

# North Somerset Council

## Report to Full Council

**Date of Meeting: 19 July 2021**

**Subject of Report: Adoption of the North Somerset Active Travel Strategy (ATS), following strong endorsement from its public consultation (November 2020 – January 2021)**

**Town or Parish: All**

**Officer/Member Presenting: Cllr Donald Davies – Executive Member for Strategic Transport Policy**

**Key Decision:** No

### **Reason:**

The adoption of the Active Travel Strategy will not result in the direct expenditure of more than £500,000. The Strategy will also not have a direct effect on two or more wards within the authority, but will have an indirect benefit to communities across North Somerset as investment and infrastructure guided by the Strategy helps to improve active travel and public spaces for a greener, cleaner, healthier and more locally prosperous future.

### **Recommendations**

To adopt the North Somerset Active Travel Strategy.

### **Summary of Report**

The shift in central Government policy towards active travel priority and accompanying new funding, strategy and infrastructure standards since March 2020 has been notable. The [Spring 2020 budget announced £5billion for walking, cycling and public transport](#), with around £2billion of this for walking and cycling specifically. This was followed up in July 2020 with the Government's new national walking and cycling plan for England, [Gear Change: A bold vision for walking and cycling](#). This plan describes the vision to make England a great walking and cycling nation and sets out the actions required at all levels of government to make this a reality, grouped under four themes:

- better streets for cycling and people;
- cycling and walking at the heart of decision-making;
- empowering and encouraging local authorities;
- enabling people to cycle and protecting them when they do.

This was supported by the announcement of a significant update to cycle infrastructure design standards, in the form of [Local Transport Note 1/20 \(LTN 1/20\) in July 2020](#). For the first time, this made it clear that:

- Cyclists must be physically separated and protected from high volume motor traffic, both at junctions and on the stretches of road between them. White painted cycle lanes in isolation are no longer an acceptable form of cycle provision;
- Cyclists must be physically separated from pedestrians and should not share space with pedestrians. Where cycle routes cross pavements, a physically

segregated track should always be provided. At crossings and junctions, cyclists should not share the space used by pedestrians but should be provided with a separate parallel route;

- There must be a demonstration of the opportunities to improve cycling provision as an expectation of any future local highway schemes funded by Government.

This clear, physical segregation for cycling is a step change away from previous guidance and is important in enabling a meaningful uptake in active travel journeys. Part of the LTN 1/20 announcement was the introduction of a new inspectorate, Active Travel England, to inspect and ensure that local authority-built active travel infrastructure (such as segregated cycle lanes and other active travel improvements) meet the new LTN 1/20 standards. Although this has not yet been formed, it is certainly a positive step towards ensuring that infrastructure for active travel is high quality, safe and enjoyable to use.

To provide a clear new direction on the importance of increasing active travel locally, in alignment with the updated national policy on active travel priority, North Somerset Council has developed its draft Active Travel Strategy (ATS). Following [NSC Executive Committee approval \(October 2020\)](#), NSC consulted on the strategy in public with residents, businesses, stakeholders and other interested parties between November 2020 and January 2021. The results of this are discussed below under the 'Consultation' section.

The aim of the ATS is to create a 10-year plan to enable, promote and increase walking, cycling and other active travel modes such as running, wheeling and scooting. It sets out an aspiration for active travel in North Somerset which is encapsulated by the vision statement for the Active Travel Strategy:

*'Making walking and cycling the natural choice for a cleaner, healthier and more active North Somerset'.*

The ATS sets out how we will reshape places to become healthy, vibrant and clean. Using new and improved walking and cycling infrastructure, we strive for residents and businesses to choose walking and cycling as the natural choice for short and medium length journeys and for the first and last mile of longer journeys (including accessing a much-improved [bus](#) and [rail](#) network). We aim for them to take these journeys via a safe, connected network, making active travel the most attractive option wherever possible. This will be important in working towards making our transport network carbon neutral by 2030, as committed to in the [North Somerset Council Climate Emergency Strategy](#).

The provision of a high-quality, segregated cycle network will also attract visitors to North Somerset to cycle, walk and spend more within the District. There is a wealth of evidence to show how improved active travel infrastructure and access to local centres can boost the local economy:

- economic growth can result from high density, cycle friendly urban design
- reduced infrastructure maintenance costs
- cycle parking allows 5 times more retail spend than the same space for car parking
- cycle friendly neighbourhoods can have greater retail spend.

([Department for Transport, 2016](#))

This will be to the benefit of the local economy, as we work towards a green recovery from the COVID-19 pandemic.

Following strong endorsement through the public consultation, as well as the Place Policy & Scrutiny Panel being supportive of both the strategy and the proposals to strengthen it following consultation, a decision is sought to approve the final amended ATS document and adopt it as Council policy.

## **Policy**

The ATS is a key strategic document that interacts with a wide range of policies in North Somerset and across the West of England. It sets out how we will act to deliver key aims and objectives:

- Deliver safe and frequent active travel to enable improved public health;
- Tackle the Climate Emergency;
- Drive local economic development, and;
- Shape active travel neighbourhoods through an enabling planning system.

Achieving these four objectives will result in the successful outcomes highlighted in the 'Detail' section of this report below.

The ATS has strong policy alignment with the following North Somerset Council policies and strategies:

- The [Climate Emergency declaration](#), including the [NSC Climate Emergency Strategy](#) and [NSC Climate Emergency Action Plan](#);
- The [NSC Corporate Plan 2020-24](#);
- The emerging NSC Health and Wellbeing Strategy (more information [here](#) – strategy is due to be adopted later in 2021);
- The emerging North Somerset Local Plan (more information available [here](#));
- The [North Somerset Economic Plan](#).

The ATS also has a strong fit in policy terms with the following West of England 'sub-regional' strategies and plans:

- The West of England [Joint Local Transport Plan \(JLTP4\)](#);
- The West of England [Joint Green Infrastructure Strategy](#);
- The West of England [Local Cycling and Walking Infrastructure Plan \(LCWIP\)](#).

More detail on the alignment of the Active Travel Strategy with all of the above is included in Appendix 2 of this report. Other relevant policies include:

- Weston-super-Mare Town Centre Regeneration SPD
- Weston Villages SPD
- Travel Plans SPD (revised during 2020 and due for consultation in Autumn 2021)
- Draft NSC 20mph Policy
- North Somerset Rights of Way Improvement Plan 2007-2017 (Revised 2010).
- North Somerset Road Safety Strategy (which will be brought to Executive in due course).
- Creating Sustainable Buildings and Places SPD
- Parking Standards SPD (out for public consultation May-June 2021).

## **Details**

The ATS sets out our approach to supporting active travel over the next eight years to 2030. It explains how active travel delivers Council priorities. It is intended to guide the Council's decisions which impact upon active travel and sets out how the Council plans to increase active travel.

This Active Travel Strategy differs from any active travel plans and policies produced by NSC in the past. This time, we are placing active travel as the number one priority within transport planning considerations.

We are serious about decarbonising our transport network, achieving carbon neutrality by 2030 and ensuring a green and fair recovery from the COVID-19 crisis. As a result, active travel will be the first priority. After all, the first and last stages of all trips should be walking whenever possible. The strategy is intentionally ambitious and we are already developing, designing and delivering schemes that will help us achieve the ambitious targets of the strategy and also help us monitor our progress. Examples are included below.

It is our responsibility to help create and reshape environments that provide equal access for all people regardless of their physical and socio-economic mobility; not just for those who have access to a car. Reshaping can take the form of reallocation of street space, priority or through improvement in the experience. Green Infrastructure is also vital to the experience of places and streets, and the aim in the ATS is to ensure that we deliver appropriate green infrastructure improvements through all of our schemes.

We will create active travel neighbourhoods from new and transform existing neighbourhoods dominated by the motor car to create green, safe and active environments for North Somerset residents, businesses and visitors. Accompanied by an enhanced, safer strategic cycle network (within and between our towns and villages), we will achieve our ultimate vision of making walking and cycling the natural choice for a cleaner, healthier and more active North Somerset. Green Infrastructure will play a key role in our active and green neighbourhoods, creating information play areas, visually breaking up space to reduce the dominance of motor vehicles, providing places to stop and spend time or rest, and redefining the street as a civil and community space, not only for the passage of motor vehicles.

The ATS has four key objectives, showing what we aim to achieve for North Somerset:

- Deliver safe and frequent active travel;
- Tackle the Climate Emergency;
- Drive local economic development;
- Shape active travel neighbourhoods through an enabling planning system.

Although we received strong support for our four objectives from the public consultation, we have amended the first objective, following feedback that public health was not as prominent in the key objectives as it should be. The first objective now reads:

**‘Deliver safe and frequent active travel to enable improved public health’**

The other main changes we are proposing to make following public consultation are summarised in the ‘Consultation’ section of this report below.

The strategy is wide-ranging in scope, covering new infrastructure, promotion, cycle training, and opportunities which may be gained by the Council changing how it carries out existing duties. This final ATS will form a local supporting strategy to the emerging Local Plan, [Joint Local Transport Plan 4](#), and in due course, the emerging successor to the JLTP4.

The strategy’s four objectives aim to achieve the following successful outcomes:

- High-quality walking and cycling networks are delivered, enabling residents and visitors to make active journeys more frequently, with improved public realm and access to local shops, facilities and green spaces.
- Safety and perceptions of safety are addressed through improved infrastructure and suppressed demand for active travel is released through reallocated street space to improved walking and cycling facilities.
- Major infrastructure schemes such as the Banwell Bypass maximise opportunities to deliver high quality active travel measures and green infrastructure to improve local cycle and walking routes and strengthen the wider active travel network.
- Awareness is increased, supported by a strong, consistent media campaign showing the active travel options available. Residents are supported to make changes using education, training and publicity.
- Improved health and wellbeing of residents through increased regular walking and cycling, making a healthier, happier and more resilient North Somerset.
- A lower carbon transport network with lower fossil fuel and car dependency, reduced carbon emissions and improved air quality across North Somerset, especially around schools and shopping areas. Transport is playing a central role in contributing towards carbon neutrality by 2030 to help tackle the climate emergency.
- A stronger local economy, supported by improved access to work, services and businesses, as part of our green recovery from the COVID-19 pandemic. Income from tourism is higher, supported by attractive active travel facilities and the reduced dominance of cars in central spaces.
- Council spending priorities will be more focussed towards delivering identified active travel improvements and funding opportunities are maximised.
- An enabling planning system that ensures development is active travel focused.
- Other local policies ensure that new developments are active travel neighbourhoods from the outset and support the rapid growth in retrofitting our transport network to prioritise active travel.

The recently approved [West of England Local Cycling and Walking Investment Plan](#) (LCWIP) has helped to identify key routes for delivery and/or improvement and these are incorporated into the ATS. The national methodology for the LCWIP means these route improvements are mainly focussed around urban areas with significant opportunity for active mode increase, but the ATS takes a wider view of the issues and locations for improvements, including improving access to rural areas as well as public transport and strategic cycling corridors.

We are already designing and delivering a number of flagship active travel priority and improvement schemes. The ATS includes the commitment to improve our strategic inter-urban and rural cycle routes and we are already working on the following (as just a few examples of schemes in development):

- River Avon Trail (Pill Path) between Pill and Bristol. Work is set to begin on an interim patching and vegetation management upgrade that will be delivered while we develop a more permanent rebuild/reconstruction of this path;
- The Strawberry Line Extension (Yatton to Clevedon);
- Weston-super-Mare – Clevedon ‘Pier to Pier’ section of North Somerset Coastal Towns Cycle Route.

The ATS also includes the policy commitment that ‘we will design and build infrastructure to give priority to pedestrians and cyclists over vehicular traffic and segregate paths away from traffic wherever possible’ and that we will ‘create active travel neighbourhoods from new and transform existing neighbourhoods dominated by the motor car to create green,

safe and active environments.' Our ambitious Active Travel Fund package of schemes, already under development (with the Clevedon Seafront & Hill Road Active Travel Improvements scheme already out to public consultation) will help us achieve these policy commitments. The scheme package also contains:

- Milton Road - Baker Street Active Travel Improvements (Weston-super-Mare);
- Weston Station Active Travel Gateway (Hildesheim Bridge);
- School Pedestrian & Cycle Zone Package.

We will closely monitor:

- the public consultation on these schemes to see how we can improve the schemes further;
- the active travel take-up once they are built to show how we are progressing towards the strategy's ambitious targets.

There are many other smaller-scale improvements we are working on delivering. Routes included are mainly derived from existing policy, engagement and prioritisation work (including the LCWIP), based on their strategic value and their potential to generate the greatest uplift in active travel. Also included are routes that promote leisure and tourism, which are essential for the economic benefits this brings across North Somerset, and to ensure that opportunities for healthy exercise are available to all residents. Proposals contained within the ATS were circulated amongst all relevant council officers. North Somerset Cycle Forum have also inputted and various elected Members. Further local schemes will also be required, especially for new development.

It is well documented that the key factors which facilitate mode shift from car to foot/bike include the following, and it is these this strategy intends to address:

- Comprehensiveness of the network (i.e. can a complete journey be made by foot/bike). The Strategy includes a detailed schedule of all the main walking and cycling routes and improvements across the District that we should be striving to deliver up to 2030. It does not mean these will all happen but helps ensure opportunities will not be missed. Specific projects will also be subject to more detailed environmental assessment and consideration as necessary as a part of their detailed project-specific management arrangements. The progress of this and implementation will be subject to council resources and success in obtaining external funding.
- Safety of the network both actual and perceived safety (i.e. greater segregation from motorised traffic is perceived as safer and will therefore attract more users). The Strategy seeks to provide safer routes and road conditions, with complementary Education, Training and Publicity (ETP) programmes aimed at all road users. This has a crucial role in supporting physical improvements.
- Attractiveness and ease of use. The Strategy includes plans to improve the maintenance of routes, provide public realm improvements, greater legibility of routes and more widespread and improved cycle parking. The safer, the more attractive, and more comprehensive the cycling and walking network is, the greater numbers of people will switch to their bikes and walking.

## **Consultation**

Public and stakeholder consultation on the NSC Draft Active Travel Strategy ran from November 2020 to January 2021, following an extension to the consultation to allow more interaction and engagement over the festive period.

There were 312 responses to the consultation overall and they set a clear message of support to adopt the strategy. The responses also allowed us to further improve the strategy, adding extra emphasis on the importance of public health, connections to public transport networks, rural connectivity and explaining that the proposals are not anti-car but more a rebalancing of the limited transport and street space that we have.

A more detailed analysis of the methods undertaken for the consultation, detail of the results and also the changes made to the strategy (to strengthen it as a result of the consultation), is available in Appendix 3 of this report.

Overall, the results from the consultation show clear support and give a strong mandate to adopt the Active Travel Strategy.

## **Financial Implications**

### **Costs**

The ATS has no immediate direct financial impact. However, the document will inform and shape our financial allocations from within existing resources and our bidding and project development priorities. For example, we have reprioritised our Transport & Infrastructure Capital Works Programme 2021-24 to focus heavily on active travel and public transport.

The ATS outlines potential funding sources for proposals where this is known. The delivery of the ATS schemes will require further funding for proposals to be developed and delivered and this will be sought as appropriate opportunities become available, for example through external grants. North Somerset have a good track record in securing external and Government funding through bids.

As schemes reach deliverability, approvals will be sought through standard processes to add them to the Capital Programme.

### **Funding**

Many schemes will require external funding and these usually require some element of match funding (for example, through our Integrated Transport Block funding from the DfT or from developer contributions).

The ATS also outlines a range of existing and proposed ETP (Education, Training and Publicity) activities, some of which is already funded and some by short term funding streams. Other proposals may require additional funding to be sought.

Where resources (including additional staff) are required this will be dealt with via the processes of the MTFP and restructuring.

There are also implications for our contracts. For example, when we receive grant allocations for scheme delivery, due to our alignment with the national policy requirements. This will mean additional sums could be spent through the Highways term contract (currently with Milestone Infrastructure).

As with any new or changed infrastructure schemes, there may be indirect costs or savings associated (e.g. maintenance).

## **Legal Powers and Implications**

None. The ATS is a guidance document and would not itself create commitments or statutory requirements on the Council, legal, financial or otherwise. There are no land or

property implications as any schemes proposed would remain subject to the usual consultation, planning and land acquisition requirements.

### **Climate Change and Environmental Implications**

The more we increase active travel the greater the reduction in transport-based emissions. The delivery of the ATS will have direct positive effects on climate change and directly eliminate polluting journeys.

The Council has included active travel within the North Somerset Council Climate Change Motion 2019 – the main aim of which is to be carbon neutral by 2030. The ATS is intended to maximise active travel within the North Somerset as rapidly as possible.

The shift away from the private motor vehicle to cycling and walking will also have direct positive impacts on air quality as cycling and walking do not emit particulate matter or NOx.

### **Risk Management**

If the draft ATS draft document is not approved this will jeopardise progress of a whole range of schemes and aims of the Council as set out in the Policy section above. The key aims of this strategy are to:

- Deliver safe and frequent active travel to enable improved public health
- Tackle the Climate Emergency
- Drive local economic development
- Shape active travel neighbourhoods through an enabling planning system

If implemented, it would provide a very wide range of positive outcomes including (but not limited to) delivery on the Council's efforts to address the climate emergency, air quality, health benefits, access to work, equality and tourism. All of these are key corporate aims and objectives for North Somerset Council.

Public Health is a key risk to the Authority, as shown by the COVID-19 pandemic. Delivering public health resilience is reliant on underlying good health both physically and mentally and active travel is a very easy way for people to achieve this.

The change in cycling and walking levels during the COVID-19 lockdown period evidenced the strong suppressed demand for active travel; only when motor traffic levels were down to approximately 25% of pre-COVID-19 levels did many people feel it safe enough to cycle on our transport network. Motor traffic presents risks of road dangers, air quality and noise, which can all be addressed through altering the priority and allocation of space on our streets.

As individual schemes are developed these will be subject to their own risk management procedures.

### **Equality Implications**

Have you undertaken an Equalities Impact Assessment? No.

The ATS directly addresses current transport inequalities as it focuses on improvements for vulnerable road users such as pedestrians and cyclists, including those with disabilities.

As schemes are developed NSC officers will engage closely with user/interest groups to ensure that proposed interventions reflect the needs of vulnerable users. The objectives



within the ATS align with both the cycling and walking approach within the JLTP4, and with current DfT guidance.

Active travel is an activity which is open to all. In accordance with Policy DM 33 of the Sites and Policies Plan (Part 1), new infrastructure would be planned with the path surface, gradients, and all access points designed to facilitate access by disabled people. This will be of the same standard as that provided for able-bodied people; this includes those who use wheelchairs and mobility aids.

The latest guidance and design standards will be followed during the design of and construction of this scheme and it is not foreseen that any deviations from standard will be required.

### **Corporate Implications**

The ATS document supports the NSC policies (including strong alignment with the NSC Corporate Plan 2020-24), as outlined in Section 2 and Appendix 2 of this report.

### **Options Considered**

Not developing the ATS would put the District at a disadvantage when applying for DfT and other external funding for cycling and walking schemes. We have therefore considered that not producing this document is not an option. Presentation of a less ambitious strategic approach will fail to deliver on our corporate aims and ambitions.

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### **Background Papers:**

None.

### **Appendices:**

Appendix 1 – NSC Active Travel Strategy (*attached separately due to file size constraints*)

Appendix 2 – Policy alignment of NSC Active Travel Strategy with other NSC and West of England policies, strategies and plans

Appendix 3 – More detailed analysis from the Active Travel Strategy consultation

## **Appendix 2 – Policy alignment of NSC Active Travel Strategy with other NSC and West of England policies, strategies and plans**

### Climate Emergency Declaration

North Somerset have been making good progress increasing levels of walking and cycling, increasing active trip numbers through the provision of off-road networks. Between March 2017 and March 2020, North Somerset saw an increase of 25% in cycling trips (pre-COVID-19, Annual Average Daily Cycle Trips). This was significantly higher than the national trend of in this period. However, there is plenty more work to do and this strategy reframes the progress that is now required in order to deliver on our target of Net Carbon Neutrality by 2030.

At 42%, the transport sector is the largest single source of [carbon emissions in North Somerset](#). This is considerably higher than the regional (South West) average of 32% and the national average of 33% from transport (2018 figures, Gov.uk). For the West of England region, transport CO2 emissions will rise by a further 22% by 2036 if we don't act - increasing the risk of droughts, floods and extreme heat globally and extreme weather events in the South West region.

Consequently, North Somerset Council (NSC) and the other four authorities in the West of England have declared climate emergencies and are urgently working on action plans to mitigate this. The Active Travel Strategy will be an important part of North Somerset's carbon reduction action planning.

In order to achieve carbon neutrality for North Somerset by 2030, we set out in this Active Travel Strategy to increase walking and cycling trips by at least 300% by 2030. According to the 2011 Census, 1.1% of North Somerset residents cycled to work as their main transport choice (2.2% walking). We also know that there was a 25% increase in cycling trips between March 2017 and March 2020 alone, so along with other cycling and walking improvements across the district (both physical measures and awareness campaigns and training), as well as the increased environmental consciousness since 2011, we would be comfortable assuming that there has been at least a 100% increase in both walking and cycling since 2011 Census data. This would mean that the 1.1% cycling to work (and 2.2% walking) would have increased to 2.2% for cycling (and 4.4% for walking).

Setting the strategy's key target as increasing cycling (and walking) trips by 300% by 2030 would see us increase the 2.2% for cycling to work (4.4% walking) up to 8.8% of all trips to work being made by cycling (and 17.6% for walking). These are assumptions and the results of the 2021 Census (expected in March 2022) will allow us to update our baseline data in the strategy to become more accurate. However, meeting these targets would form an important jigsaw piece of enabling carbon neutrality on our transport network by 2030.

Clearly the trip to work is just one of the many types of trips that people make. It has been used here as traditionally there are more statistics available for this journey type. There is a large consensus that monitoring other types of trips needs to continue to improve to capture the wider spectrum of journey types, especially as post-COVID-19 commuting patterns are likely to be different. Again, the 2021 Census data will allow us to update the strategy baseline data and check that our targets are both ambitious and realistic.

### Corporate Plan

The [NSC Corporate Plan 2020-24](#) was approved by Full Council in February 2020.

The priorities are grouped under three broad aims, and the key areas related to the ATS are described below:

1. A healthy, sustainable and thriving place
  - A great place for people to live, work and visit
  - Safe, welcoming, clean and vibrant communities
  - A reduction in our carbon footprint to net zero by 2030
  - A transport network which promotes active and low carbon travel
2. A council which empowers and cares for people
  - A commitment to protect the most vulnerable people in our communities
  - A focus on tackling inequalities, improving outcomes and encouraging healthier lifestyles
  - An approach which enables children, young people and adults to lead independent and fulfilling lives
3. As an open and smart organisation, we will
  - Engage with and empower our communities
  - Collaborate with partners to deliver the best outcomes

### Public Health Strategy (including COVID-19)

The ATS supports the local and national public health agendas by making physical activity easier to incorporate into everyday life. The lack of adequate physical exercise by a large proportion of the population threatens to become a national emergency with huge implications for the wellbeing of individuals and NHS resources. The COVID-19 pandemic has had a range of impacts on people travel habits and resilience to public health threats is an important theme of the ATS.

Despite being a significant, ongoing resource and public health challenge, North Somerset Council is determined to maximise the benefits of our changed world for decarbonising the transport network and delivering public health resilience and improvement through significant active travel growth.

During the first lockdown (March – May 2020), we saw a staggering 364% increase in cycling on one of our routes and even as we continue to ‘reopen’ as a district and as a nation, walking and cycling levels across our network remain much higher than pre-COVID-19 levels. The COVID-19 crisis has shown us the importance of underlying good health both physically and mentally and active travel is a very easy way for people to achieve this. It also showed the strong suppressed demand for active travel; only when motor traffic levels were down to approximately 25% of pre-COVID-19 levels did many people feel it safe enough to cycle on our transport network. Such opportunities must be harnessed.

Nationally, we are actively inputting to and responding to the changing national policy and guidance on both COVID-19 and active travel.

The update of local design guidance for cycling infrastructure, in the form of [LTN 1/20](#), was very welcomed by NSC, as it sets out for the first time that cycling should take priority over other highway users wherever possible in order to gain Governmental funding.

Accompanying updates to the Highway Code with improved priority for cycling offer vital support and make clear the national government’s recent shift towards cycling as a crucial ‘form of mass transit’ that is key to aid social distancing and improve public health in the short term, and reduce motor vehicle dependency and carbon emissions in the medium to long term.

The Department for Transport’s Active Travel Fund (Tranche 2) welcomes only ambitious walking and cycling scheme bids that ‘meaningfully alter the status quo on the road’ and

'include segregation or point closures to through traffic'. This sets a strong agenda for a mass increase in active travel via significantly improved active travel infrastructure and awareness.

The COVID-19 pandemic will continue to have a significant impact on our local and national economy. As we continue into the 'reopening' phase of the recovery, we have the opportunity to reshape and strengthen the North Somerset economy. The evidence on the increased footfall, income, vitality and general attractiveness of local shopping streets and areas that have strong pedestrian, cycle and public realm is staggering. We should not make the false assumption that prioritising access by cars will deliver economic success, where more often than not, this is just not the case.

#### Joint Local Transport Plan (JLTP4)

This is our 15-year vision for transport investment in the West of England.

The focus for investment is on increasing the attractiveness of more active and sustainable modes, both by improving these networks and opportunities and implementing measures that can manage private car use.

JLTP4 seeks to deliver a well-connected sustainable transport network that offers greater, realistic travel choice and makes walking, cycling and public transport the preferred way to travel. The aim is to empower individuals to change their travel habits, with sustainable modes becoming the preferred choice for journeys, if journeys need to be made at all.

#### Green Infrastructure Strategy

Also at the West of England 'sub-regional' level, links with the emerging [West of England Green Infrastructure Strategy](#) will be key in supporting the growth in safe and frequent active travel by maximising active travel connections with improved and greener public spaces. This will enable people to feel comfortable to dwell and spend time and money in our popular places and spaces both within towns and in our beautiful rural areas.

A successful Active Travel Strategy will rely heavily on and be interdependent on Green Infrastructure. The inclusion on elements such as permeable pavement, bioswales, planter boxes and trees will create environments that will encourage the uptake of active travel modes, and the enjoyment of the experience of both travel corridors and destination places. Meanwhile Green Infrastructure can also deliver solutions on wider issues created by the transport network (such as highway runoff) or experienced by it (e.g. stormwater runoff).

#### North Somerset Local Plan 2038 (Emerging)

Locally, through our emerging NSC Local Plan up to 2038, we will ensure that new developments (both residential and employment) will be active travel neighbourhoods from the outset and connect into our growing strategic cycle network. We are also striving to reduce the need to travel, and therefore car dependency, by incorporating new development around existing services and/or providing relevant services and jobs within new developments.

Significant 'decarbonisation reviews' of our Parking Standards Supplementary Planning Document (SPD), Travel Plans SPD, Transport & Infrastructure Capital Works Programme and our ongoing [Active Travel Fund 2 ambitious scheme package](#) will continue to ensure that the Active Travel Strategy is a strong fit with existing and emerging local policy; to reduce carbon and get North Somerset moving.

#### North Somerset Economic Plan (2020)

Transport, retail, the visitor economy and creative industries have been hit particularly hard by the COVID-19 pandemic. Unemployment has risen and our young people are especially at risk with fewer job opportunities and apprenticeships. The lockdown has also highlighted digital poverty; those without access to broadband or the right equipment and skills are at a big disadvantage. And these unprecedented times have put huge pressure on mental and physical health – highlighting the importance of well-being.

The changes to lifestyle and work as a result of the pandemic means we need a new approach to our existing economic plan, which was due to run until 2036.

Our new plan will have two core drivers: Helping those suffering economic hardships and building on the opportunities the crisis has revealed.

The priority is to first identify projects which can help residents experiencing exacerbated deprivation due to the impact of the pandemic. Job losses, business closures, reduced access to digital learning or reskilling courses must be addressed to lessen the impact felt by our vulnerable communities.

Our second driver is rooted in the changes we've all had to make to the way we live and work and the opportunities that has revealed. Economic and financial values will remain a core priority in our recovery, but the lockdown has also highlighted a different set of values. Community, connectivity and well-being, as well as a healthy and sustainable environment, are now much more prominent drivers for decision-makers.

In response, the Council is prioritising economic renewal activity around three key pillars:

- Providing inclusive growth and well-being for North Somerset people.
- Delivering digital access for all.
- Supporting green business and low carbon activities.

## Appendix 3 – Active Travel Strategy consultation - detailed analysis

### Methods:

Following approval from NSC Executive Committee in October 2020, the public consultation ran from November 2020 until January 2021, following an extension to the consultation to allow more interaction and engagement over the festive period and into the new year.

Due to COVID-19 restrictions on social distancing and gatherings of people, the consultation consisted of entirely digital means. We used NSC's online portal (eConsult) as the host website for information and submission of responses, including a short questionnaire to aid the consultation responses. We also sought engagement through the use of social media (via Facebook) as well as press releases on the NSC website (shared by other local news outlets). We also directly contacted many stakeholders, including all town and parish councils in North Somerset and groups representing walking and cycling interests, to encourage them to get involved.

Internally, we set up a workshop with the (then named) Strategic Planning, Economic Development and Regeneration policy and scrutiny panel (SPEDR, now renamed the Place Policy & Scrutiny Panel) to ensure that Local Member involvement and scrutiny was central in the ATS consultation, to further represent the residents, businesses and other stakeholders in North Somerset. We shared the results of the consultation (more information below) and a positive engagement session resulted in the support of SPEDR for both the strategy and the proposed changes to be made to the strategy following the consultation.

We publicised the consultation via The Knowledge to try to engage with the full range of service areas and specialisms within the Council. This proved fruitful as we engaged closely with other teams such as the Planning Policy Team, Highways Development Management and Public Health teams to ensure that their input was taken on board to strengthen the strategy. It was also important to do this to manage the information and messaging around our Active Travel Strategy public consultation in a consistent and clear manner that does not confuse or result in consultation overload for residents at the same time as other NSC consultations. For example, the NSC Local Plan Choices consultation also went live for public for engagement in November/December 2020 which was around the same time as this ATS.

### Results:

We received 307 responses to the consultation via eConsult and a further 5 responses directly via email. 29 of these responses were made by organisations, the rest via individuals or otherwise not specified. There was a good mix of age demographics responding to the consultation, although the under-30s category was under-represented at just 4% of the responses. This is a consistent theme with NSC transport consultations.

Overall, the consultation responses proved to be very supportive of the strategy:

- 91% agreed that an increase in active travel (for example walking, cycling, jogging, wheeling, scooting) is needed to help North Somerset reduce its carbon emissions from transport;
- 77% of respondents voted either 'strongly agree' or 'agree' that we need to do more to give priority to pedestrians and cyclists over private motor vehicles wherever possible;
- Just 6% of respondents believe the North Somerset active travel network is 'good' (4%) or 'very good' (2%). This shows that change is both needed and wanted;

- 81% of respondents voted either 'strongly agree' or 'agree' with the ATS vision to 'Make walking and cycling the natural choice for a cleaner, healthier and more active North Somerset'.
- 76% of respondents voted either 'strongly agree' or 'agree' with the strategy's key target to increase walking and cycling trips by at least 300% by 2030. A large proportion of the 'disagree' or 'strongly disagree' responses were qualified by comments which indicated they felt the target was not strong enough.
- Strong agreement for the four key objectives, although support for explicitly naming public health within one of the objectives and not just a sub-objective (which we have now amended);
- Strong support for the types of interventions we will make to improve walking and cycling facilities across North Somerset:
  - High Street or district centre active travel improvement schemes (82% 'strongly agree' or 'agree');
  - Active and Green Neighbourhoods (82% 'strongly agree' or 'agree');
  - 20mph limits/zones (68% 'strongly agree' or 'agree');
  - School pedestrian and cycle zones and priority walking schemes (88% 'strongly agree' or 'agree');
  - Strategic urban cycle routes (86% 'strongly agree' or 'agree');
  - Strategic inter-urban/rural cycle routes (87% 'strongly agree' or 'agree');
  - Segregated cycle lanes (84% 'strongly agree' or 'agree');

Many of the criticisms of the strategy were that it wasn't going far enough with its ambition to improve active travel, which shows the levels of support for significant and meaningful upheaval of our transport network to be rebalanced towards people and active travel and less dominated by the more carbon-emitting and less space-efficient private motor car.

As a result of the consultation responses, including the free text questions on how to improve the strategy further, we have strengthened the text around these main themes:

- Clearer on the physical & mental health benefits of active travel, including adding this as one of the four key objectives (instead of a sub-objective);
- More explanation that proposals are not 'anti-car' – we are just rebalancing what has increasingly become a heavily car-dominated network– some trips will always be needed by the car (an increasing proportion by electric vehicles);
- Relationship to public transport, including first & last mile of trips;
- Rural connectivity: strengthen importance of and plans to improve active travel connectivity;
- More of a focus on directly asking what elderly, disabled, and young families need for active travel;
- Targets: added more detail & qualification.