



# Kirklees Walking and Cycling Strategic Framework

2018 - 2030



## OUR VISION

*Kirklees is recognised as a great place to walk and cycle, inspiring more people to walk and cycle more often as a mode of transport, for work, leisure or for sport.*



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## 1 SETTING THE SCENE

### 1.1 Introduction

Kirklees Council, and our partners, have an ambition to increase the numbers of people walking and cycling. People walk and cycle for different reasons including sport and leisure, with many people walking and cycling as a mode of travel.

Helping to facilitate and increase access and opportunities for walking and cycling can affect us in a number of ways; economically through the cost of travel; impacts on our health, wellbeing and quality of life; and environmentally through our carbon footprint.

**The Department for Transport (2014) states that:**

*Within transport, investment in walking and cycling are likely to provide low cost, high-value options for many local communities. Moreover, delivery time-spans are far shorter than for most other interventions – which provides another good reason to invest in walking and cycling to help achieve many co-benefits – for business, health, carbon reduction, education, pollution reduction and social cohesion.*

It is with these issues in mind, which resonate at a local, regional and national level, that we have developed the '**Kirklees Walking and Cycling Strategic Framework**'.

This Strategic Framework will support the priorities of Kirklees Council's Economic and Joint Health and Wellbeing strategies and compliment a range of other partner policies and strategies.

Alongside the Strategic Framework there will be the Kirklees Walking and Cycling Delivery Plan. The Delivery Plan will highlight the steps which need to be taken in order to work towards achieving our vision.

The Plan will set out a range of actions and programmes of activity to achieve the objectives; highlight the lead organisation/service; formulate a timeline (where appropriate) and be reviewed in order to demonstrate and check on progress.

The way in which we will work along with our aims and objectives are summarised in our 'Plan on a Page' overleaf and further discussed in the remainder of this document.

#### The Strategic Framework will:

- Help make walking and cycling of all types more attractive and available for the benefit of all sectors of the Kirklees community.
- Help raise awareness and understanding of the many benefits of being more active and travelling in a more sustainable way.
- Influence other people's agendas and decision makers in the allocation of resources.
- Enable co-operation with other agencies at district, sub-regional and regional levels on a co-ordinated basis.
- Ensure that new infrastructure is appropriate.
- Encourage us to question how we travel.
- Use local and national evidence to support planning and interventions.

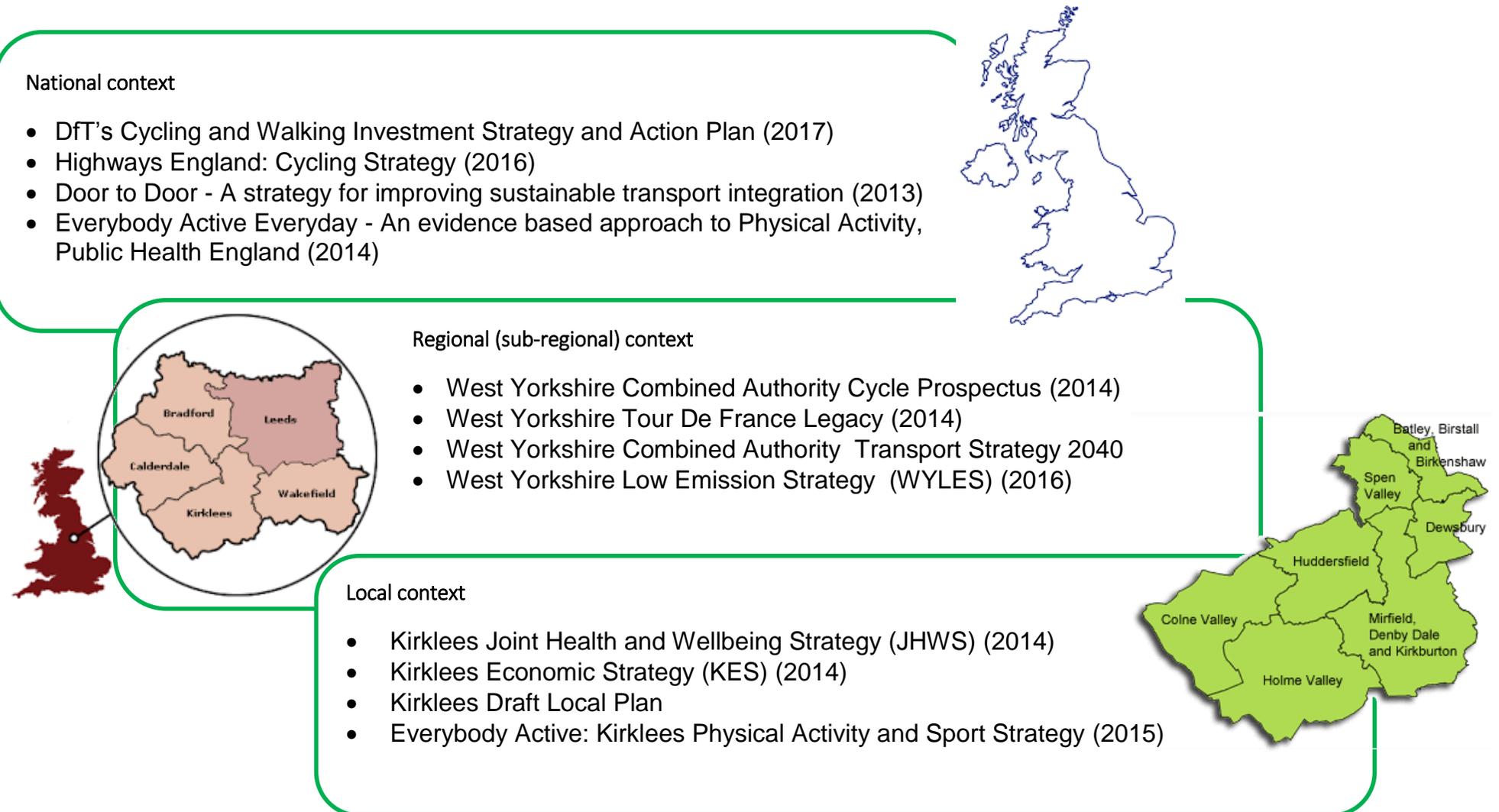
## 1.2 Plan on a Page

Partners will provide ...	Leadership ♦ Strategic direction ♦ Collaborative working ♦ Performance management						
Guided by ...	<b>National, Regional and Local Policies and evidence</b>						
To pursue our vision that ...	<b>Kirklees is recognised as a great place to cycle and walk, inspiring more people to cycle and walk more often in Kirklees as a mode of transport, for leisure or for sport</b>						
To turn our vision into reality...	Individuals and communities will be supported and encouraged to cycle and walk more	Appropriate places and environments will be provided to cycle and walk	People will be supported to gain skills and confidence to cycle and walk	A range of opportunities will be available to cycle and walk	People will have the knowledge and awareness of cycling and walking opportunities and the benefits they can bring		
Creating.....	<div style="border: 1px solid red; padding: 5px; text-align: center;">Community Capacity</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid blue; padding: 5px; text-align: center;">More Coaches, Leaders, Volunteers</div>	<div style="border: 1px solid red; padding: 5px; text-align: center;">Infrastructure</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid blue; padding: 5px; text-align: center;">More and better places to cycle and walk</div>	<div style="border: 1px solid red; padding: 5px; text-align: center;">Skills and Confidence</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid blue; padding: 5px; text-align: center;">Building skills and confidence to cycle and walk</div>	<div style="border: 1px solid red; padding: 5px; text-align: center;">Events and Activities</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid blue; padding: 5px; text-align: center;">More cycling and walking opportunities</div>	<div style="border: 1px solid red; padding: 5px; text-align: center;">Awareness and understanding</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid blue; padding: 5px; text-align: center;">Information, Media and Communication</div>		
Leading to our shared outcomes....	People in Kirklees feel safe / protected from harm	People in Kirklees live independently and have control over their lives	Kirklees has sustainable economic growth for communities and businesses	People in Kirklees experience a high, quality, clean and green environment	People in Kirklees area as well as possible for as long as possible	Children have the best start in life	People in Kirklees have aspiration and achieve their ambitions through education, training and lifelong learning

### 1.3 Links with other plans and strategies

The Kirklees Walking and Cycling Strategic Framework has been developed with particular reference to a wide range of policy and strategic documents which consider the wider national, 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 Kirklees. A link to each document referred to is shown in Appendix 1.



## 1.4 The context for walking and cycling in Kirklees

Kirklees has a population of 440,000 (KJSA, 2017) and includes the settlements of Batley, Birstall, Cleckheaton, Denby Dale, Dewsbury, Heckmondwike, Holmfirth, Huddersfield, Kirkburton, Marsden, Meltham, Mirfield and Slaithwaite.

### Our assets:

- There are three greenways in Kirklees which provide an opportunity for both walking and cycling in a safe and green environment.
- There are a range of bridleways and green spaces in Kirklees which can be used by walkers and cyclists for recreation and as a means of active travel.
- The Kirklees Local Plan has within it a number of cross cutting policies which ensure that developers take into account walking and cycling as sustainable modes of travel.

### Our challenges:

- Congestion and busy roads can make journeys on foot and by bike unpleasant, with transport contributing to poor air quality and concerns about bike safety.

- The topography of Kirklees is not always conducive to walking and cycling, with many of the towns and villages being hilly.
- The numbers of people taking the recommended levels of physical activity are low.
- The numbers of children and adults who are overweight or obese is growing.
- 18% of the Kirklees population use green spaces to exercise or to be physically active.



## 1.5 Wider benefits of walking and cycling

### 1.5.1 Improvement in health and wellbeing

Walking and cycling benefits physical and mental wellbeing, along with being an inexpensive form of transport. Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases (Public Health England 2016).

Inactivity is associated with an increased risk of a range of long term conditions including coronary heart disease, diabetes, obesity and some cancers (CMO, 2011). In Kirklees only one in three adults did the recommended level of physical activity in 2012 (KJSA 2013).

The link between physical inactivity and obesity is well recognised. Physical activity helps to reduce and maintain a healthy weight. 22.4% of 4-5 year olds in Kirklees are either overweight or obese and this rises to 35.5% in 10-11 year olds (NCMP, 2017). Over the period of 2015/16, 60.6 % of adults in Kirklees were overweight or obese (PHOF 2015/16).

For young people, walking and cycling to school helps build in daily physical activity and promote independence. Less than 1% of young people within secondary schools cycle to and from school. Nearly one in four young people walk to and from schools (KC & YPS, 2014).

Being active in later life helps people to maintain independence by retaining the ability to carry out the tasks of daily living, reducing the risk of falling and improving mood and cognitive function (BHF, 2012).

In recent years research on sedentary behaviour has increased dramatically and there is growing evidence that a number of serious health risks may be connected to “prolonged” and “excessive” sitting (GBS, 2016). Regular movement is required and there is a significant role, in particular, for walking to break these sedentary periods.



Regular physical activity reduces the risk of depression by up to

# 30%



Cycling raises metabolic rate which can help to maintain a healthy weight



Walking helps strengthen muscles, joints and bones



### 1.5.2 Improve environmental conditions

Air pollution is known to be damaging to health. Levels of nitrogen oxides and particulates in parts of Kirklees are above Government target levels (set based on health effects) and addressing this is a key public health priority.

The long term mortality effects from long term exposure to polluted air cannot be ignored and local authorities have a duty to work towards improving air quality.

Air pollution in Kirklees causes the equivalent of 145 deaths a year (PHOF, 2015).

Short journeys play a significant part in pollution from motor vehicles. 20% of all car related carbon dioxide emissions are from journeys of less than five miles (WYLES, 2016).

Supporting people to walk and cycle for some of these journeys plays an important role in reducing exposure of the population of Kirklees to the effects of air pollution.

The cost of congestion to the economy of England is estimated by the Transport Select Committee to reach £22 billion a year by 2025 (NICE, 2013). Changing journeys away from private motor vehicles to other modes, including cycling and walking, is the best long term way to reduce congestion (NICE, 2013).

Cyclists, pedestrians and public transport users also provide a substantial economic boost to local shopping streets, which can easily be underestimated (NICE, 2013).

Schemes that encourage cycling and walking are also likely to produce an environment that is highly valued. Improvements to the pedestrian environment can increase residential prices and retail rents (Living Streets, 2015).



## 2 OUR VISION

Our vision is that:

*Kirklees is recognised as a great place to cycle and walk, inspiring more people to cycle and walk more often as a mode of transport, for work, leisure or for sport.*

More specifically this will mean Kirklees is to be a place where:

- Individuals and communities will be supported and encouraged to cycle and walk more.
- Appropriate places and environments will be provided to walk and cycle more.
- People will be supported to gain skills and confidence.
- A range of opportunities will be available.
- People will have the knowledge and awareness of cycling and walking opportunities and the benefits they can bring.

## 3 OBJECTIVES

To achieve our vision, five key objectives have been identified:

### A. More coaches, leaders and volunteers

The walking and cycling communities need to provide the motivation and support to enable local people to cycle and walk and sustain participation. We need to increase community capacity through developing coaches, leaders and volunteers.

### B. More and better places to walk and cycle

Partners need to be working together to ensure a high quality infrastructure providing safe and enjoyable opportunities to walk and cycle which will ensure sustained participation.

### C. Building skills and confidence to cycle and walk

To ensure all who want to cycle and walk can, we need to ensure they have the appropriate skills and confidence. Providing access to appropriate training opportunities will help to do this.

### D. More walking and cycling opportunities

A broad range of opportunities and events need to be provided to enable people to cycle and walk whether they are commuters, recreational participants or the sporting champions of the future.

### E. Information, media and communications

Campaigns are needed along with provision of a range of information. This will improve communication so ensuring safety, enabling planning and will help to develop a wider appreciation and understanding of the benefits of participation.

## 4 DELIVERY AND ENGAGEMENT

### The Kirklees Cycling and Walking Partnership

It is recognised that there are a wide variety of organisations and individuals that are passionate about increasing levels of cycling and walking across Kirklees and that they also bring varying levels of skills, expertise and knowledge.

We are also acutely aware that we will be dependent upon our local communities and the many public, private and third sector organisations to achieve our vision.

In response to the wealth of support and the challenges that we face, we have taken a partnership approach to delivery by establishing a **Cycling and Walking Delivery Group**.

The Cycling and Walking Delivery Group consists of council officers leading on physical activity, public health, transportation and highways, along with external organisations such as Sustrans, Cycle UK, British Cycling, Living Streets, West Yorkshire Combined Authority, Canal and River Trust and Brake!

The purpose of the Delivery Group is to provide the strategic direction for cycling and walking across Kirklees, to ensure a strategic framework and delivery plan are developed; commission where appropriate; performance manage the delivery of the work stream action plans; and manage risks so ensuring joined up approaches, making best use of resources and maximum benefit and outcomes for local people.

A **Cycling and Walking Consultation Group** has also been established. Whilst this group needs to be shaped, it is envisaged that it will be community led with very limited support from council officers. At the moment, the group is made up of individual members of the public, representatives of cycling clubs, cycle interest groups and other cycling organisations. Consultation with walkers is currently through the Public Rights of Way Forum and Volunteer Walk Leaders who are involved in local Health Walks.

The Delivery and Consultation Partnership structure and terms of reference is shown at Appendix 2.



## 5 MEASURES FOR SUCCESS

Our overall ambition is to increase the numbers of people cycling and walking in line with local (West Yorkshire) and national ambitions.

The West Yorkshire Local Transport Plan (2011 to 2026) identified 'mode share' (using a range of travel modes) as a key indicator with a target of increasing all forms of sustainable travel modes from 36% to 42% by 2026 whilst maintaining car trips at 2011 levels.

To achieve this ambitious target it is suggested that cycling and walking mode share would need to increase by 300% and 20% respectively over the plan period.

The Government's Cycling and Walking Delivery Plan sets out an ambition up until 2025:

- To double cycling from 0.8 billion stages in 2013 to 1.6 billion (a stage is where part of an overall journey includes a cycle journey); and
- To increase the percentage of children aged 5 to 10, that usually walk to school, from 48% in 2013 to 55%.

Our measures of success will need to be aligned to local and regional ambitions. The methods of measurement of outcomes will need to be developed in line with the evolving environment on cycle journey analysis.

Our current headline measures will be:

- Bicycle stages categorised into work, leisure or sport.
- Numbers of adults cycling and walking for work, leisure or sport.
- Numbers of children and young people cycling and walking to school.

There will also be a number of more detailed targets that are related to the objectives.

## 6 REPORTING

Reporting of progress on our shared outcomes will be informed by the Delivery Plan.

## 7 APPENDICES

### 7.1 Appendix 1 – Key strategies and policies

<b>National</b>	
Cycling and Walking Investment Strategy (2017)	<a href="http://www.gov.uk/government/collections/cycling">www.gov.uk/government/collections/cycling</a>
Highways England: Cycling Strategy, January 2016	<a href="http://www.gov.uk/government/collections/cycling-on-englands-major-roads">www.gov.uk/government/collections/cycling-on-englands-major-roads</a>
Door to Door - A strategy for improving sustainable transport integration	<a href="http://www.gov.uk/government/publications/door-to-door-strategy">www.gov.uk/government/publications/door-to-door-strategy</a>
Department of Transport: Cycling and Walking Delivery Plan	<a href="http://www.gov.uk/government/consultations/cycling-delivery-plan-informal-consultation">www.gov.uk/government/consultations/cycling-delivery-plan-informal-consultation</a>
Everybody Active Everyday - An evidence based approach to Physical Activity	<a href="http://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life">www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life</a>
<b>Regional Yorkshire, West Yorkshire and West Yorkshire Combined Authority</b>	
LTP cycle prospectus	<a href="http://www.wymetro.com/media/1131/ltp-cycle-prospectus-2014.pdf">www.wymetro.com/media/1131/ltp-cycle-prospectus-2014.pdf</a>
West Yorkshire Transport Strategy	<a href="http://www.westyorks-ca.gov.uk/transport/transport-strategy">www.westyorks-ca.gov.uk/transport/transport-strategy</a>
West Yorkshire Local Transport Plan	<a href="http://www.wymetro.com/wyltp">www.wymetro.com/wyltp</a>
West Yorkshire Low Emission Strategy	<a href="http://www.kirklees.gov.uk/beta/planning-policy/pdf/examination/city-region-evidence/CR26-West-Yorkshire-Low-Emission-Strategy-2016-2021.pdf">www.kirklees.gov.uk/beta/planning-policy/pdf/examination/city-region-evidence/CR26-West-Yorkshire-Low-Emission-Strategy-2016-2021.pdf</a>
Yorkshire Tour de France legacy	<a href="http://www.wymetro.com/more-ways-to-travel/cycling/tour-de-france-legacy">www.wymetro.com/more-ways-to-travel/cycling/tour-de-france-legacy</a>

**Local context** Kirklees

Kirklees Joint Health and Wellbeing Strategy

[www.kirklees.gov.uk/healthstrategy](http://www.kirklees.gov.uk/healthstrategy)

Kirklees Economic Strategy

[www.kirklees.gov.uk/economicstrategy](http://www.kirklees.gov.uk/economicstrategy)

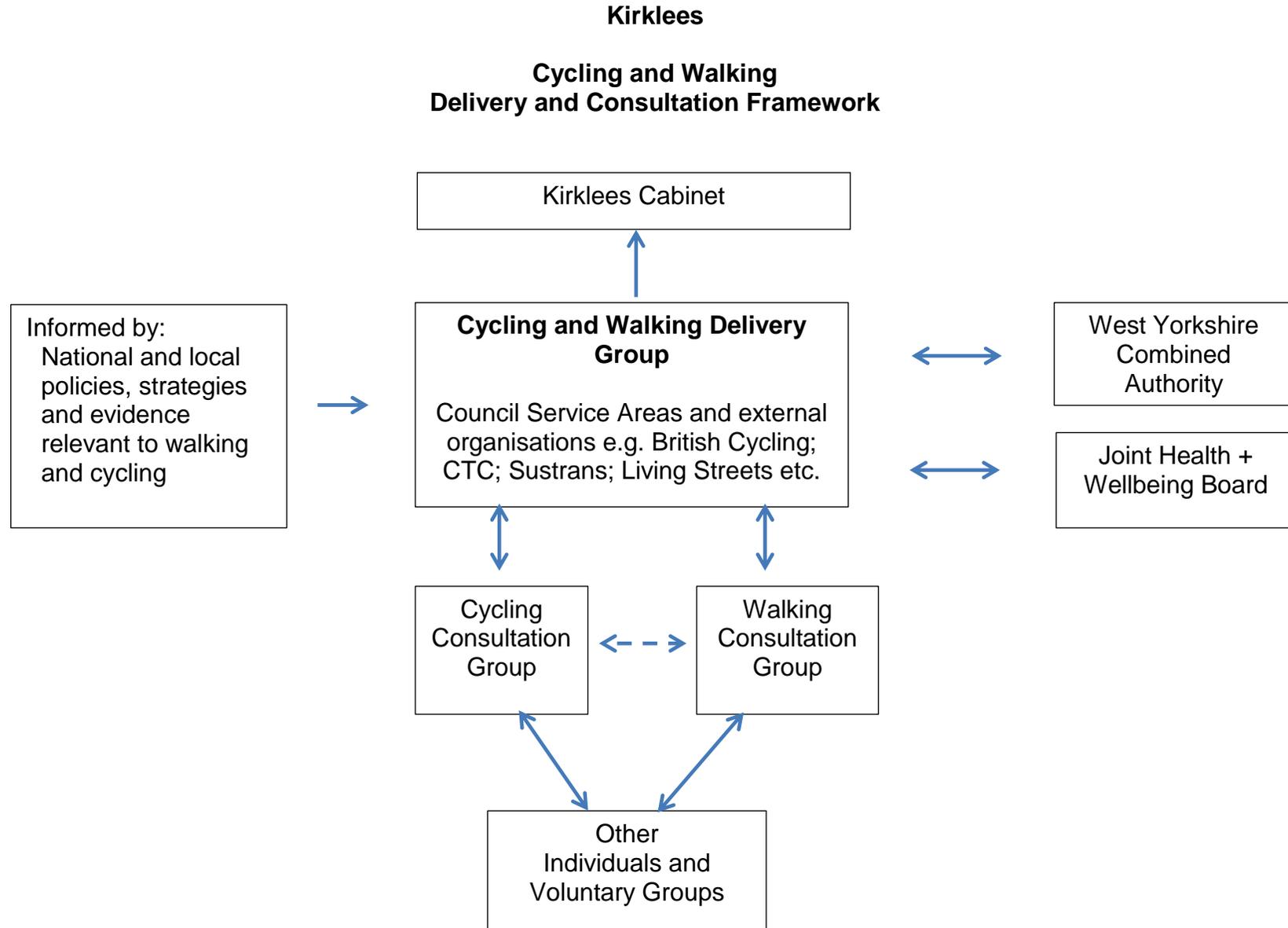
Kirklees Local Plan

[www.kirklees.gov.uk/beta/planning-policy/local-plan.aspx](http://www.kirklees.gov.uk/beta/planning-policy/local-plan.aspx)

Everybody Active Kirklees Physical Activity and Sport Strategy 2015-2020

[www.kirklees.gov.uk/beta/planning-policy/pdf/supportingDocuments/healthCommunities/EverybodyActiveStrategy.pdf](http://www.kirklees.gov.uk/beta/planning-policy/pdf/supportingDocuments/healthCommunities/EverybodyActiveStrategy.pdf)

## Appendix 2 – Delivery and Engagement Frameworks



## TERMS OF REFERENCE

### Kirklees Cycling and Walking Delivery Group

The role of the group is to provide strategic direction of Cycling and walking across Kirklees; to ensure a strategy framework and work stream action plans are developed; commission where appropriate, performance manage the delivery of the work stream action plans and manage risks.

The Group is therefore accountable for:

- Providing a wide range of expertise and opinion to ensure a balanced and equitable view is taken in the decision making processes relating to the development and provision of cycling and walking in Kirklees
- Influencing the strategic planning processes across Kirklees related to cycling and walking to those of partner agencies
- Agreeing and promoting the contribution of cycling and walking to key local agendas.
- From the audit undertaken as part of the legacy for the TDF development of Cycling Strategy and action plans ensuring a match between resources and actions
- Assessment of impact of new developments along with any impact due to disinvestment
- Performance managing of cycling and walking delivery against outcomes / benefits
- Securing investment where appropriate
- Governance and links to other governance structures (local/sub-regional/regional)
- Ensuring risks are managed
- Working collaboratively to create opportunities for future development in cycling and walking

**Accountability:** Kirklees Council Cabinet, Health and Wellbeing Board, West Yorkshire Combined Authority Committees (Transport/Investment)

## **TERMS OF REFERENCE**

### **Kirklees Cycling Consultation Group and Kirklees Walking Consultation Group**

The role of these groups is to provide an open forum for organisations and individuals who wish to be involved in consultation on issues/developments in cycling and walking in Kirklees.

The group is therefore accountable for:

- Providing a public space for individuals and groups to be able to actively participate in consultation on the development of cycling and walking in Kirklees.
- Disseminating information on all cycling and walking related issues as appropriate
- Collating information from the discussions and presenting/forwarding to the Kirklees Cycling and Walking Delivery Group

**Accountability:** To individuals and voluntary group

## 8 REFERENCES

- British Heart Foundation (BHF) (2012) – Active in Later Life
- Children and Young People’s Survey (CYPS)(2014) - Kirklees Council, 2014
- Chief Medical Officer (2011) - Everybody Active, Everyday, 2011
- Current Living in Kirklees (CLIK) (2011) – Kirklees Council, 2012
- Department of Transport (2014), Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling.
- Get Britain Standing (2016). <http://www.getbritainstanding.org/health-risks.php>
- Kirklees Economic Strategy (2014) – Kirklees Council
- Kirklees Joint Strategic Needs Assessment (JSNA) (2013) – Kirklees Council, 2013
- Living Street (2015) Pedestrian Pound
- Living Streets (2011). Making the case for investment in the walking environment: A review of the evidence.
- National Child Measurement Programme (2017) – Health and Social Care Information Centre, 2013-14
- National Institute for Care and Clinical Excellence (NICE) (2013) – Walking and Cycling (LGB8). 2016
- National Travel Survey (NTS 2014)
- Public Health Outcomes Framework (2015/16, 2017)
- Public Health England (2016) Health matters: getting every adult active every day
- Sustrans (2018) Health benefits of cycling and walking
- West Yorkshire Low Emission Strategy (2016) – Bradford MDC; Kirklees MDC; Leeds CC; Wakefield MDC; Calderdale MDC

9 PARTNERS

