

Crewe Town Council Policies and Procedures

Cycling and Walking Policy



Vision

To make Crewe a place where walking and cycling are popular, safe and practical options for local travel be it work or recreation related.

Background and Aims

Historically Crewe was one of the most active towns in the country in terms of cycling journeys. Now the number of journeys made by bike has dropped to 8%, though impressive when set against the national average of 2% is far less than the 30 or 40% it once was. Increasing the percentage of journeys to 20% by 2018 would deliver the following measurable benefits:

- A reduction in air pollution from the current high levels especially along Nantwich Road
- A reduction in the incidence of obesity, heart disease and other lifestyle related illnesses
- A net reduction in the level of traffic congestion and improvement in traffic flow, bringing other economic benefits
- An increase in shopping journeys by cycle helping to increase custom in town centre shops.

Those that wish to walk around the Town also need to be supported and there should be policies in place that help the walking option to be made as easy and safe as possible.

The role of cycling and walking as a leisure activity also needs to be considered. Both have beneficial impact on health and should be promoted and made as easy as possible to undertake. There are active groups in the community that seek to campaign for greater recognition of the benefits that an increase in cycling and walking can bring to the Town.

Active Crewe Travel have set out to deliver the following outcomes:

- Reduce traffic congestion by doubling cycling and walking in Crewe in the next ten years. Our routes will specifically target those roads which are congested at peak times. This will support the local economy by improving traffic flow for everyone.
- Crewe will have a network of direct, high-capacity, joined-up walking and cycling routes to link key destinations at strategic points in Crewe, e.g. MMU, the station, business parks, town centre, Leighton hospital and Bentley. These routes will be supported by linking residential 'quiet' roads restricted to 20mph.
- Ensure any new housing developments have access designed for walkers and cyclists.
- Create well planned Dutch-style, fully-segregated lanes and junctions; pedestrian crossings and vehicle free spaces, more mandatory cycle lanes, semi-segregated from general traffic;
- Better places for everyone, regardless of travel choice. We will have green corridors, even linear parks, with more tree-planting, more space for pedestrians and less traffic. Cycling will promote community safety, bringing new life and vitality to underused streets. Cycling will transform more of our town into a place dominated by people, not motor traffic. This will also improve air quality and make roads safer and quieter.
- Increase the number of people of all ages who are out on the streets, making public spaces more welcoming and providing opportunities for social interaction.

- Provide an opportunity for everyone, including people with an impairment, to participate in and enjoy the outdoor environment.

As a means of achieving these outcomes the Council approves the following actions:

- 1) Council to appoint a Cycling and Walking Champion
- 2) Council to endorse walking and cycling as the preferred means of travel in the Town and as favoured leisure activities requiring nurture and support
- 3) Council endorses the aspirations and targets established by Active Crewe Travel
- 4) Council, through its role in the planning process will do all that it can to promote green forms of transport especially where major developments are proposed
- 5) Council will seek to influence major employers to view green travel as the default option and to make resource available to enable such choices by employees and visitors
- 6) Council will seek to influence Cheshire East to formulate a Green Travel Plan for Crewe and use that to influence the decisions it makes
- 7) Council to ask the Cycling and Walking Champion to establish a community based monitoring group to devise a strategy and SMART action plan to deliver the aspirations expressed in this report and to measure progress towards agreed targets.