

Active Travel Action Plan

2024 - 2034

Version 1.0



Internal Actions

Identifying and implementing actions within BDC which enable staff and Members to contribute towards the promotion of Active Travel behaviours.

Short Term:

- Create a Working Group to oversee and implement the Active Travel Strategy.
- Review current vehicle fleet and options for staff.
- Promote appropriate driving around cyclists using BDC liveried vehicles.

Long Term:

- Promote and embed Active Travel as the first choice for all staff for short-distance trips and Council activities, aiming to gain ModeShift Stars Travel Plan accreditation.
- Encourage and support public transport use among staff.

Infrastructure

Bidding for, and implementation of, Active Travel infrastructure to create the provision to support the transition to more active modes of travel across the District.

Medium Term:

- Build on work undertaken by BDC to seek funding for the Network Rail cycle storage.
- Seek implementation 20mph schemes to target increased Active Travel.
- Create a list of all existing walking and cycle infrastructure and audit it for quality and maintenance status.

Long Term:

- Implement priority infrastructure identified through the LCWIP infrastructure programme.
- Contribute to roll out a District wide segregated walking and cycling network.

Liveable Neighbourhoods

Working with communities to create new ways of adopting active travel principles.

Short Term:

- Pilot a School Streets programme to reduce car use and promote walking.
- Seek private sponsorship to fund more Bikeability training in schools.

Medium Term:

- Identify locations for the installation of cycle parking and related infrastructure, using local knowledge and tools.

- Work with local police to reduce pavement parking through regular meetings and awareness campaigns.
- Ensure access on the cycle network for deliveries using cargo bikes, ensuring routes are accessible.
- Implement initiatives like School Streets and Low-Traffic Neighbourhoods in areas with high need or support.

Development and Planning

Using planning powers to influence the development of active travel resources as part of scheme development.

Short Term:

- Prepare new and revised Local Plans, Planning Obligations Policy, and Supplementary Planning Documents to align with LTN1/20.
- Ensure planning conditions and obligations support the Active Travel Strategy, securing Section 106 funding.

Medium Term:

- Investigate Active Travel improvements to the highway network are made in areas with planned development, using LCWIP recommendations and external funding.

Schools

Empower schools within the district to access resources to support the transition to Active Travel.

Short Term:

- Work with schools to identify and source funding for cycle parking, increasing the number of cycle parking spaces.
- Pilot a no-parking zone around a school to promote Active Travel and reduce parking issues.

Medium Term:

- Ensure every school in the District develops and implements an accredited Active Travel Plan.

Behaviour Change

Complementing resources and infrastructure, it is necessary to deliver a programme of behaviour change approaches to encourage people to change the way they travel.

Short Term:

- Develop a range of media, promotional activities, as part of a mainstream, inclusive, public-facing communication strategy.
- Prepare a signage and wayfinding plan and begin its rollout across the district.
- Work with County Council to continue support for Bikeability and Adult Cycle Training schemes across the District.

Medium Term:

- Investigate existing plans for local businesses to develop Active Travel Plans and additional support through Modeshift Stars programme.
- Produce a cycle safety initiative/campaign to promote safer driving and considerate behaviour around cyclists.
- Work with local communities and stakeholders to understand barriers to Active Travel in rural and less affluent areas, developing targeted programmes.

Development, Monitoring and Evaluation

Creation of a robust model of assessing the impact of the Active Travel changes over a prolonged period.

Short Term:

- Collect baseline data before infrastructure changes to measure the impact.
- Work with the County Council to establish baseline levels of cycling and walking in Blaby District.

Medium Term:

- Continue collecting and analysing data to monitor progress toward Active Travel targets, with annual reporting.