

Weymouth & Portland Walking and Cycling Strategy

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Chapter 1 Executive Summary

Walking and Cycling are healthy, sustainable and low cost methods of travel which do not emit carbon dioxide linked to climate change. The relatively compact and high density urban nature of Weymouth and Portland, and the high proportion of short trips under 5km, make it well suited to these modes.

This walking & cycling strategy establishes the long term vision for walking & cycling in Weymouth where the town becomes a place where everyone can walk and cycle in safety, comfort and convenience. To achieve this vision of walking and cycling becoming the mode of choice for short trips less than 5km, the strategy sets six key objectives and a total of 28 actions:

- Objective 1: Infrastructure – define and implement a Walking and Cycling Network for Weymouth and Portland;
- Objective 2: Infrastructure – improve safety, access and priority;
- Objective 3: Infrastructure – provide cycle parking and cycle security;
- Objective 4: Training - equip people with the skills to cycle safely and confidently;
- Objective 5: Promotion - market walking and cycling and their status in Weymouth and Portland; and
- Objective 6 – Partnership - Improve co-ordination and partnership

The strategy identifies a walking and cycling network and its implementation is central to delivering these objectives. The network consists of 10 individual elements of walking and cycling routes at a total cost of approximately £1.3 million. It is proposed that the completion of the network will be delivered by the County Council through the Local Transport Plan (LTP) periods 2 & 3, up to 2016.

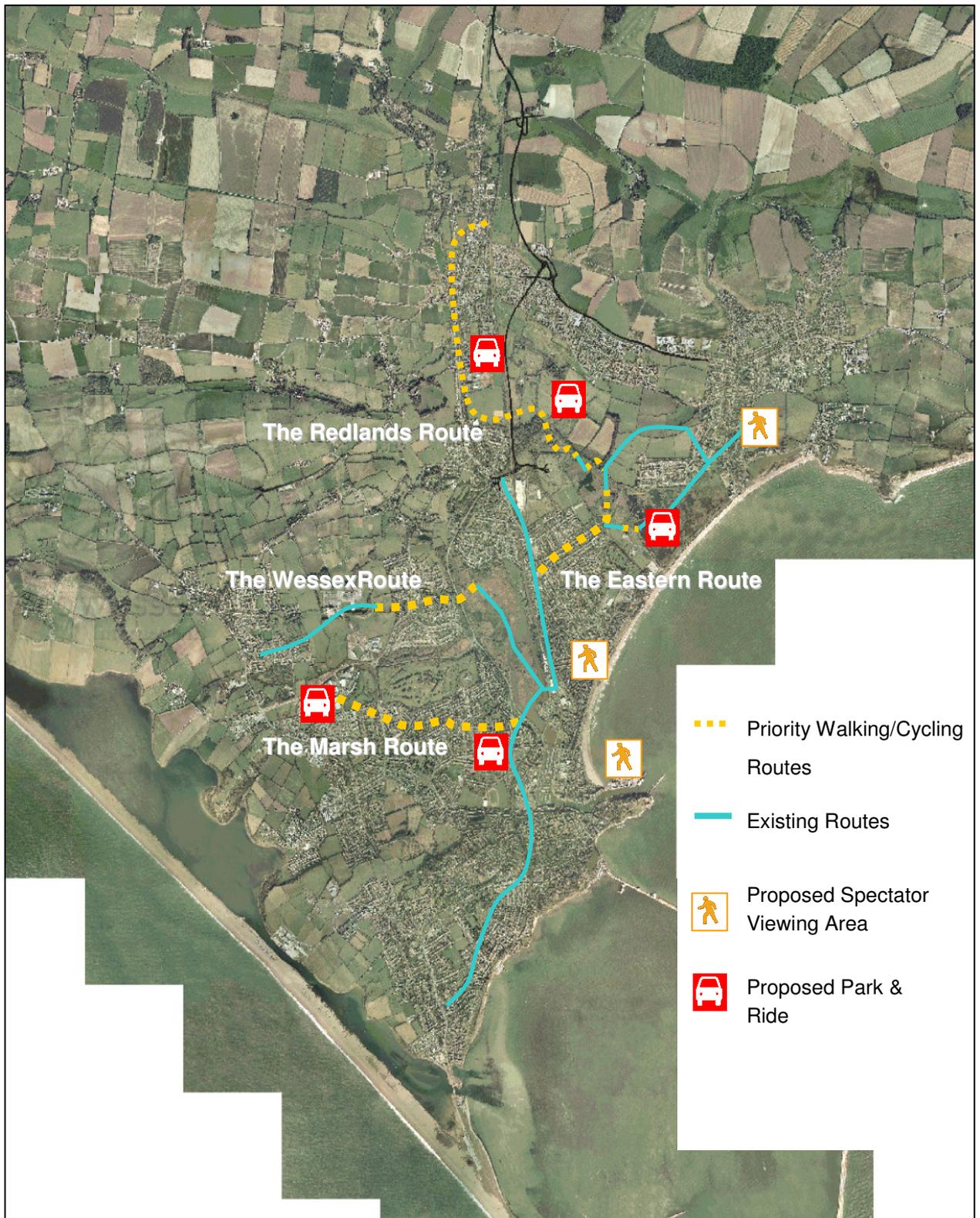
The strategy prioritises these routes according to local priorities and their ability to support the 2012 Olympic sailing events in Weymouth & Portland by connecting people with the designated spectator viewing sites on foot and by bicycle. As a consequence of this process, the key links identified as priorities for delivery over the next 4 years are:

- The Marsh Route
- The Wessex Route
- The Redlands Route
- The Eastern Route

The total cost of delivering the above routes has been estimated at £750,000. Figure 1E identifies these routes within the context of the existing network.

London2012 is committed to promoting walking and cycling as viable and attractive modes of transport for all spectators. The ODA have indicated that they will support those elements of the identified priority strategy that support spectator movement during the Games period with a contribution of up to £150,000. This contribution would be directed towards implementing the Marsh, Redlands and Eastern routes.

Figure 1E - Weymouth & Portland Walking and Cycling Network



Chapter 2 Introduction

2.1 Introduction

This document establishes a long term strategy for the development and promotion of walking and cycling as viable modes of transport for everyday utility and leisure trips within Weymouth and Portland. It includes proposals for a network of walking & cycling routes to enhance provision and promote their suitability as alternatives to the car for accessing the viewing sites for the 2012 Olympic Sailing Events.

It aims to incorporate the priorities and aspirations of a range of policies and plans:

- The Dorset County Council Local Transport Plan (LTP2) 2006-2011
- Weymouth & Portland Borough Council Local Development Framework (LDF)
- The Sustrans “Connect2” Project
- Townscape Heritage Initiative (THI), (WPBC/SWRDA)
- Weymouth Transport Package for the 2012 Games (DCC)
- Olympic Delivery Authorities (ODA) Weymouth Park and Ride Strategy Feasibility Report v2 March 2008, Steer Davis Gleave
- “Move” - ODA Transport Plan for the London 2012 Olympic & Paralympic Games Summary October 2007
- “All Change” - ODA Accessibility Transport Strategy

The strategy draws upon best practice at the national, regional and local level to set out a balanced package of policies and measures which will provide the framework for delivering the many social, environmental, lifestyle and economic benefits of cycling.

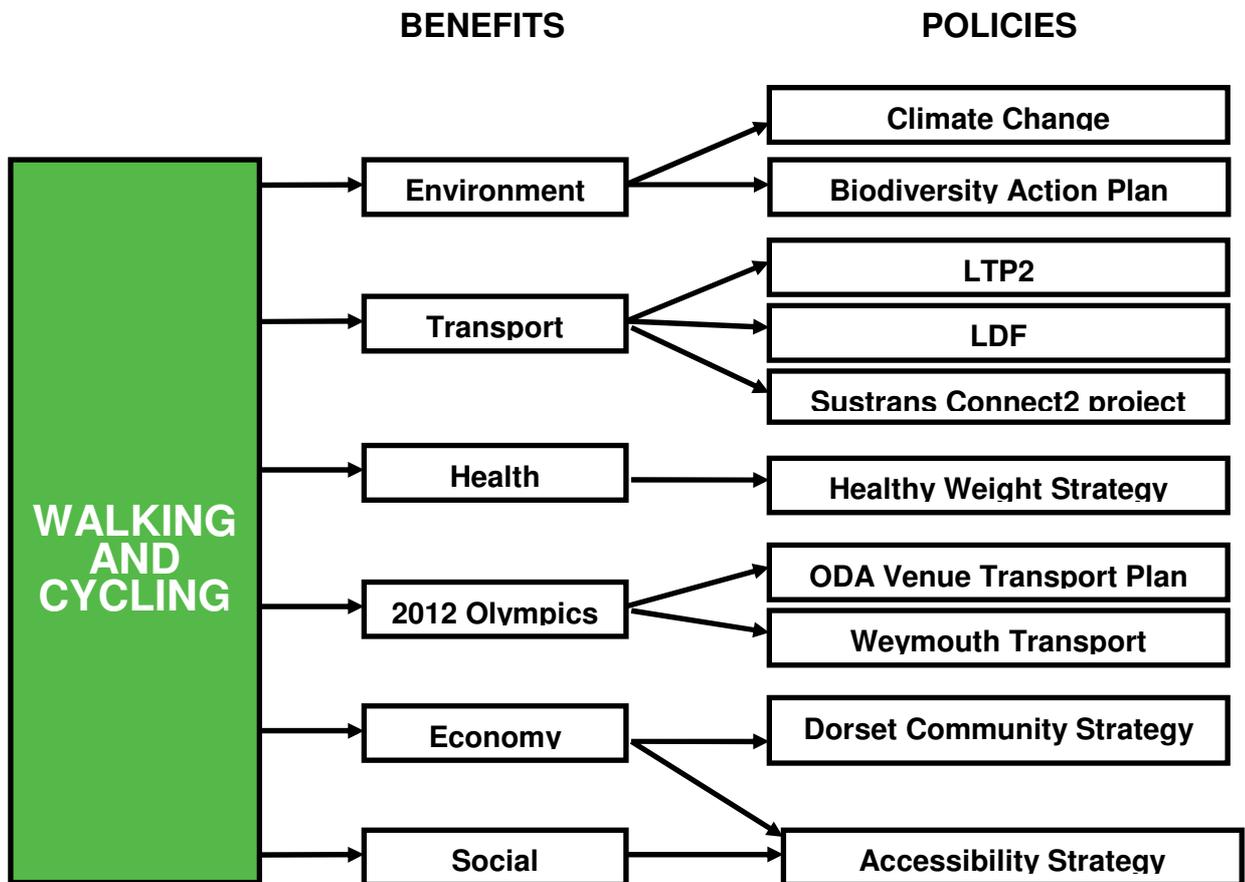
Consultation will be undertaken with a range of stakeholders to establish the final strategy including:

- Sustrans (the UK’s leading sustainable transport charity)
- The Dorset Cyclists’ Network (DCN)
- The Cycle Touring Club (Wessex) (CTC)
- The Ramblers Association (Dorset Area)
- The Weymouth and Portland Partnership

2.2 Benefits of Walking and Cycling

Walking and cycling are zero carbon emission, cheap, healthy and socially inclusive modes of transport available to almost everyone. Increasing their uptake in Weymouth and Portland as an alternative to the car will help to combat climate change, contribute to reduced air pollution and less congested streets, reduced road danger and generally a better place to live and work. Consequently, supporting these modes can help achieve a number of different policy areas as shown in Figure 2.

Figure 2 - Policy Areas Benefited by Walking and Cycling



The benefits of walking and cycling are summarised as follows:

- Environment:** Emissions from road transport account for 20% of Weymouth and Portland's Carbon Dioxide emissions¹, the principal greenhouse gas associated with climate change. By contrast, walking and cycling rely entirely on an individual's own energy supply and are therefore carbon neutral, not releasing any carbon dioxide in their use. These modes can enable us to meet some of our transport needs without releasing carbon from the burning of fossil fuels to power motor vehicles. In addition, these non-polluting modes of transport do not release any of the harmful air pollutants such as Nitrogen Dioxide and fine particulates that are associated with motor vehicles exhaust emissions and produce virtually no ambient noise with very low road space requirements.
- Transport:** Traffic flows have increased in Weymouth and Portland by 29% since 1990, creating traffic congestion, parking pressure and diminishing the quality of the local environment. However, the 2001 census found that 27% of all trips to work were less than 2km and 47% were less than 5km. Cycling is perfectly suited to short trips of this length and is highly time efficient for short urban trips, being generally unaffected by traffic congestion. Not only does cycling help to

¹ DEFRA National Indicator 186: Per Capita CO₂ emissions in the Local Authority

reduce traffic congestion through more effective use of road space, it can also be a more pleasant journey experience.

- **Health:** Many people do not get sufficient physical activity to safeguard their health which combined with poor diets can lead to obesity and cardio-vascular problems, poor health and a shortened lifespan. Initiatives such as the Primary Care Trust's "Change 4 Life" Campaign aim to redress and active travel forms a key part, encouraging people who lead otherwise sedentary lifestyles to incorporate physical exercise into their daily routines by cycling to work or walking to the shops a few times a week. Regular walking and cycling can have many positive effects on personal health, well-being and stress reduction. Health benefits include maintenance of a healthy heart and protection against Coronary Heart Disease, high blood pressure and obesity.
- **2012 Olympics:** This strategy will support people to access and enjoy the Games by sustainable modes and crucially meet a key objective of the Sailing Events to leave a lasting legacy for the community through a coherent network of direct and attractive walking and cycling routes.
- **Economy:** As part of a wider package of measures, an increase in walking and cycling can help to lessen congestion and its negative impacts on economic efficiency and competitiveness in the area. This is especially relevant during times of economic stress and high fuel prices, where as a low cost form of transport, walking and cycling can help meet their transport needs in ways which do not require the cost of running and maintaining a car. Walking and cycling is beneficial for the local economy as pedestrians and cyclists support local town centres and shopping areas as they are more inclined to make shorter trips and shop locally. In addition, employers benefit from their employees commuting to work on foot or by bike. Employees walking and cycling to work are generally less prone to stress than those travelling by car or public transport. Being physically more active, evidence suggests cyclists in particular have a lower incidence of absence².
- **Social Inclusion:** The ability to easily access education, employment, health and leisure opportunities is crucial to achieving social inclusion. Walking and cycling are low cost forms of travel and therefore accessible to most of the population, including those on low incomes who might otherwise be excluded from using cars or public transport. This is especially relevant for the 26% of households in Weymouth & Portland that do not have access to a car and for young people where the low cost of cycling in particular offers great independence to teenagers and young adults to access a range of facilities. This been identified in the LTP2 Accessibility Strategy as an important method of improving access to key services.
- **Crime & Safety:** Greater numbers of pedestrians and cyclists using the street environment for legitimate business can help to reduce the opportunity for crime to take place by increasing natural surveillance. This reduces the chance for crimes to go unobserved and in turn having more people using the streets improves general feelings of personal safety. There is also a link between high levels of cycling and improved road safety for all users. Cities with high existing levels of cycling include Copenhagen, Odense and York, where levels of cycling have increased whilst achieving dramatic reductions in the number of road

² Transport for London "PHYSICAL ACTIVITY, ABSENTEEISM AND PRODUCTIVITY: AN EVIDENCE REVIEW (2007)

casualties. Increasing cycling does not equate to an increase in pedal cycle casualties. Across the UK as a whole, the DfT note that whilst cycling increased by 10% between 1993 and 2002, pedal cycle accidents actually fell by 34%.

2.3 Barriers of Walking and Cycling

Walking and cycling in Weymouth and Portland accounted for 12.7% and 3.3% of all trips to work (2001 Census). Cycle trips across the County have increased by 6% since 2004 as measured at 17 selected sites. The compact urban form of Weymouth, the concentration of retail, employment, leisure and amenities facilities in the main town centre, the high population density and the high proportion of short trips make the area well suited to walking and cycling. Cycling can also meet demand unmet by public transport in the area. However, cycle trips in Weymouth have increased only 4% over the same period.

There is clearly scope for increasing the uptake of walking and cycling, but in spite of these positive factors and the good base level of current usage, a number of barriers still exist which deter many people from walking and cycling. Research on barriers to cycling conducted by Transport for London (TfL) indicate that these barriers relate to the perceptions of risk, culture and attitudes held by non-cyclists as much as they do the physical environment. Some of these barriers also deter walking so have been considered together:

- **Road Danger:** Both perceived and actual road danger is a significant barrier to increased walking and cycling. The main threat to both pedestrians and cyclists is motor vehicles, accounting for 90% and 95% of all walking and pedal cycle accidents respectively³. Collisions with Heavy Goods Vehicles (HGV's) under 3.5 tonnes accounted for 10% of all pedal cycle accidents during this period. High volumes of traffic, inconsiderate driver behaviour and excessive speed all increase the risk of collision and create an intimidating and hazardous environment for pedestrians and cyclists. Appropriate provision and good design of walking and cycling facilities, speed reduction measures and adequate road maintenance are important factors in reducing road danger and creating a more pleasant travelling environment.
- **Severance:** Heavily trafficked, wide road corridors, railway lines and rivers present a physical barrier to pedestrians and cyclists, severing communities from key facilities and affecting travel behaviour to the extent that people may no longer choose to walk or cycle. Specific issues in Weymouth and Portland in this respect are the A354 through Wyke, Broadway and Upwey, the A353 through Overcombe and Preston, the railway line and the harbour/marina.
- **Effort:** Research undertaken by TfL in London indicates that people who do not currently cycle feel that too much effort is involved, with 35% of non-cyclists saying they are not fit enough to cycle, 39% stating they are too lazy and 65% indicating there are just too many obstacles involved. Better marketing of the benefits of cycling for residents and advice on what type of bike and route planning could help in this respect.
- **Weather:** The perception of English weather as being wet and cold is enough to deter many people from walking and cycling. However, Weymouth and Portland

³ Road Casualties of GB - 2007

are located in one of the driest parts of the South West Region. Whilst we can't change the weather itself, the provision of information regarding the purchase of practical walking and cycling equipment to maximise comfort may help to overcome this barrier.

- **Walking and Cycling Environment:** Some parts of the highways network are perceived as unattractive for walking and cycling by the public due to concerns of high traffic volumes and speeds, conflict with motor vehicles and the limited number of on-street measures available for cyclists. The provision of quality walking and cycling infrastructure through the development of a network of routes can overcome this barrier, utilising both on-road and off-road cycle solutions as appropriate to the highways environment.
- **Hilliness:** Whilst much of Weymouth is flat or of gentle gradient, some areas are hilly which can deter people from walking and cycling. A well designed walking and cycling network can help to redress this issue by following topographical alignments which provide for gentle gradients. Consistency of gradient is important, with for example the Weymouth Relief Road providing a much improved consistent gradient towards Dorchester and the Ridgeway as opposed to the current alignment of the A354.
- **Culture, Attitudes and Credibility:** For many people walking and in particular cycling still lacks social acceptance and credibility. This is partly due to stereotypes surrounding cyclists; for example unfounded views that special clothing is required, or the view that only people who lack social status or material wealth cycle. Effective, well planned marketing campaigns linked to triggers such as cost and health can be used to overcome stereotypes to walking and cycling and help them to become a daily habit.
- **Lack of Information and Cycling Skills:** Many people are not aware of where walking and cycling routes exist and the direct personal benefits to them in terms of health and cost savings of walking and cycling. Through Bike It! progress is being made in child cycle training, equipping future generations with the skills to cycle. However, many adults currently lack the road skills, fitness and confidence to cycle on-road.
- **Bicycle Theft:** The fear of bicycle theft has a significant impact on cycle levels; research by TRL indicated that nationally 17% of cyclists had suffered bicycle theft in the three years preceding 1997, 24% no longer cycle at all and 66% cycle less often because of the risk of theft.

In order to increase levels of walking and cycling, this strategy has identified actual and perceived barriers and the strategy has been devised to overcome them as far as practicable. It includes measures to overcome the physical barriers, for example by improving the road environment, and the perceived barriers through improved information and marketing.

Chapter 3 Policy Context

3.1 National Cycle Policy and Guidance

The National Cycling Strategy in 1996 established cycling as “a central factor in offering an environmentally sustainable and health promoting local transport option.” It also set ambitious National targets for cycling which have since been replaced by locally determined targets.

The White Paper on Integrated Transport in 1998 further set the policy direction for cycling as an integral part of future transport policy. The revised Planning Policy Guidance 13 requires developers and Local Planning Authorities to incorporate facilities to encourage access by bicycle, including integration with public transport, cycle parking and local cycle routes.

In 2004 the Department for Transport (DfT) released ‘Walking and Cycling: an Action Plan’ which sets out 42 separate actions incumbent on both Central Government agencies and Local Authorities focussed around five core areas:

1. Creating places that people want to walk and cycle in
2. Providing high quality facilities for safe walking and cycling
3. Influencing Travel Behaviour through education, training, marketing and promotion
4. Building skills and capacity
5. Monitoring success through better targets and indicators

The Walking and Cycling Action Plan has been supported by the release of Local Transport Note 1/04 “Planning and Design for Walking and Cycling” (DfT, 2004). This document provides advice on planning for pedestrians and cyclists according to a hierarchy of solutions which is set out in Table 1. More recently in 2008, the DfT published Local Transport Note 2/08 “Cycle Infrastructure Design” which provides detailed design standards and guidance for designing and construction cycle infrastructure.

The Weymouth and Portland Cycling Strategy takes account of this hierarchy and the design guidance provided by both these Local Transport Notes.

3.2 Delivering a Sustainable Transport System (DaSTS) and the Local Transport Plan (LTP3 2011-16) Guidance

Dorset County Council is statutorily obliged to replace the current Local Transport Plan (LTP2 2006-11) by March 2011. Guidance is currently in a draft stage but will require the LTP to demonstrate how it will meet the five goals set by the DfT in November 2008 in its key document “Delivering a Sustainable Transport System (DaSTS): Consultation on Planning for 2014 and beyond”. DaSTS sets five goals:

- **GOAL 1** Support national economic competitiveness and growth, by delivering reliable and efficient transport networks.
- **GOAL 2** Reduce transport’s emissions of CO2 and other greenhouse gases, with the desired outcome of avoiding dangerous climate change.
- **GOAL 3** Contribute to better health and longer life-expectancy through reducing the risk of death, injury or illness arising from transport, and promoting travel modes that are beneficial to health.
- **GOAL 4** Improve quality of life for transport users and non-transport users, and promote a healthy natural environment.

- **GOAL 5** Promote greater equality of transport opportunity for all citizens, with the desired outcome of achieving a fairer society.

Walking and Cycling clearly have a role in contributing to Goals 2-4, but are specifically mentioned in the guidance as having relevance for achieving Goal 3.

Table 1 - Hierarchical use of infrastructure from LTN 1/04 (DfT, 2004)

	PEDESTRIANS	CYCLISTS
<p style="text-align: center;">Consider first</p>  <p style="text-align: center;">Consider last</p>	Traffic reduction	Traffic reduction
	Speed Reduction	Speed Reduction
	Reallocation of road space to pedestrians	Junction treatment, hazard site treatment, traffic management
	Provision of direct at-grade crossings	Redistribution of the carriageway (bus lanes, widened nearside lanes etc)
	Improved pedestrian routes on existing desire lines	Cycle lanes, segregated cycle tracks constructed by reallocation of carriageways space, cycle tracks away from roads
	New pedestrian alignment or grade separation	Conversion of footways/footpaths to unsegregated shared use-cycle tracks alongside the carriageway

3.3 Local Transport Plan (LTP2 2006 – 2011)

The Local Transport Plan for Dorset 2006-11 (excluding South East Dorset) sets policies to encourage walking and cycling for shorter journeys as an alternative to the car in order to secure long-term shifts to sustainable travel modes, control the rate of traffic growth, enhance accessibility, improve air quality and reduce transport related carbon dioxide emissions. The LTP targets funds on new walking and cycling schemes that are likely to give higher than average increases in modal shift, i.e. mainly utility routes in urban locations, routes to/from schools and completing or expanding existing local networks. Cycle improvement schemes delivered through LTP2 are encouraged to provide equal provision for pedestrians where physically possible.

In 2006, LTP2 identified £50,000 p.a. to 2011/12 for the implementation of a walking and cycling network in Weymouth and Portland, recognising the importance of the Portland Beach Road, but recognising that funding should be flexible and directed towards schemes that are both high priority and deliverable.

In 2008, recognising the importance of the sailing events in 2012, and the opportunity for legacy they represent, the funding identified for walking and cycling schemes in Weymouth was increased to £150,000 p.a. The allocation of that funding is the subject of this strategy document.

3.4 Weymouth & Portland Borough Council Local Development Framework

The LDF provides the spatial planning framework for the long term development of Weymouth & Portland to accommodate the requirements of the South West Regional Spatial Strategy for 5,600 new homes, 9,500 jobs and 28 hectares of employment land by 2026. The LDF Core Strategy has proposed a series of development options, all of which embody the principles of sustainability, which will be consulted upon in June 2009. The LDF Core Strategy currently includes an objective to:

“To improve movement and accessibility for all both within and to and from the Borough particularly for pedestrians and cyclists, and provide opportunities to reduce car use, improve safety and network efficiency.”

In addition, the LDF Core Strategy proposes a series of options for dealing with transport and movement including:

“Option TR10: A strategic cycle route network is proposed to improve connectivity, improve journey time and improve health”

The “vision” for Weymouth town centre articulated in the LDF is also relevant, supporting both walking and cycling through reducing car use, parking controls and enhancing the public realm to create a town centre which is safe to enjoy 24 hours a day. This will be achieved by improving road links outside the town, which will in turn improve the attractiveness of public transport, walking and cycling through provision of bus priority leading to improved journey time reliability.

Finally, the Borough Local Plan adopted in 2005, identified in broad terms a number of key strategic walking and cycling links for implementation:

- **Weymouth Town Centre to Portland link**
- **Weymouth Town Centre to Granby and Chickerell link**
- **Weymouth Town Centre to Broadway and Littlemoor link**
- **Weymouth Town Centre to Preston link**

A number of projects including the Weymouth Relief road will help deliver this vision in time for the sailing events in 2012. They are detailed below.

3.5 The Olympic Delivery Authority Venue Transport Plan

The Olympic Delivery Authority (ODA) is responsible for developing and building new venues and infrastructure for the Games and their use after 2012. The ODA published its first version of the Venue Transport Plan (VTP) for the Games in October 2007. The ODA is committed to providing a legacy of new transport infrastructure. The Transport Plan aims to produce benefits which reach beyond, simply delivering transport during the Games and will provide benefits by enhancing or accelerating existing transport schemes, so that these benefits can be enjoyed before, during and after 2012.

The Transport Strategy for the sailing events in Weymouth & Portland will be mainly focused around the use of Park & Ride together with walking and cycling as viable and attractive modes of transport for spectators attending the sailing events.

The ODA have intimated their aspiration to support local authority cycling strategies that in themselves will support the provision of cycling infrastructure that will be of benefit to the Games. In order to encourage the delivery of such infrastructure, the ODA have identified a budget to be spent specifically on assisting with the delivery of these strategies. The objective of the ODA is to assist with the delivery of cycling strategies, not to identify and fund specific pieces of infrastructure.

Transport provision for spectators arriving by car during the games will be catered for by a series of Park & Ride/Walk sites situated around the periphery of Weymouth, detailed in Appendix 5. These will provide access to a number of viewing areas for spectators, shown in appendix 6.

The movement of spectators between the Park & Ride/Walk sites to the spectator viewing areas will be facilitated by adequate walking and cycling links as well as shuttle buses which will service each site. These links are intended to form part of the ODA's Active Spectator Programme (ASP) and facilitate healthy, enjoyable and sustainable travel during the events. This walking and cycling strategy therefore has a key role in securing access to the Games venues.

3.6 The Weymouth Transport Package for the 2012 Games

The Weymouth Transport Package for the 2012 Games is a series of long term public transport improvements which will provide a transport legacy for Weymouth and Portland after the Games. The package aims to improve public transport and reduce congestion, through junction improvements, real time information systems, bus fleet enhancements, improving the bus/rail interchange and car parking management. The South West Regional Assembly has set aside £18m for the package and, in order to obtain the necessary funds, the county council is making a major scheme bid through the regional funding allocation process. The bid for programme entry will be submitted in September 2009. The package is due to be complete by the spring of 2011.

The improvements to facilitate a bus rail interchange and junctions along King Street and 'Boot Hill' compliment the objectives of this walking and cycling strategy, in particular facilities for cyclists at the Westham Bridge Hub and the travel interchange on King Street.

3.7 Other Initiatives - Townscape Heritage Initiative

This townscape regeneration project is being led by Weymouth and Portland Borough Council and aims to transform the seafront in time for the 2012 Games. Proposals include new beach rescue and tourist information buildings, five new focal points to link the seafront with the town centre and harbour areas and give greater priority to pedestrians. Other plans include continuing the refurbishment of the listed Victorian shelters on the Promenade and investment in new street furniture and hard landscaping. Overall, it should make the Esplanade more attractive, safer and able to accommodate

more people for major events. The Regional Development Agency (RDA) announced in September 2008 that it would invest £6.6million. It complements the RDA's ongoing investment at Osprey Quay on Portland, which has helped transform the former Royal Naval Station into a new hub of economic and marine leisure activity on the South coast. However in June 2009, the RDA announced that it would not be funding this project and all funding has since been withdrawn. Monies allocated by the County Council towards highways improvements are now likely to be focused on surfacing and improved bus shelters on the esplanade. The improvements to the seafront do still remain an aspiration by both councils and work to secure other funding is ongoing.

3.8 Sustrans and Dorset Cycling Network

Sustrans is a sustainable transport charity and the co-ordinator of the National Cycle Network. It offers over 12,000 miles of walking and cycle routes throughout the UK and aims to connect towns and villages with sustainable walking and cycling links. Locally cyclists are represented by the Dorset Cycling Network, together with local branch of the Cyclist Touring Club (CTC), which campaigns for more and safer cycling. Information supplied by the DCN Co-ordinator for Weymouth and Portland following an email survey of local cyclists, identified several routes and schemes for priority in the borough. They are summarised below.

- Safe crossing facility on Portland Beach Road
- New bridge at Newstead Road
- Central 'cycling hub' at transport interchange (rail station)
- Pedestrian and cycle crossing at Chafeys roundabout
- Link off Dorchester Road, between Lorton Lane and Redlands Sport Centre
- Paved off road link from Bagwell Farm to Langton Herring
- Weymouth to Sutton Poyntz (along the promenade)
- Weymouth to Portland Castle and Chain Gang Trail to Portland Bill
- Ferry Bridge to Upwey (via Chickerell)
- Weymouth to Granby Industrial Estate (Granbyway Cycleway)
- Resurfacing of the Rodwell Trail

3.9 Portland Beach Cycleway

Weymouth's second Connect2 project aims to complete the walking and cycling link along Portland Beach Road in two phases. Phase 1 would provide a route on the western side of Portland Road as far as the Chesil Beach Visitor Centre. Phase 2 to Portland will be completed in the future. Identification of funding in the LTP for both phases is ongoing.

Chapter 4 Vision, Objectives and Targets

Weymouth and Portland is well placed to encourage walking and cycling as viable modes of transport due to the following characteristics:

- It is a relatively compact urban area with facilities concentrated in the town centre and with all outlying areas within a 30minute cycle ride;
- It has a high population density;
- 27% of all trips to work are less than 2km, a distance ideally suited to walking;
- 47% of all trips to work are less than 5km in length, a distance ideally suited to cycling;
- 26% of households do not have access to a car; cycling can help improve their mobility at low cost
- Higher than the national average level of cycling trips
- An increasing level of cycling trips
- A relatively dry and sunny climate conducive to walking and cycling
- A network of existing routes including the Rodwell Trail

4.1 Vision

Cycling and walking have a key role to play in meeting the demands for everyday travel in Weymouth and Portland and will have a wide range of benefits as previously illustrated. To fully reflect their importance the Strategy sets the following vision:

“To make Weymouth and Portland a place where everyone can walk and cycle conveniently and in safety, whereby they become the mode of choice for short trips less than 5km”.

The Strategy will form the focus for delivering this vision and will be readily available to all community members and partners whose objectives can be delivered by cycling and will provide a focus for their involvement. In order to achieve this vision, the Strategy is focussed around three core elements which interact to help create the physical conditions, skills and incentives for cycling and walking to be adopted as mainstream, everyday transport modes:

- **Infrastructure:** provision of quality infrastructure to provide a safe and convenient environment in which to walk and cycle in Weymouth and Portland. The type of infrastructure will be determined through use of the DfT Hierarchy of solutions previously set out in Table 1 and will be relative to the individual characteristics of the highway environment.
- **Training:** Educating both adults and children on how to cycle safely, confidently and enjoyably through effective and free cycle training. Training will also be given to staff so they understand how to design and implement appropriate pedestrian and cycle friendly infrastructure.

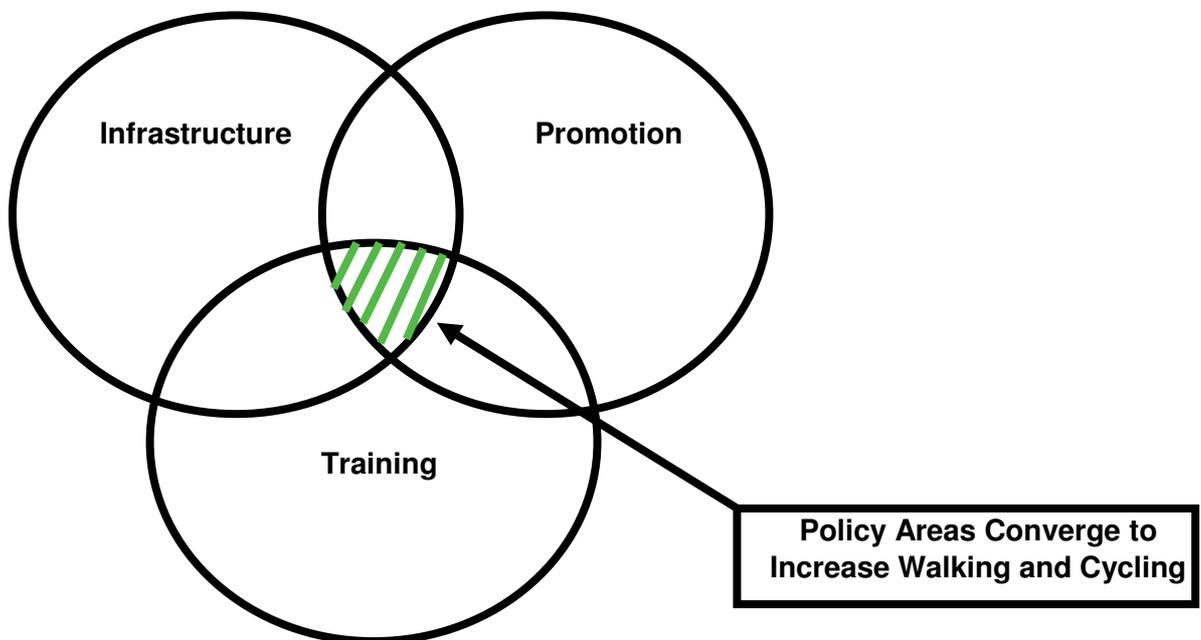
- **Promotion:** Raising awareness with local people about walking and cycling and vigorously marketing the benefits that walking and cycling offer for all ages, genders and minority groups.

The Strategy therefore aims to increase walking and cycling trips by:

- Making best use of existing infrastructure and implementing new infrastructure to foster safe walking and cycling
- Providing quality training to equip people with cycle skills
- Vigorously promoting the benefits and enjoyment of walking and cycling

This approach is summarised in Figure 3.

Figure 3 - Core elements of the Walking and Cycling Strategy



4.2 Objectives

A total of six objectives are required to delivery the strategy and achieve its vision to make Weymouth and Portland Weymouth and Portland a place where everyone can walk and cycle conveniently and in safety:

- **Objective 1: Infrastructure** – define and implement a Walking and Cycling Network for Weymouth and Portland;
- **Objective 2: Infrastructure** – improve safety, access and priority;
- **Objective 3: Infrastructure** – provide cycle parking and cycle security;
- **Objective 4: Training** - equip people with the skills to cycle safely and confidently;
- **Objective 5: Promotion** - market walking and cycling and their status in Weymouth and Portland; and
- **Objective 6 – Partnership** - Improve co-ordination and partnership

4.3 Targets

Whilst there are currently no targets to measure the progress of developing walking and cycling in Weymouth, the LTP2 set a Mandatory county-wide target for cycling (target LTP3). This target will be adopted as the main outcome target by which to measure the effectiveness of this strategy locally in increasing levels of cycling, as measured by cycle monitoring sites in Weymouth:

- **Strategy Outcome Target 1:** To achieve a 20% growth in cycling at selected sites from 2004 to 2010 (3% per annum)⁴

In Dorset as whole the index stood at 106.1% in 2007 and the trajectory is short of the target. As the target period expires in 2010 it will be reviewed in 2010 as part of wider development of the LTP3 (which must be adopted from April 2011 onwards). In Weymouth, given the current level of investment in cycling, a much more ambitious target is appropriate. DCC will set a local target of achieving a 50% growth in cycling trips for Weymouth over the 5 year period from 2007.

The LTP does not currently measure levels of walking, making an assessment of progress in this area difficult. However, some data is collected through Travel Plans on the amount of walking undertaken on the commute to work in Weymouth. The amount of data collected and its reliability will become more robust with the implementation of the “I-Trace” monitoring system by 2010 which will allow annual assessments to be made. The following target will assess the progress of this strategy in delivering increased levels of walking:

- **Strategy Outcome Target 2:** Increase the proportion of trips to work on foot in Weymouth (at a rate to be set following the collection of baseline data from Travel Plans in 2010)

⁴ The Number of cycle trips as measured at 10 key monitoring sites over a three-week period and converted to annualised index (base 2004 = 100%)

Finally, due to the importance of increasing the levels of walking and cycling in children to achieve transport and health goals, a third strategy outcome target will be measured, using data collected through the LTP4 indicator “mode share of journeys to school”:

- **Strategy Outcome Target 3:** Increase the modal share of walking and cycling for the school journey (at a rate to be set following the review in 2009 of the Dorset County Council “Sustainable modes of travel to school strategy”).

At present 22% of children walk and 5% cycle on their journey to school in Dorset (School Travel Survey 2008). Data for Weymouth schools will be extracted and a specific target set to assess progress towards this target

These Strategy Outcome Targets will be supported by local output targets which will measure progress against each of the strategy’s six objectives, detailed in Table 2

Table 2 - Local targets to measure progress against the six strategy objectives

Strategy Objective	Local Target (LT)	Indicator / Measurement	Comment
Objective 1: Infrastructure – define and implement a walking and cycling network	LT1: Implement the cycle network identified to connect the Olympic Games viewing sites by 2012	Length and proportion of network completed.	LT1 will be revised once it has been achieved in 2012 to set-out a target timeframe for implementing the rest of the network
Objective 2: Infrastructure – improve safety, access and priority	LT2: To reduce the number of pedestrians and cyclists killed or seriously injured (KSI).	Personal injury accident statistics	Specific target to be set in line with development of County road safety targets in the third LTP (2011 onwards) and following a review of current trends in pedestrian and cycling personal injury accidents
Objective 3: Infrastructure – provide cycle parking and cycle security	LT3: Increase the number of cyclists using designated cycle parking	Baseline cycle parking audit commencing summer 2009, repeated annually (to be undertaken by Weymouth & Portland Borough Council or Dorset Cyclists Network)	Specific target & timeframe will be set in 2010 when the initial cycle parking audit has been conducted in summer 2009
Objective 4: Training - equip people with the skills to cycle safely and confidently	LT4: Increase the number of children receiving cycle training	Baseline data to be collected 2009 for Weymouth & Portland. (County wide, 24% of year 6 pupils received cycle training in 2008)	Specific target & timeframe to set once baseline data collected in 2009
Objective 5: Promotion - market walking and cycling	LT5: Hold at least 2 events a year to promote walking and cycling	Number of events held annually and participation in Bike Week and European Mobility Week	
Objective 6 – Partnership - Improve co-ordination and partnership	LT6: Establish a Cycling and Walking forum		

Chapter 5 Delivering the Strategy – Walking and Cycling Action Plan

5.1 Objective 1: Infrastructure - define and implement a Walking and Cycling Network for Weymouth and Portland

Improving the Highways infrastructure for pedestrians and cyclists will increase the level of cycling in the Borough. Weymouth & Portland Borough Council together with Dorset County Council and Sustrans has developed a network of walking and cycling routes in Weymouth over recent years.

5.1.1 Existing Facilities

The existing walking network consists of a well developed network of footpaths and footways. Notable designated walking routes in the Weymouth area include the South West Coast Footpath (SWCP) and the Dorset Jubilee Trail as shown in appendix 1. The existing cycle network is currently characterised by several completed sections that do not link together to provide a continuous network. As a result the amenity value of cycling within Weymouth is greatly reduced. The existing cycling network in Weymouth is shown in Appendix 2.

During the first Local Transport Plan period (2001 – 2005), substantial progress was made on implementing the walking and cycling network in Weymouth and Portland, in particular through provision of new cycleways from the Town Centre to Portland (Rodwell Trail), Southill and towards Chalbury Corner (Preston Beach Road). Recently implemented schemes include the Rodwell Trail, the cycleway along Preston Beach Road and the link from Weymouth town centre to Southill. Key projects currently underway or committed include:

- **The Weymouth Relief Road (WRR):** Work on the WRR commenced in late 2008 and is programmed for completion in mid 2011. This scheme will alter and extend the existing public rights of way and provide a network of footway/cycleways along the line of the WRR, linking Weymouth with Dorchester to the north and the national cycling network (NCN). The extent of the walking & cycling provision to be provided as part of this scheme is shown in appendix 7. The WRR represents a large contribution towards the walking and cycling objectives of the area within the LTP and will provide for the entirety of the Dorchester Route (Route 5) as detailed later in this strategy.
- **Sustrans Connect2 Project:** Newstead Road (Rodwell Trail). The Sustrans Connect2 project will involve the construction of a new cycle/footbridge in the Rodwell Trail to close the gap at Newstead Road, providing an unbroken, traffic free cycle/footpath of 3.5km from Weymouth to the Portland Beach Road causeway (Appendix 8). This bridge would enable access for the disabled, who are currently prevented from using a significant part of the route by gradients which are too steep even for electric buggies. An under deck beam bridge is currently the preferred option. Sustrans have secured £350,000 of “Big Lottery” funding to contribute to the scheme, but additional contributions of £150,000 to design, construct and maintain the new structure are required to enable completion of the bridge. This proposal is being delivered as part of other projects but with clear linkages to the ‘vision’ for walking and cycling within Weymouth.

5.1.2 Defining a Comprehensive Walking and Cycling Network

The County and Borough Council's are keen to see further development and completion of the network with a view to providing an attractive and comprehensive system of commuting and recreational 'active travel' routes. With this in mind, a study was commissioned from DEC in 2008 to develop, define and cost a walking and cycle network based on the policies previously outline in Chapter 3 and the aspirations of three key stakeholders; the LTP, Weymouth and Portland Borough Council and Sustrans. The local priorities outlined for the development and completion of the network within Weymouth are summarised in Table 3.

Table 3 - Summary Stakeholder Aspirations

	Stakeholder Interest	Identified Priority/Priorities
Local Transport Plan 2006-2011 (LTP2)	Make significant contribution to easing congestion, whilst enhancing general health. (3% Growth per annum at selected sites across the county)	<ul style="list-style-type: none"> • Expand complete Weymouth Borough Cycle Network <ul style="list-style-type: none"> - Granby Way Cycleway - Portland Beach Cycleway - Weymouth to Dorchester Cycleway as part of WRR • Linking with Workplace and School Travel Plans
Weymouth & Portland Borough Council (WPBC)	<p>Providing For Cyclists In New Developments (Local Plan Policy T3)</p> <p>Links made into the existing and proposed cycleway network</p> <p>Secure cycle parking facilities (Local Plan Policy T5)</p>	<ul style="list-style-type: none"> • Weymouth Town Centre to Portland link • Weymouth Town Centre to Granby and Chickerell link • Weymouth Town Centre to Broadway and Littlemoor link • Weymouth Town Centre to Preston link
CTC & DCN	More and safer cycling provision in the Borough	<ul style="list-style-type: none"> • Safe crossing facility on Portland Beach Road • Newstead Road Bridge • Central 'cycling hub' at transport interchange (rail station) • Link off Dorchester Road, between Lorton Lane and Redlands Sport Centre • Bagwell Farm to Langton Herring • Weymouth Town Centre to Preston link (promenade) • Weymouth to Portland Castle and Portland Bill • Ferry Bridge to Upwey (via Chickerell) • Weymouth Town Centre to Granby and Chickerell link • Resurfacing of Rodwell Trail
Sustrans/Connect2 Projects	Extension of National Cycling Routes (NCR 26 to Portland) - Linking Rodwell Trail with Bridge at Newstead Road and Portland Beach Cycleway	<ul style="list-style-type: none"> • Linking Rodwell Trail (Town Centre to Portland) - Portland Beach Cycleway

As a result of the work by DEC, this strategy identifies that completion of the network can be achieved by providing the following ten 'routes/elements' which are shown in Appendix 3.

- The Portland Route (1)
- The Marsh Route (2)
- The Wessex Route (3)
- The Radipole Route (4)
- The Dorchester Route (5 - Part of Weymouth Relief Road)
- The Redlands Route (6)
- The Eastern Route (7)
- The Nothe Route (8)
- The Overcombe Route (9)
- Walking & Cycling Realm

5.1.3 Walking & Cycling Realm

In conjunction with the development of the routes on the network, a comprehensive review and upgrading of existing and proposed direction signing is needed as a result of the expansion of the network. Together with provision of cycle parking and the creation of the cycling 'hub' at Westham Bridge, these elements form part of improvements to the walking & cycling realm.

The Westham Bridge Hub, which is currently used as a through route by pedestrians, although it is only a cul de sac for vehicles, would become a connecting node for several of the walking and cycling routes within Weymouth. The estimated cost of all the realm improvements is £325,000. Provision of these elements has not been allocated for in the LTP budget to 2012, but the council is working to secure these monies, which are key to ensuring the cohesiveness of the network outlined later in this report.

5.1.4 Local Route Prioritisation

The completion of the network in Weymouth is likely to take some time to achieve given the phased LTP budget and therefore a prioritisation process was applied to highlight the key routes which should be accelerated for implementation based on key local priorities.

Using the standard LTP project prioritisation criteria, Table 4 below provides an evaluation of how each of these elements would perform against local targets such as improvements to road safety, accessibility, congestion, air quality, asset management, economy, the environment and scheme cost. The full assessment matrix is provided in Appendix 4.

5.1.5 Route Prioritisation for the 2012 Olympics

Having prioritised routes based on how they met local priorities, the walking and cycling network was further assessed to identify which of the ten routes/elements should be delivered prior to 2012 to assist and support spectator movement during the Games themselves.

This employed simple methodology to score and rank routes by the number of Park & Ride/Walk sites and Spectator Viewing Areas linked to each of the ten routes/elements. This allowed an assessment of how each of the routes/elements would perform against the requirement to assist and support spectator movement for the 2012 Olympic Games and is shown in Table 5.

Table 4 - LTP Priority Summary Assessment Matrix of Cycle Routes

Route	LTP Targets						Local Rank
	RS	ACC	CON/AQ	ENV	EC	AM	
The Portland Route (1)	✓	✓✓	✓✓	✓	✓✓	✓	8
The Marsh Route (2)	✓✓✓	✓✓	✓✓	✓	✓	✓	4
The Wessex Route (3)	✓✓✓	✓✓	✓✓	✓	✓✓	✓✓	1
The Radipole Route (4)	✓	✓✓	✓✓	✓✓	✓✓	✓	6
The Dorchester Route (5)	-	-	-	-	-	-	-
The Redlands Route (6)	✓	✓✓	✓✓	✓✓	✓✓✓	✓	2
The Eastern Route (7)	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	3
The Nothe Route (8)	✓	✓	✓✓	✓✓	✓	✓	7
The Overcombe Route (9)	✓	✓	✓	✓	✓	✓	9
Walking & Cycling Realm	✓	✓✓✓	✓✓	✓✓✓	✓✓	✓✓	5

Table 5 - Route, Park & Ride and Spectator Viewing Area Matrix

Route	Park & Ride Site Served	Spectator Viewing Area Served	2012 Rank
The Portland Route (1)		The Nothe	=6
The Marsh Route (2)	Budmouth The Marsh	The Esplanade	2
The Wessex Route (3)		The Esplanade	=6
The Radipole Route (4)		The Esplanade	=6
The Dorchester Route (5)	Lodmoor North		=6
The Redlands Route (6)	Redlands & Wey Valley Lodmoor North Lodmoor South	Furzy Cliffs The Esplanade	1
The Eastern Route (7)	Lodmoor South	The Esplanade Furzy Cliffs	3
The Nothe Route (8)		The Nothe	=6
The Overcombe Route (9)	Lodmoor South	Furzy Cliffs	=5
Walking & Cycling Realm			=5

5.1.6 Overall Route Prioritisation

The appraisal of the ten route/elements of the network against the local and 2012 Olympic priorities has been combined to give an overall route prioritisation. To reflect the greater importance attached to the local, longer term strategy and LTP priorities, the local prioritisation has been given a weighting of 2 times that for the 2012 Olympic priorities. Combining the prioritisations provides an overall ranking of each of the ten route/elements of the network, as shown in Table 6.

Table 6 - Overall Route Prioritisation Matrix

Route	Local Rank	2012 Rank	Combined	Overall Rank
The Portland Route (1)	7	6	19	9
The Marsh Route (2)	4	2	8	2
The Wessex Route (3)	1	6	13	4
The Radipole Route (4)	5	6	17	7
The Dorchester Route (5)	-	6	-	-
The Redlands Route (6)	2	1	4	1
The Eastern Route (7)	3	3	9	3
The Nothe Route (8)	6	6	18	8
The Overcombe Route (9)	8	4	16	6
Walking & Cycling Realm	5	5	15	5

As a consequence of incorporating both local and 2012 priorities, the above table shows that routes 6, 2, 7, 3 and 10 to be of the highest priority. It should also be noted that funding of route 5 is already secured through alternative sources and the council is working to secure funding for route 1.

5.1.7 Funding and Cumulative Scheme Costs

The LTP has programmed expenditure up to 2012 of some £600,000. Based upon budgetary estimates of the schemes identified above, the total cost of the programme identified above is shown in Table 7.

Table 7 - Cumulative Scheme Costs

Scheme	Scheme Cost	Cumulative Cost
The Redlands Route (6)	£220,000	£220,000
The Marsh Route (2)	£210,000	£430,000
The Eastern Route (7)	£200,000	£630,000
The Wessex Route (3)	£120,000	£750,000
Walking & Cycling Realm	£325,000	£1,075,000

From the above table it is clear that schemes 6, 2 and 3 can be funded entirely from the LTP, and that scheme 7 could be included if appropriate funds were made available by the ODA.

At this stage it would appear that funding of the walking and cycling realm is not likely to be possible within the limits of available funding. However, the importance of this scheme is recognised, and additional efforts will be made in order to secure funding.

5.1.8 Actions

Weymouth and Portland Borough Council and Dorset County Council will implement the following key actions in order to deliver Objective 1 of the Walking and Cycling Strategy:

- 1.1 **Adopt the Walking and Cycling Network shown in Appendix 3 as the definitive network for Weymouth and Portland.**
- 1.2 **Implement each individual route/element of the Network according to the priority ranking detailed in Table 6 as funding becomes available.**
- 1.3 **Implement Weymouth Relief Road (WRR) and associated Walking and Cycling Facilities** and in so doing complete the connection of National Cycle Network Route 26 between Weymouth and Dorchester.
- 1.4 **Implement the “Sustrans Connect2” proposals** and in so doing complete the missing link in the Rodwell Trail between Portland and Weymouth, connecting Portland into the National Cycle Network and allowing access for all levels of mobility.
- 1.5 **Review and upgrade the existing cycle network signage and ensure all new routes have adequate directional signage.** Dorset Engineering Consultancy (DEC) are currently undertaking a review of all existing signage to determine the details of the upgrade package and funding required.
- 1.6 **Secure funding contributions for completing the walking and cycling network from developers through the LDF.** The walking and cycling network will be included in the LDF to ensure it is taken into account in planning decisions and appropriate financial contributions towards its completion are secured through the planning process.
- 1.7 **Maintenance.** New and existing walking and cycling infrastructure will be included in the Asset Management Programme and maintained in a good condition for safe and comfortable use by pedestrians and cyclists.
- 1.8 **Monitoring.** All cycle schemes will be monitored to assess their impact on cycle movements and safety before and after scheme implementation. This will involve cyclist, pedestrian and traffic counts undertaken before introduction of each scheme and a repeat count one year later.

5.2 Objective 2: Infrastructure – improve safety, access and priority;

Many walking and cycle journeys will take place away from the walking and cycling network. This strategy will therefore seek to ensure that the wider highways network is permeable for cyclists through measures that reduce road danger, improve road safety, access and priority where practicable.

5.2.1 Actions

The following actions will be implemented in order to deliver this Objective:

- 2.1 Remedial Safety.** A review of all personal injury accidents involving pedestrian and pedal cycles will be undertaken annually to identify any causal factors or specific locations of accidents, suggesting remedial treatment to improve pedestrian and cycle safety where appropriate.
- 2.2 Cycle Audit.** Audits of proposed walking and cycling schemes are currently conducted in accordance with the Design Manual for Road and Bridges HD 19/03. A full cycle audit process will be developed and applied to all future traffic management and highways schemes future road schemes. An example is the “COPECAT” cycle audit system developed in Manchester which ensures safe design for cyclists in all highways schemes.
- 2.3 Advance Stop Lines (ASL’s).** In appropriate circumstances, ASL’s are an effective and cheap method of achieving cycle priority and improving safety at right-turn junctions without significant reduction in capacity. Existing signalised junctions will be assessed to consider the appropriateness of retrospectively installing ASL’s and a programme for implementation and funding sought developed accordingly. All future proposals for signalised junctions will consider the inclusion of ASL’s.
- 2.4 One-way exemptions for cyclists.** When making new Traffic Regulation Orders for one-way working on the highways network, Dorset County Council as Highways Authority will consider exempting cyclists from them, or including cycle contra-flows, so that in effect they become two-way for cyclists only. This is a low cost measure for improving access without restricting vehicle capacity. A review will be made to check the status of all existing one-way streets to ensure that one-way exemptions for cyclists are retrospectively introduced as appropriate to highway and traffic conditions.
- 2.5 Cycle Bypasses at Road Closures.** Dorset County Council, as Highways Authority, will review all road closures and develop a programme to retrospectively construct cycle bypasses at existing road closures and dead ends wherever safe and practicable. All future proposals for Traffic Regulation Orders closing roads will exempt cyclists and include cycle bypasses where safe to do so.
- 2.6 Access to the Esplanade.** The Esplanade along the seafront is an important cycle desire line from Preston, Overcombe and the North east of Weymouth to the town centre, but cycles are currently banned as the area has pedestrian priority. Although the Esplanade has high volumes of pedestrians in the peak holiday season during the day and near the town centre, it may be able to accommodate cyclists at other times without undue conflict with pedestrians. Consideration will be given to reviewing whether cycles could be exempted from the cycle ban outside between 5.30pm and 9am. This would allow commuter cyclists to make use of this traffic free link without impinging on pedestrians.
- 2.7 Maximising Opportunities for Cycle Access through Development.** Opportunities to increase cycle access will be maximised in all development proposals, planning briefs and planning consent. Providing cycle access and

giving priority over vehicle use will encourage people to think about cycling as a mode of transport.

5.3 Objective 3: Infrastructure – provide cycle parking and cycle security;

Bicycle theft is a major factor preventing people from cycling and so a plentiful supply of good quality and appropriately located secure cycle parking is important to deter bicycle theft. For short-stay trips such as commuting to work, shopping or leisure, cyclists require adequate short-term parking which can be provided on-street in the form of Sheffield Stands.

Medium-stay parking at schools and stations is best served by a mixture of covered sheffield stands with cycle lockers / and or a secure compound where active parking management permits. Secure long-term parking is required for overnight storage in residential areas and this is most appropriately provided off-street.

5.3.1 Actions

The following actions will be implemented in order to deliver Objective 3:

- 3.1 On-street Cycle Parking.** A full review of cycle parking at all major trip generators, local shopping centres and transport interchanges will be undertaken to identify unmet demand for on-street cycle parking facilities. This will be used to devise a programme for implementing cycle parking units where demand has not been met and / or replacing damaged cycle parking units.
- 3.2 Cycle Parking at Schools.** A programme of installing quality cycle parking shelters at the primary and secondary schools in Weymouth will be implemented. This will be delivered in co-ordination with the Dorset County Council School Travel Team who will assist schools in securing finance for cycle parking through the adoption of school travel plans through the School Travel Plan Additional Capital Grant.
- 3.3 Cycle Parking at Home.** Through the planning process Weymouth and Portland Borough Council will require that all new residential developments have adequate and secure cycle parking located within new developments. This means the creation of specific cycle parking storage rooms / sheds with appropriate infrastructure for the attachment of locks and securing of bicycle, components and clothing.
- 3.4 Cycle Theft Reduction.** The Strategy will work with the local police to identify if a cycle theft reduction initiative can be developed. Typically, such schemes use electronic cycle tagging, cycle 'passports' and theft prevention advice to raise awareness of the risk of bicycle theft and how to prevent it.

5.4 Objective 4: Training - equip people with the skills to cycle safely and confidently;

It is important to help people to gain the confidence to cycle in an urban environment. Cycle training for children and adults can lead to significant benefits both for road safety and take-up of cycling. This should be combined with promotional activities aimed at children to persuade them to cycle regularly and safely, with the aim of getting them into the habit of cycling throughout their active life.

Supplementary to this is the need to educate Borough and County Council Officers and consultants involved in the planning, design and implementation of walking and cycling facilities of the particular needs of this group of road users. Providing training and

awareness raising in designing schemes with pedestrians and cyclists in mind will improve the quality, safety and cost effectiveness of all highways schemes.

5.4.1 Actions

The following actions will be implemented in order to deliver Objective 4:

- 4.1 Child Cycle Training.** The ongoing programme of cycle training will continue to be provided to all school children in Weymouth and Portland. This will require continued revenue funding.
- 4.2 Adult Cycle Training.** Adult cycle training will be promoted to the general public and to business through Dorset County Council's TravelWise within Weymouth. Businesses developing a Travel Plan can apply for a grant through the TravelWise initiative towards the cost of adult cycle training, which will help staff to build the confidence to cycle.
- 4.3 Cycle Awareness Raising and Design Training for Council Officers.** Funding will be sought for an internal awareness raising programme about the benefits of walking and cycling and the specific requirements of this group of road users in terms of infrastructure, parking and training. This will be supported by a training programme to key officers and consultants involved in the planning, design and implementation of all traffic management schemes, not just those aimed specifically at pedestrians and cyclists. This will support the development of pedestrian and cycle friendly infrastructure in all transport schemes, adding value in reducing congestion and enhancing road safety by facilitating walking and cycling throughout the Borough.

5.5 Objective 5: Promotion - market walking and cycling and their status in Weymouth and Portland

Promoting the benefits of walking and cycling through effective marketing and events is central to encouraging more people in Weymouth to use these healthy and sustainable modes. This will include fun events, promotional literature and improved information about where to walk and cycle in the town.

5.5.1 Actions

The following key actions will be implemented to deliver Strategy Objective 5:

Walking and Cycling Map. A map will be designed, printed and made freely available to the public which details:

- Key Walking routes
- National, Regional and Local cycle routes
- Cycle parking locations
- Cycle shops and cycle hire locations
- Major local attractions, transport interchanges and trip generators

This will be updated and re-printed annually, including additional information as necessary. The map will also be made available to download via the www.weymouth.gov.uk and www.dorsetforyou.com websites.

Walking and Cycling Information. Information marketing the health, cost saving and environmental benefits of walking and cycling already exists on the www.weymouth.gov.uk website and will be improved on the

www.dorsetforyou.com website. Marketing resources will be obtained providing useful information about walking and cycling i.e. choosing the right bike, cycle maintenance advice, cycling to work and cycling for women and distributed at events and via public areas within Weymouth and Portland.

Walking and Cycling in Workplace and School Travel Plans. Walking and cycling will continue to be promoted in workplace, residential and community Travel Plans when helping organisations to develop a Travel Plan either voluntarily or through the planning process. These modes will also be marketed to children and those studying or working in education through School Travel Plans as part of the Sustainable Modes of Travel to School Strategy.

Promotional Events. Dorset County Council and Weymouth and Portland Borough Council will work together with local partners, businesses, campaign groups and charities to run events promoting walking and cycling as fun, healthy, cost effective and sustainable ways of getting about town. This will include the annual Walk to Work week in April, National Bike Week in June and European Mobility Week (Dorset Green Transport Week) in September. Potential events could include commuter challenge events, walkers' and cyclists' breakfasts, Bikeathon and guided cycle rides.

Polite Cycling - Reducing Conflict between Cyclists and Other Road Users. Whilst the vast majority of cyclists respect other road users very occasionally, conflict can arise. This could be in the form of footway cycling, which can intimidate pedestrians or disobeying traffic signals by jumping red lights which can place both the cyclist and other road users in danger. A polite cycling campaign will be established which will promote a 'code' to encourage people to cycle safely, within the law and with respect to other road users especially pedestrians.

5.6 Objective 6: Partnership – improve co-ordination and partnership

A range of organisations have an interest in developing walking and cycling in Weymouth including, amongst many others:

- The Primary Care Trust
- The Ramblers
- Dorset Cyclists Network (DCN)
- Wessex Cycle Touring Club (WCTC)
- Sustrans, the National sustainable transport charity
- Weymouth & Portland Chamber of Commerce
- Dorset Strategic Partnership
- Mobility groups and public transport

Although plans and proposals for walking and cycle schemes are made available via www.dorsetforyou.com, neither Dorset nor Weymouth have a formal walking and cycle forum or any mechanism for consulting in detail with interested groups on walking and cycle schemes beyond the formal Traffic Regulation Order process.

Stakeholders and special interest groups have a lot to contribute to the development and promotion of walking and cycling in the town, for example through supporting initiatives, working directly with the community to engage people in walking and cycling or provide in kind or financial assistance for events and promotional campaigns. To ensure effective, joint working with partners which can maximise the mutual potential benefits partnership working will be central to the implementation and future development of the strategy.

5.6.1 Actions

The following key actions will be implemented in respect of this objective:

Walking and Cycling Forum. A formally constituted forum will be created to steer and progress the implementation of the Walking and Cycling Strategy, providing an opportunity for communication on cycling issues. The forum will consist of relevant stakeholders and partners and have political representation. The remit of the forum will be agreed by its members but could include:

- Steer the implementation of the walking and cycling strategy
- Ensure progress of the strategy against targets, objectives and actions
- Maximise partnership working and mutual benefits
- Resolve any potential conflict between different road user groups through dialogue and fair and effective representation
- To seek the views of the form on the design details and usability of proposed walking and cycling schemes

Formal Scheme Consultation. Formal consultation on detailed design will be extended to include special interest groups so that they have opportunity to formally comment on all walking and cycling schemes.

Professional Development. Relevant officers implementing the walking and cycling strategy will be adequately trained and up-to-date with all the current information, design standards and latest policy developments in providing for pedestrians and cyclists. This will be supported by action 4.3 of objective 4.

Chapter 6 Programme to 2012

6.1 Introduction

On the basis of the outcome of the prioritisation of the proposed walking and cycling routes, schemes 6, 2, 7 and 3 will be taken forward with a view to identifying a construction programme and funding profile to enable their delivery in advance of 2012.

6.2 Route Description

In summary, the priorities for the programme leading up to 2012 are as follows:

- The Wessex Route (3)
- The Marsh Route (2)
- The Redlands Route (6)
- The Eastern Route (7)

Each of the priority routes is described in more detail below.

6.2.1 The Wessex Route

This route runs from the B3157 Chickerell Road near Chickerell army base using the existing footway/cycleway (built as part of the Chickerell Link Road) to Wessex Stadium Roundabout. From here it provides a shared-use footway/cycleway running adjacent to the B3157 Granby Road to Chafey's Roundabout, where it connects to the existing path alongside Radipole Lake and the A354 Weymouth Way and then on to Westham Bridge. It creates a link from Chickerell Town to the rest of the cycle network.

Whilst it does not serve a particular proposed P&R site, the scheme offers benefits by providing a continuous connection between the town centre, the Wessex Football Stadium, Chickerell Town and the Granby Industrial Estate and links to various other residential areas. The scheme is a County Council LTP scheme and has recently been completed in May 2009. A layout drawing is shown in Appendix 10.

6.2.2 The Marsh Route

This is a new shared-use footway/cycleway route from Budmouth College on Chickerell Road (B3157) to the Rodwell Trail (Route 1) at Newstead Road. It would make use of the wide northern verge of Chickerell Road and follow the existing pedestrian route through the Marshes recreational area west of the Rodwell Trail. The route would connect both the proposed Budmouth College Park and Ride site to the existing Rodwell Trail and hence to all the designated viewing sites. The route offers benefits for leisure and educational activities, by connecting Budmouth College, a swimming pool, athletics track, youth centre, children's play ground and sports pitches, to a large proportion of Weymouth and Portland's residential area. A preliminary layout drawing is shown in Appendix 10.

6.2.3 The Redlands Route

This shared-use footway/cycleway route would run southwards from the Upwey and Broadway rail station, where a link to the north east and a section of path near the station would be provided as part of WRR. It would follow existing footpaths and quiet roads to Wey Valley School from where footways and cycleways on Dorchester Road (bypassed by the WRR) would lead to Manor Roundabout.

The WRR scheme would include facilities for pedestrians and cyclists around an enlarged Manor Roundabout along to the northern end of Mercery Road (near the proposed Two Mile Coppice Roundabout) and then include a path running south to the end of Monmouth Avenue.

From here it is proposed to improve two existing paths as follows. One path goes south down to the Eastern Route (Route 7) near the Lodmoor Butterfly Farm/Sealife Centre. The other path runs east and then south through the Lodmoor Country Park to meet the Preston Beach Road footway/cycleway (Route 7) west of Overcombe.

The route would connect to the Redlands/Wey Valley School and the Lodmoor North & South Park and Ride Sites. It would also have links to the Radipole Route (Route 4) at Manor Roundabout, the Dorchester Route (Route 5) footway/cycleways that go to Dorchester, Littlemoor and Preston, and to the Eastern Route (Route 7). It would link residential areas with the Redlands Sports Centre, Wey Valley and St. Nicholas/St Laurence schools, the Upwey/Broadway Station and the Lodmoor Country Park and leisure facilities. A preliminary layout drawing is shown in Appendix 10.

6.2.4 The Eastern Route

This route extends from Kings Roundabout/Radipole Park Drive to Preston Rd and Bowleaze Cove Road, Overcombe via Alexander Footbridge, Westbourne Rd, Cranford Ave. Linked with the existing cycling link along Preston Beach Road this enables access to the Furzy Cliff, Overcombe and Esplanade Viewing Sites and the Lodmoor South Park and Walk Site. A preliminary layout drawing is shown in Appendix 10.

6.3 Outline Programme

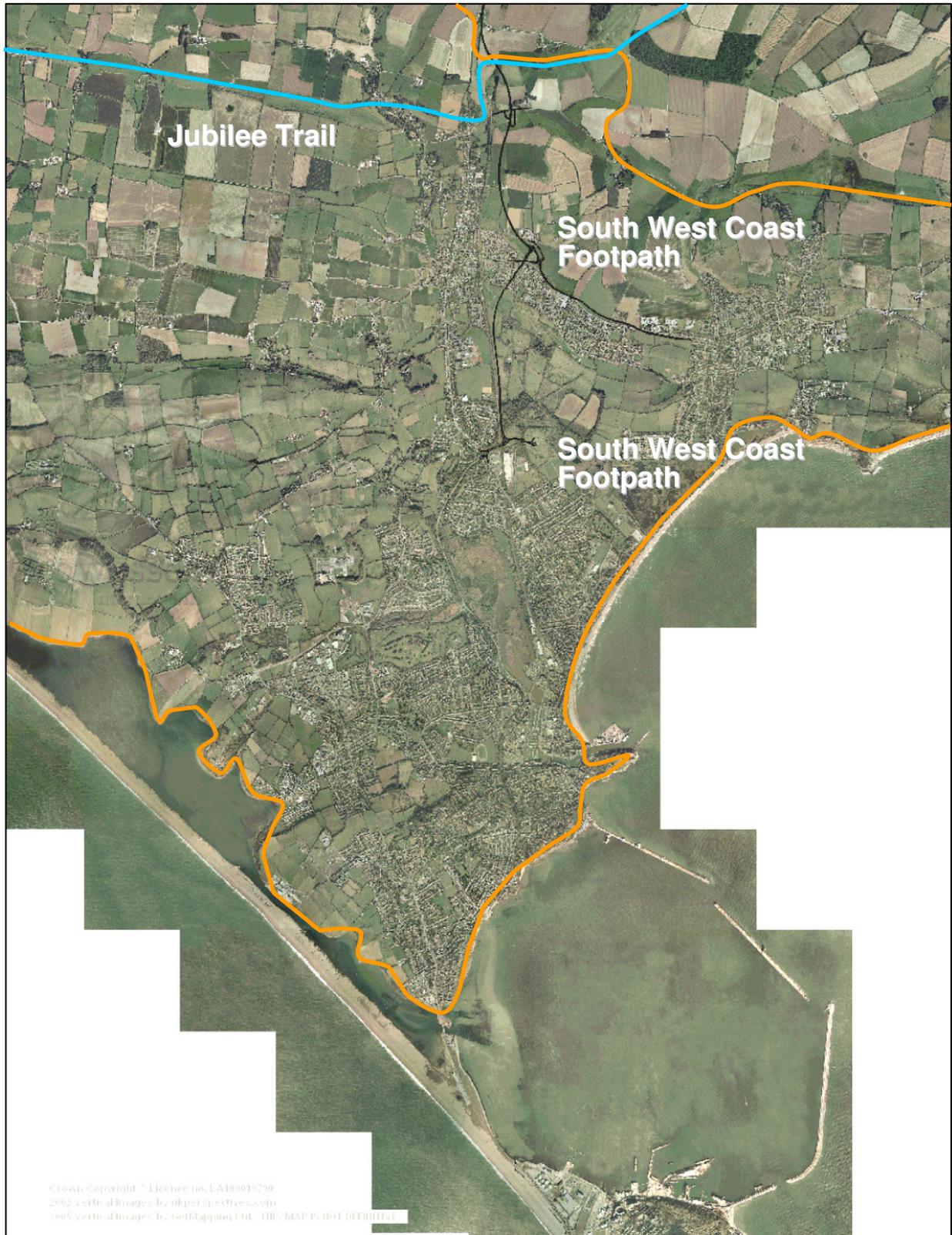
Based on the four routes identified as a priority for delivery, an outline programme of anticipated construction and corresponding funding is detailed in Table 8 below.

The Local transport plan contribution towards the network as outlined in section 3 of this report is £600,000. If agreed, the ODA contribution of up to £150,000 would be used towards implementing walking & cycling routes 2, 7 and 6 (3 already completed and route 1 being funded elsewhere in the LTP), bringing forward their current programmed funding and construction. These routes will provide key links, facilitating spectator movement during the games.

Table 8 - Proposed Funding & Construction Profile

	2008/09	2009/10	2010/11	2011/12
LTP	£ 150,000	£ 280,000	£ 170,000	
ODA		£ -	-£ 150,000	
Route 3 Wessex Route	£ 150,000	£ 70,000		
Route 2 Marsh Route		£ 210,000		
Route 7 Eastern Route			£ 200,000	
Route 6 Redlands Route			£ 120,000	
Schemes Total	£ 150,000	£ 280,000	£ 320,000	£ -
Shortfall	£ -	£ -	-£ 150,000	£ -
				£ 750,000
				-£ 150,000

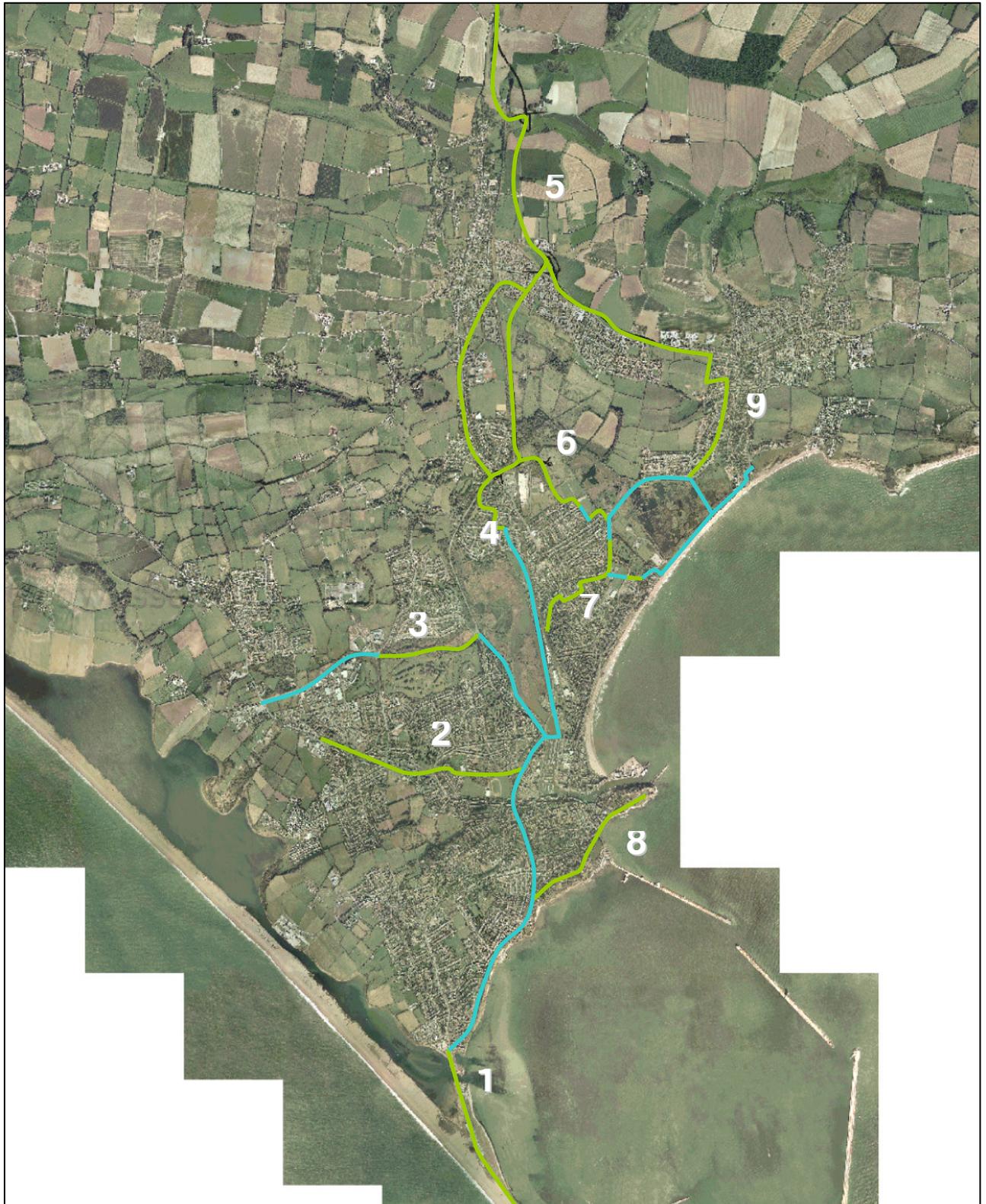
Appendix 1 – Designated Walking Routes



Appendix 2 – Existing Cycling and footpath Provision



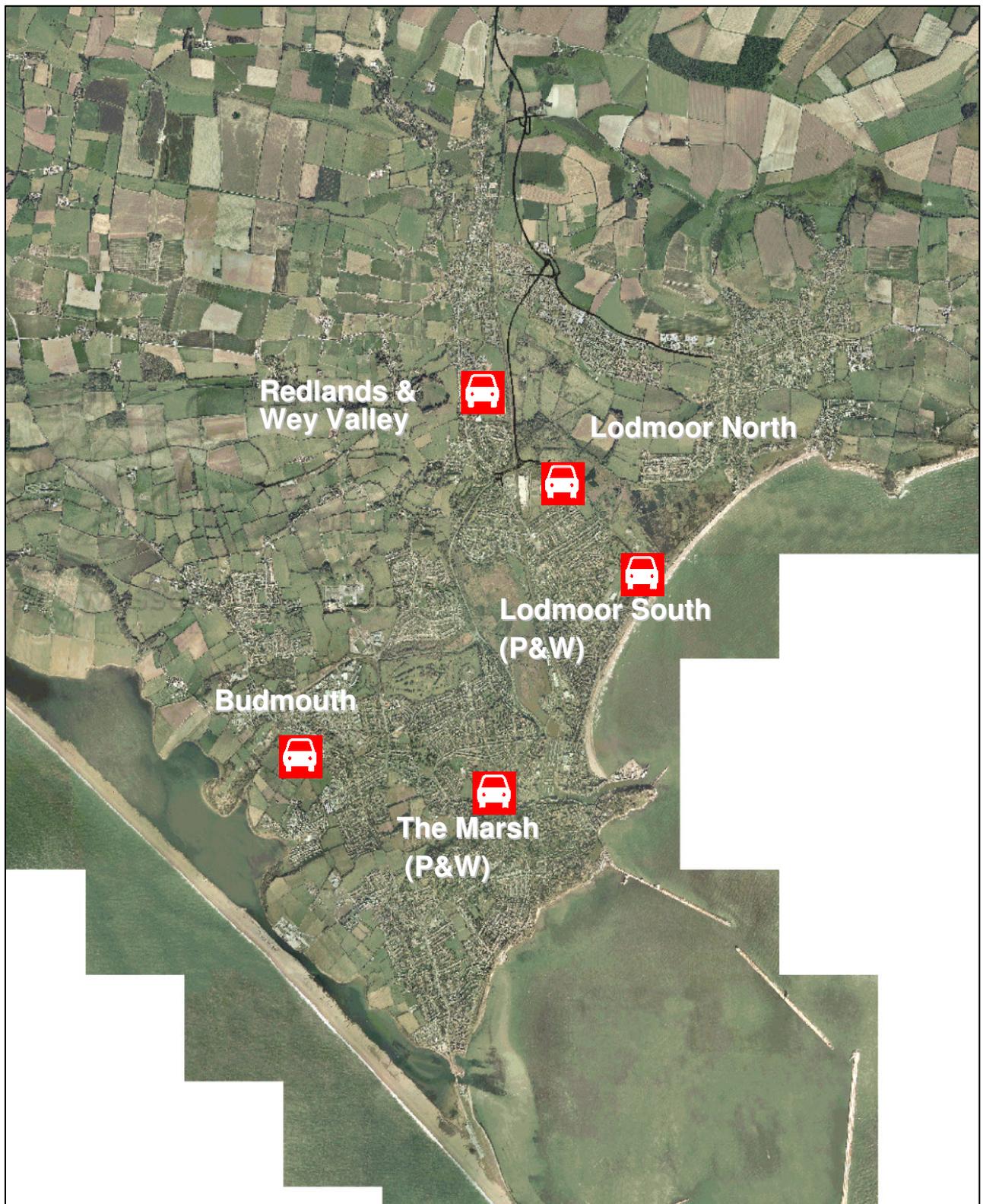
Appendix 3 – Existing & Proposed Walking & Cycle Provision



Appendix 4 – Local Priority Assessment

Scheme Name		Route 1 Portland Route		Route 2 The Marsh Route		Route 3 Wessex Route		Route 4 Radipole Route		Route 6 Redlands Route		Route 7 Eastern Route		Route 8 Nothe route		Route 9 Overcombe Route		Walking & Cycling Realm			
		Grade	Score	Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade		
1	ROAD SAFETY Reducing the numbers killed and injured on Dorset's roads	l	5	h	60	h	60	l	5	h	60	h	60	h	60	l	5	h	60		
2	Reducing fear of crime in all aspects of the transport network																				
3	Reducing the impact of traffic on communities			l	2																
4	Reducing the impact of traffic on vulnerable road users	m	6	m	6	m	6	m	6	m	6	m	6	m	6	m	6	l	3		
Total Road Safety			2.75		17		16.5		2.75		1.5		16.5		1.5		0	2.75	0	0.75	
5	ACCESSIBILITY Improving the rights of way network and enhancing facilities to encourage walking and cycling									m	4	m	4			m	4	h	6		
6	Improving access to health, education and social care	m	8	m	8	m	8	l	4			l	4			l	4	h	12		
7	Improving access to jobs and to facilities for health, training, shopping, leisure and culture	m	4	h	6	m	4	l	2	m	4	m	4	m	4	l	2	h	6		
8	Providing ways of meeting the access needs of people and communities, particularly in the most isolated areas																	l	3		
9	Improving access between rural communities and market towns																				
10	Improving the links between different modes of transport							l	1									h	3		
11	Meeting the needs of those who do not have access to private transport	m	6	m	6	m	6	l	3	m	6	m	6	m	6	m	6	m	6		
Total Accessibility			2.6		2.9		2.6		1.4		2.0		2.6		1.4		2.3		5.1		
12	CONGESTION AND AIR QUALITY Securing long-term shifts in travel behaviour	h	12	h	12	h	12	m	8	h	12	m	8	h	12	m	8	h	12		
13	Controlling the rate of traffic growth	l	4	l	4	l	4	l	4	l	4	l	4	l	4	l	4	l	4		
14	Providing more sustainable options for daily commuting and visitor journeys	h	12	h	12	h	12	m	8	h	12	m	8	h	12	l	4	m	8		
Total Congestion and Air Quality			9.3		9.3		9.3		6.7		9.3		6.7		9.3		5.3		8		
15	ENVIRONMENT Avoiding damage to, and (where this is not possible) minimising the impacts of transport on, the natural, built and cultural environment																				
16	Enhancing the natural, built and cultural environment through management of existing environment and design of transport improvements																		m	4	
17	Designing transport improvements that complement Dorset's high environmental quality and improve the public realm																		h	6	
18	Guiding development to complement Dorset's high environmental quality and improve the public realm in ways that respond to the local context																		m	4	
19	Providing sustainable options for access to Dorset's visitor attractions including the World Heritage Site	h	6			m	4	l	2	h	6	h	6	h	6			m	4		
Total Environment			1.2		0		0.8		0.4		1.2		1.2		1.2		0		3.6		
20	ECONOMY Delivering transport improvements to support the land use strategy, including minerals, waste and other activities	l	1			l	1														
21	Improving road and rail networks where necessary to support the local economy	m	2					l	1	m	2	l	1						l	1	
22	Providing access, by a range of modes, to employment sites and centres	m	2	m	2	m	2	m	2			m	2			l	1	m	2		
23	Improving access to Weymouth & Portland, to help secure their long-term economic development	m	2	m	2	m	2	l	1	l	1	m	2	l	1	m	2	m	2		
24	Improving Dorset's links to the South East, in particular access from the South East Dorset conurbation																				
25	Ensuring more effective functioning of Dorset's market towns																				
26	Providing infrastructure to create a new access to Bournemouth Airport and associated employment land																				
Total Economy			1		0.57		0.71		0.57		0.43		0.71		0.14		0.43		0.714286		
27	ASSET MANAGEMENT Managing transport networks so as to make best use of existing infrastructure	m	2	m	2	m	2	m	2	l	1	m	2	m	2	l	1	m	2		
28	Arresting and reversing the decline in the quality of roads, structures and street lighting through planned maintenance and replacement																		h	3	
29	Attracting external investment and funding to help finance improvements											m	2						h	3	
30	Developing transport solutions through the use of "soft measures" to influence travel behaviour					m	2					l	1								
Total Asset Management			0.5		0.5		1		0.5		0.25		1.25		0.5		0.25		2		
SCHEME ASSESSMENT TOTAL			17.4		30.3		30.9		12.3		14.7		28.9		14.1		11.0		20.20714		
Estimated Capital Cost of Scheme		£	278,265	£	10 251,370	£	10 196,425	£	8 121,513	£	5 50,000	£	2 200,000	£	8 152,269	£	7 1,340,000	£	10 325,000	£	10
CURRENT RANK SCORE			3.9		6.7		8.1		4.3		8.0		7.5		4.0		2.46		4.490		
RANK ORDER			8		4		1		6		2		3		7		9		5		

Appendix 5 – Proposed 2012 Park & Ride Sites



Appendix 6 – Proposed 2012 Spectator Viewing Areas



Appendix 7 – Proposed Walking & Cycling as part of the Weymouth Relief Road (2007 Environmental Statement)

Figure 14.2 : Proposed Rights of Way



Source. Dorset Engineering Consultancy

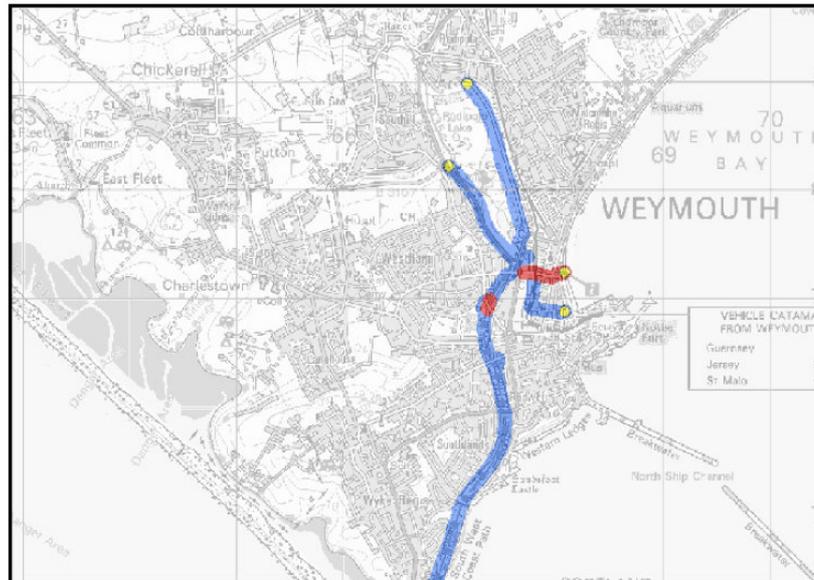
Scale. 1:20 000

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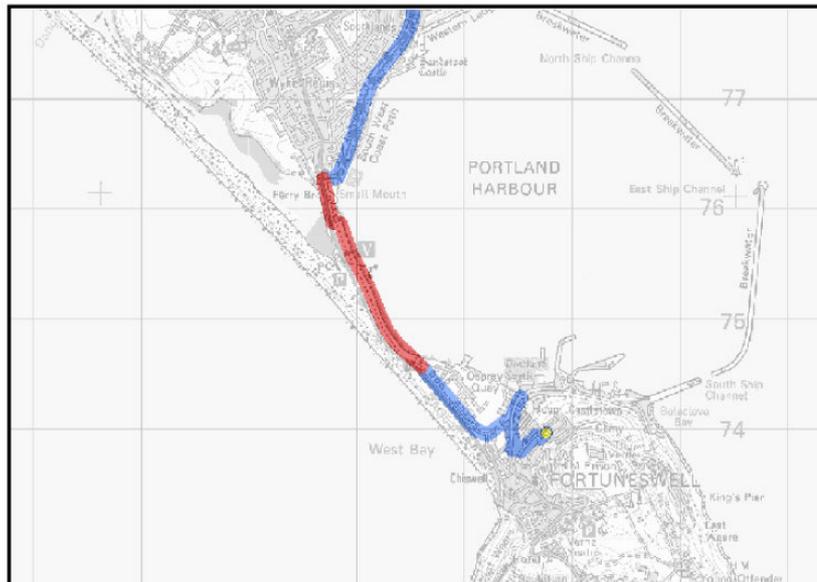
Appendix 8 – Connect 2 Proposal (Sustrans)

Connect2: Schematic map

Weymouth to Portland - Olympic connections



	Key Connect2 Project Connect2 Links Connect2 Gateway	(c) Crown Copyright Ordnance Survey All rights reserved



	Key Connect2 Project Connect2 Links Connect2 Gateway	(c) Crown Copyright Ordnance Survey All rights reserved

This map is intended to be used as a picture of the far reaching nature of the scheme. The details of all projects are still being discussed, so this map is not a promise of where a route will go.

Appendix 10 – Extracts from Walking and Cycling Strategy Feasibility Study Report