the integrated approach to addressing road traffic growth, the Report highlights the continuation of the pedestrianisation of Bridgend town centre, improved facilities for pedestrians and cyclists, bus priority at traffic signals whilst making due allowance for cyclists and pedestrians and raising public awareness relating to the need to travel and the use of appropriate modes.

Crime and Disorder Act 1998

The Crime and Disorder Act 1998 promotes the practice of partnership working to reduce crime and disorder and places a statutory duty on police and local authorities to develop and implement a strategy to tackle problems in their area. In doing so, the responsible authorities are required to work in partnership with a range of other local public, private, community and voluntary groups and with the community itself.

Section 17 of the Act recognises that there are key stakeholder groups who have responsibility for the provision of a wide and varied range of services to and within the community. In carrying out these functions, section 17 places a duty on them to do all it can to reasonably prevent crime and disorder in their area. As such the local authority will need to consider the implications of walking and cycling proposals in terms of crime and disorder.

Transport Act 2000

The Transport Act 2000 under Section 108, sub-section (1) requires each local authority to prepare a local transport plan, to contain policies “for the promotion and encouragement of safe, integrated, efficient and economic transport facilities and services to, from and within their area, and.....carry out their functions so as to implement those policies.”

Sub-section (2) of Section 108 defines these facilities and services as : “those required to meet

the needs of persons living or working in the authority's area, or visiting or travelling through that area....., and include facilities and services for pedestrians.”

The LTPs were encouraged to incorporate the following four themes

- Sustainable Transport;
- Integrated Transport;
- The framework for change; and
- Partnership

Encouraging Walking – Advice to Local Authorities (2000)

In March 2000, the Government produced ‘Encouraging Walking – Advice to Local Authorities’ which represented policy in England and was endorsed by the National Assembly for Wales. One of the central aims of the document was “to make it as pleasant, safe and convenient as possible to walk”. Promoting walking, and improving the environment and the conditions for walking, would in turn benefit the following :

- Health;
- Safety;
- Access to services; and
- Sense of community.

Local Transport Note 2/08 - Cycle Infrastructure Design, DfT/WAG (2008)

LTN 2/08 brings together and updates guidance previously available in a number of Local Transport Notes and other documents. Although the focus is the design of cycle infrastructure, parts of the advice are equally appropriate to improving conditions for pedestrians.

National Framework (Welsh Assembly Government)

One Wales: Connecting the Nation - The Wales Transport Strategy, WAG (2008)

“The goal of One Wales: Connecting the Nation is to promote sustainable transport networks that safeguard the environment while strengthening our country's economic and social life”. The document identified a series of high-level outcomes and outlines the measures that will need to be introduced to aid their delivery.

“Its aim is to enable the Welsh Assembly Government, working in partnership with local government and other stakeholders, to maximise the positive role of transport in shaping 21st century Wales. Connecting the nation therefore has a wider ambit (sic) than provision of new transport infrastructure. It links decisions on the location of housing, education, health and social care services, employment, retailing and planning with the impacts they will have on the way people travel”.

Transport Framework for Wales (2001)

In November 2001, the Welsh Assembly Government (WAG) produced its ‘Transport Framework for Wales’. This document “sets out how the National Assembly for Wales aims to

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lead and support the delivery of the transport infrastructure and services that we need in Wales both internally and to connect us to the rest of the world.”

The Welsh Assembly Government has formally adopted three main principles which influenced the Transport Framework for Wales and these are :

- (i) Sustainable development (overarching theme);
- (ii) tackling social disadvantage;
- (iii) promoting equal opportunities to promote a culture in which diversity is valued and equality of opportunity is a reality.

Plan for Wales (2001)

Plan for Wales 2001 forms the National Assembly for Wales Cabinet's strategic plan and focuses on two main principles:

- A clearer sense of direction for a modern Wales - its economy, its environment, its society; and
- An absolute commitment to improving public services – our schools and hospitals.

The plan supports the 3 guiding principles adopted in the Transport Framework for Wales with the overall transport target of the 'Plan for Wales' to “develop an integrated, effective and accessible transport system that supports a growing economy”. The Plan identifies the Transport Framework for Wales as the mechanism for implementing integrated transport within Wales.

Planning Policy Wales (2002)

The Welsh Assembly Government produced 'Planning Policy Wales' in March 2002, the document sets out the Assembly's policies relating to land use within Wales. More specifically the document sets “the context for suitable land use planning policy, within which local authorities' statutory Unitary Development Plans are prepared”.

In relation to cycling and walking the document reinforces the WAG's commitment to sustainable development and more specifically identifies several policies which actively promote walking and cycling.

The need for local authority UDPs to consider sustainable modes of transport in relation to locating new developments is highlighted in Section 2.5. Paragraph 2.5.2 states that local authorities should identify previously developed land and buildings and, indicate locations for higher density development close to route corridors which have good public transport, walking and cycling links. Paragraph 2.5.3 expresses a need for local authorities to assess whether their UDP development and settlement strategies minimise the need to travel and increase accessibility by more sustainable modes of transport. Paragraph 2.5.4 recommends that local authorities allocate sites which are easily accessible by non-car modes for travel intensive uses and that sites not accessible by these modes should be allocated for uses which are not travel intensive.

Section 8.2 relates directly to the promotion of walking and cycling with paragraphs 8.2.1 and 8.2.2 stating that walking and cycling should be promoted for short trips and as a substitute

for shorter car journeys or as part of a longer journey when combined with public transport. It is also recommended that planning authorities provide specific measures to assist pedestrians and to develop cycling such as new or improved routes which are safe, convenient and well-signed and secure parking and changing facilities in major developments and at transport interchanges.

Section 8.5.4, whilst primarily concerned with the role of rail in sustainable transport, indicates the potential for utilising disused rail alignments as open space corridors (greenways) for example for walking and cycling.

Technical Advice Note (TAN) 18 – Transport, WAG (2007)

TAN 18 is intended to be read in conjunction with Planning Policy Wales (2002) to provide detailed advice relating to transport which supplements the land-use planning policies of the Welsh Assembly Government in that document. The information contained within both Planning Policy Wales and TAN 18 is intended for consideration by local authorities during the preparation of development plans. “They may be material to decisions on individual planning applications and will be taken into account by the Assembly Government and Planning Inspectors where relevant to the determination of called-in planning applications and appeals”.

Well Being in Wales – Consultation Document (2002)

This consultation document builds upon the work started through the Better Health, Better Wales initiative and seeks to integrate health, public health and social care services within the wider context of other policies and programmes promoted by the Welsh Assembly Government and the European Union.

Within the chapters relating to Transport and Culture, Sport and Active Lifestyles the document highlights the potential benefits which the promotion and development of more sustainable transport modes could have on health in Wales. Particular reference is made to the personal benefits of walking and cycling as contributors to regular sustained physical activity, whether as distinct modes of transport or in combination with other modes. The consideration of using exercise for rehabilitation purposes is also described as a potential part of wider community regeneration.

‘Moving up a Gear’: A Cycle Tourism Strategy for Wales (WTB, 2000)

The ‘Moving up a Gear’ strategy draws attention to the current, and potential, contribution of cycle tourism to the Welsh economy and seeks to increase the income that Wales derives from cycle tourism from an estimated £18 million to over £41 million by 2007.

The strategy sets out a vision of Wales as a leading UK and European cycle tourism destination and envisages the development of a strong support infrastructure to complement the development and promotion of four key cycle tourism products for Wales:

- Mountain Biking;
- Wales Cycle Breaks;
- Family Cycling; and
- Cycle Tourism in Wales.

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'Best Foot Forward': A Walking Tourism Strategy for Wales (WTB, 2002)

The Welsh Tourist Board strategy for walking tourism highlights the economic benefits which walking tourism can bring into Wales, with an estimated £550 million being spent by walking visitors.

The vision of the Strategy is to make Wales the best UK destination for walking tourism "offering the widest choice, and the best managed, presented, and promoted walking visit opportunities of anywhere in the UK".

The strategy sets out a series of 7 objectives, to be progressed through integrated local approaches, to jointly plan local strategies for developing the walking tourism product of their area, and a target of increasing walking visitor spending in Wales to over £650 million by 2007.

Road Safety Strategy for Wales (2003)

The Welsh Assembly Government 'Road Safety Strategy for Wales' was published in January 2003 with the main aim "to reduce real and perceived danger for all road and footway users in Wales in order to promote safe and sustainable access".

The strategy sets out the methods which will be promoted by the Assembly in order to meet its' casualty reduction targets whilst simultaneously reducing "perceived road danger and exposure to risk of currently "vulnerable" road users such as pedestrians, cyclists, motorcyclists and horse riders..... Meeting casualty reduction targets by reducing the use of these forms of transport is not an option."

Walking and Cycling Strategy for Wales (December 2003)

The Welsh Assembly Government produced its 'Walking and Cycling Strategy for Wales' in December 2003 with the vision to "halt the decline in walking and cycling and then to increase their role in how we travel in Wales."

The document complements the 'Road Safety Strategy for Wales' and explains the ways in which the Assembly will promote the development of walking and cycling within Wales. Four principal Action Points have been identified to achieve this aim:

- Increase levels of walking and cycling both through promotion and provision of facilities;
- Reflect the higher priority for walking and cycling in cross-cutting policies, guidance and funding;
- Make walking and cycling both safer and more pleasant for all age groups;
- Change public attitudes towards walking and cycling in our society.

Climbing Higher – Sport and Active Recreation in Wales (January 2005)

The 'Climbing Higher' strategy represents the long-term strategy for sport and physical activity and aims to put sport and physical activity at the heart of Welsh life and Government policy within 20 years, and to maximise the contribution that sport and physical activity can make to well being in Wales.

The Welsh Assembly Government's objectives for sport and active recreation is intended to

achieve “An active, healthy and inclusive Wales, where sport and physical activity provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves and our place in the world.”

Regional Framework

Policies For Change : A Transport Strategy for South East Wales (SEWTF), September 2001

The South East Wales Transportation Forum, now Sewta, document ‘Policies for Change’ embraces the policy of integrated transport within the UK, highlights the importance of reducing the public reliance on the private motor car and promotes the use of alternative modes of transport through several policies which either directly, or indirectly, relate to both walking and cycling. These policies are summarised below:

Policy T1 highlights reductions in the need to travel and the encouragement of alternatives to the private car as key elements of the development of the transportation system. Policy T2 states that “all development will promote the use of the most sustainable and environmentally acceptable modes using the following hierarchy: Walking; Cycling; Public Transport; Private vehicles.”

Policy T3 and Policy T6 recommend that facilities for pedestrians, people with mobility impairments and cyclists be included in highway improvements schemes, and developments be required to ensure adequate provision for pedestrians and cyclists whilst also reducing conflict between cyclists and other road uses, including pedestrians.

Policy T12 states that for developments needing good public access, town centres and their adjacent areas should be the preferred location or, if no suitable site is available then, other sites may be considered where they can be accessed by a choice of transport modes. Policy T13 suggests that development should be located where it is well related to other land uses and services with which it needs to interact and where it can be accessed by a range of modes.

A Walking and Cycling Strategy for South East Wales, Sewta (2006)

The Sewta Walking and Cycling Strategy sets out the key objectives for developing walking and cycling as part of the overall transport strategy for the south east Wales region. It identifies key actions required to achieve these objectives and it also provides a framework for the delivery of these actions.

The strategy is intended to stand alone, however to produce the greatest benefits it is intended to be viewed as an integral component of the Regional Transport Plan for south east Wales.

The vision of the Strategy is “To maximise the levels of walking and cycling, including their contribution to the prosperity, accessibility and well-being of the people of South East Wales, and the protection of the environment”.

Regional Transport Plans, Sewta (to be adopted in 2009)

Sewta is currently developing its Regional Transport Plan (RTP) to support the aspirations, and deliver the objectives, of the Wales Transport Strategy in the context of the requirements of

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south east Wales. The RTP will also be developed in accordance with the Wales Spatial Plan (WSP) produced by WAG which contains a spatial planning strategy for south east Wales.

Local Framework

Building a Better Bridgend County Borough – Local Agenda 21 Strategy, 2000

At the Rio Summit in 1992, an international action plan to tackle environmental issues on a global scale was agreed. This plan would also include action on interdependent problems of poverty, population, health and consumption through sustainable development. The action plan was titled “an Agenda for the 21st Century” or Agenda 21 for short.

Agenda 21 requires each local authority to adopt a Local Agenda 21 and in December 2000 Bridgend County Borough Council produced its LA21 Strategy ‘Building a Better Bridgend County Borough’. The vision for the strategy includes four key themes which were sustainability, safety and security, inclusion and health.

The transport goal of the strategy is “to seek to promote and encourage the use of environmentally friendly modes of transport including walking, cycling, car-sharing and public transport and support ways of reducing the need to travel throughout the County Borough.”

Unitary Development Plan (2001-2016)

In May 2005 Bridgend County Borough Council adopted its first Unitary Development Plan (UDP). The UDP contains the policies and proposals which will govern the development and use of land, including the transportation network, within the authority for the period up to 2016.

The UDP fully endorses the concept of sustainable development, which has been translated into a number of more specific objectives for each area of the plan including transportation. One of the key transportation objectives is “to protect and improve the environment by the introduction of various transportation and traffic measures that reduce the use of cars, and encourage cycling and walking.”

Transportation Policy T1 refers to the promotion of alternative and more sustainable modes of transport and states that **“Development should locate in areas served by, or capable of being served by, modes of transport other than the private car”**. Policy T2 covers sustainable improvements to existing highways, part of which states that development which does not provide convenient access to a range of travel modes should assess whether this can be overcome through the provision of features such as cycle facilities and measures to aid pedestrian movements.

Bridgend County Borough Community Strategy 2005-2016

Under the Local Government Act 2000, councils are obligated to prepare a community strategy to set out how they intend to improve the social, economic and environmental well-being of their area. A Local Strategic Partnership (LSP), a combination of private, public, voluntary and community sectors, was set up in 2003 to take the lead in developing the Community Strategy for Bridgend.

The aims of the Community Strategy are to:

- Improve quality of life for all;
- Protect and enhance our environment;
- Increase prosperity;
- Have safer communities;
- Achieve a healthier County Borough;
- Have a more inclusive County Borough.

One of the medium term objectives identified in the strategy, relating to Access to Opportunity and Transport, is the most relevant to this Walking and Cycling Strategy. The stated objective is “To promote the integrated use of all public, private, community and volunteer transport facilities”.

Health, Social Care and Well Being Strategy 2008-11 (2008)

The overall vision of this document is that the “health and well-being of the people of the County Borough of Bridgend will be among the best in Wales” and that all residents of the County Borough will have “appropriate access to first class services delivered by organisations working together”.

The strategy sets out the mechanisms through which these aims can be achieved over the period 2008-11, and emphasises the need for a holistic approach to the issues of health, social care and well-being. The many issues to be addressed have been grouped into three sections covering Reducing Health Inequalities, Healthy Living and Well-Being and Health and Social Care.

Corporate Improvement Plan 2008-11

The corporate improvement plan outlines the strategic direction of the local authority including its aims, objectives and main priority areas. It also includes reports relating to the current performance of the full range of council services and includes targets for the future.

Local Area Bus Strategy (LABS) - 2003

The Council produced its first Local Area Bus Strategy (LABS) in June 2003 in accordance with the Transport Act 2000. The LABS sets out the Council policies as to how best to carry out their functions relating to bus services within the County Borough.

Objective 3 of the LABS states that the Council will aim “*To provide physical facilities and linkages that integrate bus use with other modes of transport*”.

The Physical Infrastructure section of the LABS states that interchanges and bus stops should be accessible to all, and facilities for the disabled and those with sight problems should be provided. This section also indicates that future interchange strategy should explore “Cycle and walking facilities at interchanges to promote linkages between motorised and non-motorised modes”.

Bridgend County Tourism Strategy (2002-2006)

The vision for tourism in the county borough is “To develop, co-ordinate and manage tourism

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in order to maximise its benefits to the local economy whilst minimising any adverse effects on local communities and the environment”.

The Strategy recognises the quality of the varied landscapes throughout the borough and highlights the potential to develop walking and cycling tourism in relation to these particular locations.

The Strategy also emphasises the importance of diversifying the tourism base within the Authority and states that the development of niche markets such as walking and cycling tourism should be pursued.

Fit for the Future – Bridgend County Borough’s Regeneration Strategy (2008-2021)

The document is designed to give a clear focus to regeneration priorities, thus enabling partners from all sectors to tackle the challenges facing the county borough. The Strategy recognises the value of improving the health of residents enabling greater access to employment and leisure opportunities, bringing increased well-being and quality of life. The strategy also recognises the potential for additional, and diverse, tourism opportunities including activity tourism which could include cycle tourism.

Sustainable Economic Regeneration Strategy (2003)

This document sets out the revised aims and objectives for the economic development of the County Borough for the next decade, and includes an Action Plan giving details of specific initiatives and funding sources which can aid the development of the strategy in its first three years. The strategy will also strengthen the economic component of the Community Strategy.

Rights of Way Improvement Plan (2008)

The Rights of Way Improvement Plan (RoWIP) for Bridgend has been produced to meet the requirements of the Countryside and Rights of Way Act 2000 (CROW). The document, is required to provide “an assessment of the extent to which local rights of way meet the present and likely future needs of the public; the opportunities provided by local rights of way for exercise and other forms of open-air recreation and enjoyment; and the accessibility of local rights of way to blind or partially sighted persons and others with mobility problems”.

In essence, the RoWIP identifies, prioritises and plans for improvements to the local rights of way network in Bridgend county borough for the benefit of visitors and residents alike.

Never too Old – Local Action Plan for Older People Living in the Bridgend County Borough of Bridgend (2008-2011)

The Never too Old document seeks to set out the modernisation of services for older people in Bridgend County Borough and sets out a clear action plan which contains specific targets over a 12 month period. The action plan identifies development areas which specify the particular key recommendations arising from the National Service Framework for Older People and the Strategy for Older People in Wales.

One of these development areas is to ensure that “The physical and emotional health and well-being of people over 50 is promoted through strong partnerships, with the aim of extending healthy life expectancy and quality of life”. One of the key recommendations for this

development area is to support older people to take responsibility for their own health. The provision of facilities for and the promotion of walking and cycling, represent opportunities for increasing physical exercise and increasing the health of older people within the county borough.

Better Health, Successful Sport – A draft Strategy for Sport and Physical Activity in Bridgend County Borough (2009-2019)

The Council's draft Strategy for Sport and Physical Activity sets out how the Council will increase participation rates in sport and physical activity by changing the way it delivers services to reflect the changing needs and aspirations of the 21st century.

The proposed model for delivery of services consists of four tiered levels, ranging from Level 1 whereby the County Borough will host a network of strategic facilities, to Level 4, which acknowledges the opportunity every community in Bridgend has to utilise the outdoor environment to be active.

The draft Strategy specifically recognises the value of the community and cycle route network in terms of increasing physical activity levels, whilst the modal shift can also contribute to increasing levels of physical activity amongst all sectors of the county borough population.



Cyngor Bwrdeistref Sirol

