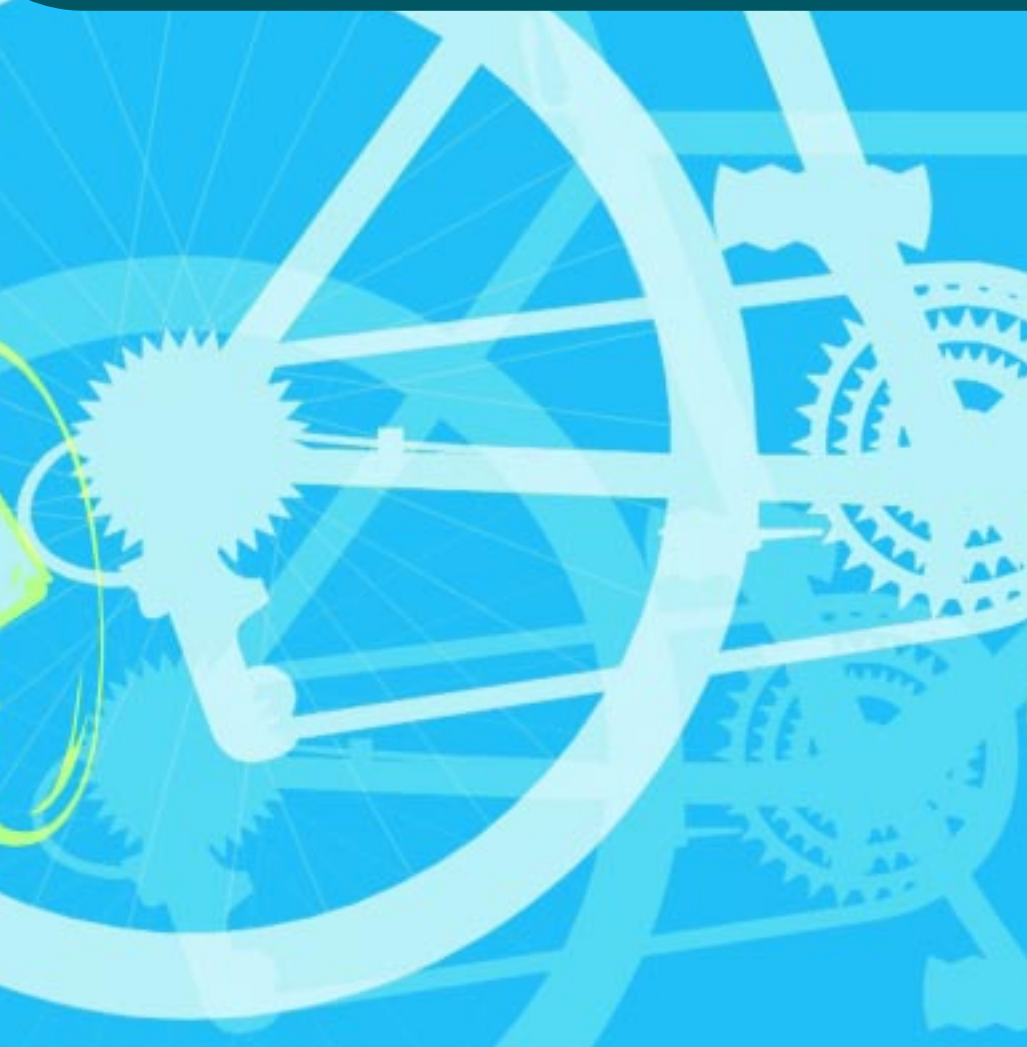




Oldham's Cycling Strategy

Oldham Metropolitan Borough Council
Environment and Transportation Department



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FOREWORD

In response to the Government's 10 year Transport Plan and the Greater Manchester LTP, I am pleased to put forward Oldham's Cycling Strategy.

The aim of the strategy is to put in place measures to create and provide the right environment for cyclists, which will hopefully encourage more people to take up cycling in Oldham.

One of the goals of the strategy will be to improve the cycle network in Oldham and make it more user friendly.

Another primary goal of the strategy is to promote cycling through the production of maps so people can work out safe and challenging cycle routes, making people aware of the health and environmental benefits of cycling.

Oldham's Cycling Strategy has been formulated after consultation with Oldham Cycling Forum, Council Members and Officers. I trust that this strategy is used in a positive manner by all parties to make cycling an alternative, sustainable mode of transport.

Councillor Jim McArdle
Executive Member, Environment and Transportation

INTRODUCTION

1.1 The Need for Cycling

Over the past 15-20 years, increase in private car usage has produced serious road traffic congestion and a detrimental effect on health and the environment. Private car emissions have contributed to global warming perhaps resulting in severe weather and melting of the ice caps. Accordingly, Central and Local Government are encouraging a transfer from private car usage to other modes of transport such as public transport, walking and cycling to ensure a better way of travel which is environmentally sustainable, health promoting as well as congestion free. The bicycle is a non-polluting form of transport which will enable the development of a sustainable environment in line with local Agenda 21. Cycling is also an effective form of exercise to improve health and fitness.

1.2 The Necessity for a Cycling Strategy

The National Cycling Strategy initiated by the Government in 1996 required all Local Authorities to produce 'Local Strategies for Cycling'. The National Strategy also aimed to double the number of trips by cycle by 2002 (on a 1996 base) with a further doubling by 2012. The National Strategy came about as a result of Government research into cycling use which found evidence of a lack of appropriate facilities and information for cyclists and an inadequate understanding of their needs.

In response to this, the Greater Manchester Districts and the Passenger Transport Authority produced a Greater Manchester Cycling Strategy, which has been formally endorsed by this Council.

This document calls for each Authority to produce their own local cycling strategy:-

Oldham's Cycling Strategy is, therefore, required to address the needs of cyclists in Oldham and increase cycle usage. The formulation of the Strategy will be based on the National Cycling Strategy and will emphasise the needs of cyclists by:

- Providing clear and concise framework for cycling infrastructure
- Setting priorities for implementation
- Communicating cycling needs to interested cycling groups and to the Council's internal Departments
- Encouraging awareness of cycle usage and other related issues
- Assisting in procurement of appropriate funding



In order to comply with the guidelines in the National Cycling Strategy, Oldham's Cycling Strategy will cover four main topics which are:

- Objectives
- Targets
- Policies
- Measure to deliver the objectives

1.3 Trends in Cycle Usage - An Overview

In the UK, cycling accounts for only 2% of all trips compared to an average of 14% in other European Countries, some of which are geographically hilly and cold. Thus there is enormous potential to activate current cycling interest in the UK, in view of increased bicycle sales in the past two decades. In Oldham in 1991 only 1.3% of people travelled to work by bicycle although nearly 70% of employed residents in Oldham work within the Borough and 60% of journeys to work trips are less than 4km in length. Car ownership in Oldham is low in comparison with other districts in the North West.

These figures suggest that there is a scope for more cycle usage if adequate, safe and convenient cycle facilities could be provided.

1.4 Policy to Encourage Cycling

There is national and local support for measures to increase cycling which note the role it can play in a healthy, sustainable future. The notable documents which refer to these measures are:

National Level

- The Government's White Paper A New Deal for Transport : Better for Everyone (1998)
- The Government's Ten Year Transport Plan
- The 18th Report of The Royal Commission on Environmental Pollution (Transport and The Environment 1992)
- Sustainable Development - The UK Strategy (1994)
- Planning Policy Guidance Note 13 (2001)
- Local Agenda 21, following the Rio Earth Summit (1992)
- The National Cycling Strategy (1996)
- Saving Lives, Our Healthier Nation (1999)
- Environment Act 1995 (UK National Air Quality Strategy)



Local Level

- Oldham Framework
- The Council's Corporate Plan
- The Unitary Development Plan
- Greater Manchester Local Transport Plan
- The Council's Air Quality Management Plan
- The Council's Green Travel Plan
- Oldham's Agenda 21 Plan

A number of bodies at local level have also been set up to promote cycling within the Greater Manchester County such as District Cycling Forums, The Hearts and Mind Group and the LTP Steering Group.

Also Travel Plan Co-ordinators for all Districts in Greater Manchester will play a vital role in increasing cycle usage.

OBJECTIVES

2.1 Purpose

Increased cycle use can play a part in meeting Government policy objectives, which are:

- Reducing Congestion
- Decreasing Pollution
- Improving Health
- Reducing Social Exclusion
- Promoting Travel Choice

The following objectives are recommended in the National Cycling Strategy:-

2.2 Objective 1

To maximise the role of cycling as a transport mode in order to reduce the use of private cars.

The predicted level of private car ownership and usage is unacceptable in the context of road congestion, environment and health. Therefore alternative modes of transport such as public transport, walking and cycling will be encouraged by the Council.

2.3 Objective 2

To develop a safe, convenient, efficient and attractive transport infrastructure which encourages and facilitates the use of walking, cycling and public transport and which minimises reliance on and discourages unnecessary use of private cars.



The perceived danger of cycling is the main constraint to this as a mode of transport. The Council will work towards reducing conflict between cyclists and vehicles and other road users and also try to protect cycles from theft and damage. To encourage longer journeys, links to the neighbouring cycle network and national cycle network will be provided.

2.4 Objective 3

To ensure that policies to increase cycling and meet the needs of cyclists are fully integrated into the Council's Unitary Development Plan, its contribution to the Greater Manchester Local Transport Plan, Road Safety Plan, other resources bids, action plans and in all complementary strategies.

Policy statements regarding cycling have featured in the Unitary Development Plan, the Oldham Framework and Oldham's Local Agenda 21. The Council will ensure that current and future cycling policies will be well integrated into appropriate policy driven documents. To maximise future implementation of cycling facilities and other measures to promote cycling, the Council will attempt to procure all available potential sources of funding.



TARGETS

3.1

In order to meet the above objectives it is necessary that targets are established. The Greater Manchester Cycling Strategy sets out a number of targets which were realistic but sufficiently challenging in order to achieve a substantial increase in cycling in Oldham for the forthcoming years. These targets are:-

3.2 Target 1: Increase in Cycle Use

- To double cycle flows between 2002 and 2012 (the National Strategy central target).

This is supplemented by the GMLTP target of a 30% increase in cycle flows between 2002 and 2005 (pro rata the national target).

3.3 Target 2: Reduction of Cyclist Casualty Rate

- Reduction of 25% in cycle casualties by 2010 (based on average of 1994-98). The aim is to reduce the number and seriousness of casualties.

3.4 Target 3: Reduction in Cycle Theft

- To work with Greater Manchester Police to ensure that the levels of cycle thefts do not increase and that the levels of stolen cycle recovery increase. In Oldham, the average number of thefts from public areas recorded over the last two years is 47/year.

3.5 Target 4: Schoolchildren, On-road Cycle Training

- To provide by 2012 on-road cycle training for 80% of pupils aged between 10-12 years who request training. At present only 35% is achieved. The increase in cycle training and the reduction in timescale to achieve the target is highly dependent upon staff resources in terms of trainers both in-house and external providers.

3.6 Target 5: Cycle Parking

- To produce countywide minimum cycle parking standards for incorporation into Supplementary Planning Guidance or Unitary Development Plans.
- To increase parking facilities by 2005.

MECHANISMS TO DELIVER OBJECTIVES

4.1

The promotion of cycling is part of the Government's multi-modal Transport Strategy and 10 Year Transport Plan. In order to double cycling levels by 2002 (based on the 1996 levels) and again by 2012 as set by the Government, Local Authorities are advised to undertake programmes and establish policies within the sphere of engineering, enforcement, encouragement and education. These elements are detailed below in this order.

4.2

To implement the above elements the Council will consult as far as practicable the Oldham Cycling Forum to seek their experience and expertise.

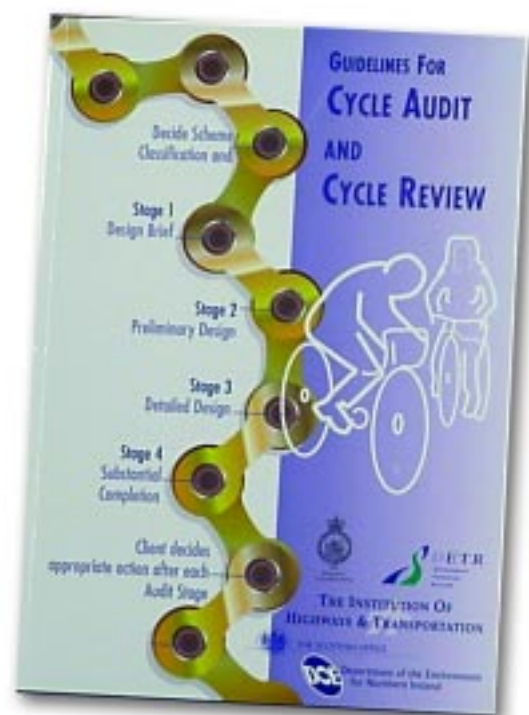
4.3 ENGINEERING

The engineering element is considered to be the most important aspect in helping to increase the level of cycles because through engineering measures a cycle-friendly infrastructure can be created. A number of policies have been formulated to achieve this and to address designating and protecting routes, monitoring cycle usage and development control and are described as follows:-

4.3.1 POLICY 1: CYCLE AUDIT

The Council will work towards providing a cycle audit to all highway and land-use development schemes, in conformity with the guidance being developed through the National Cycling Strategy, to ensure that schemes provide improvements to or at least have no negative impact on the coherence, directness and comfort of routes used by cyclists.

Standard Cycle Audit documents have been produced by the Government in recent years to help local authorities to ensure that new highway/traffic schemes are designed to take into account cyclists needs by providing safe cycle facilities or at least not making it worse for cyclists. Existing schemes can also benefit by following the guidance from these documents.



4.3.2 POLICY 2: CYCLE NETWORK



A proposed cycle network has been designed at this stage to comprise principal routes linking main residential areas to the major employment areas and the town centre of Oldham as well as secondary routes providing alternative routes on roads with less traffic and therefore safer for less experienced cyclists. Part of the secondary routes also serve as links to the principal routes for residential areas away from principal routes. The network will comprise the highway network modified as appropriate using traffic restraint, traffic calming and cycle facilities to enable safe and convenient access to major destinations. In addition, the network also consists of disused railways and wide canal towpaths suitably converted for use by cyclists and pedestrians and as bridleways in some cases. The width of the towpath should be at least 2m. This alternative network to main road routes will be readily accessible and signed.

The network will be formed adopting a number of techniques such as dedicated cycle lanes on the existing highway, wide dedicated bus lanes, wide kerbside lanes, advance stop lines at signal junctions, signed quiet routes with traffic calming and other traffic restrained measures, off highway cycle routes and possibly shared/segregated routes with pedestrians (subject to width being a minimum of 2 metres). The Council will work closely with neighbouring authorities to ensure the network links effectively with surrounding networks particularly at boundaries. Integration of cycling into long distant journeys will also be encouraged by linking the cycle network to public transport interchanges. The proposed network has been drawn together from a number of sources such as locations of major journey attractors like shopping centres, retail parks, major employers, public transport interchanges, education establishments, recreational facilities etc, linking to residential areas and subject to cycle travel patterns. Cycle routes will be joined up wherever practicable.

4.3.3 POLICY 3: PRIORITY ROUTES

From these sources, a priority of routes can also be established with a view to giving priority to the implementation of cycle facilities along these routes to obtain a positive impact on cycling. Priority will be given to the routes which are:-

- i) In and around Oldham town centre.
- ii) Main corridors into and out of the town centre.
- iii) Links to major employment zones.
- iv) To secondary and higher educational establishments.
- v) Links to other neighbouring authorities existing cycle routes.
- vi) Links to the National Cycle Network.
- vii) Links to public transport interchanges.
- viii) Links with regeneration programme areas to develop and influence the cycle network.



A considerable amount of work has already been undertaken with regards to the above routes but the Council will ensure that further work to complete these routes will be given priority both in terms of funding allocations and time scale.

4.3.4 POLICY 4: STANDARDS OF CYCLE NETWORKS (DESIGN & PRIORITY MEASURES)

The cycle network will be designed and implemented to achieve high standards of coherence, directness, safety, attractiveness, comfort and design criteria by following guidance given by the Institution of Highway and Transportation, the Department of Transport and Local Government in the Regions, Sustrans, Cyclist Touring Club and advice from the Oldham Cycling Forum.

- (i) **Coherence:** The cycle network will be designed with primary consideration given to achieving continuity of the network to avoid unnecessary gaps in the network where cycle facilities are not provided.
- (ii) **Directness:** The Council will endeavour to provide cycle routes which offer the shortest distance between origins and destinations to avoid detours which may discourage use of the network.
- (iii) **Safety:** All new major highway schemes will receive safety audits to ensure safety issues are not overlooked during the design and implementation period. The Council will also follow the guidance from Government aimed at reducing the accident rate in the Borough for cyclists and other road users.
- (iv) **Attractiveness:** The Council appreciate the importance of making cycling and the cycle network attractive in order to promote cycling. In order to achieve this, various measures will be adopted such as provision of aesthetic features to the cycling infrastructure, personal security, more secure bicycle parks, public exhibitions to raise the profile of cyclists etc and of course the achievement of all other standards mentioned in (i), (ii), (iii) and (v).
- (v) **Comfort:** The cycle network will be designed to maximise comfort for cyclists by provision of generous space for cyclists on the highway wherever possible, within the constraints of the existing highway layout, careful positioning of gullies and manholes, high quality surfacing and highway maintenance to provide a comfortable and safe cycling surface, minimum possible changes of horizontal and vertical alignments and routes that minimise the number of stops and dismounts that cyclists have to make between their origins and destinations.



Having set out the above standards for the cycle network, the Council propose the following concepts which will be used as a tool to determine a cycle friendly network in the feasibility study stage. These concepts are detailed below in descending order of preference:

- (a) **Traffic Volume:** It has been noted that in general the higher the traffic volume, especially high numbers of lorries, the higher the number of traffic accidents involving cyclists. For this reason when designing cycle routes, networks which avoid heavily traffic routes will be favoured wherever possible.





(b) **Traffic Calming:** Another contributory factor to traffic accidents and their severity is the speed of vehicles. Observations have shown that roads with higher vehicle speeds have a higher number of injury accidents and vice versa. Therefore to reduce cyclist accidents, vehicle speeds will be reduced where possible, together with changing drivers' perceptions.

(c) **Junction Treatment and Traffic Management:** Accidents involving cyclists tend to occur at road junctions where probability of conflicts between vehicles and cyclists are high. Junctions of major routes used by cyclists should receive measures to minimise/prevent accidents. Techniques used would include junction treatments and appropriate traffic management measures such as contraflow cycle lanes. Where traffic signals are to be introduced or improved an advance stop line for bikes will be considered. In the case of roundabouts a strategy for safe negotiation of cyclists will be considered, including a signal phase for cyclists wherever possible.

- (d) **Redistribution of Carriageway:** One of the contributory factors to accidents involving cyclists and vehicles is the closeness between them on the road and the inability of some cyclists to maintain balance when overtaken by vehicles (especially lorries) at close proximity. A solution to this problem would be to increase the space between vehicles and cyclists by perhaps making the inside lane wider on 4 lane roads or providing bus lanes which can also be used by cyclists. However, it is recognised that in an area with frontage development along many roads such as Oldham this is often not possible.
- (e) **Cycle Lane/Cycle Tracks:** Having considered, and where possible, implemented the above, safety of cyclists on the roads can then be further increased by providing dedicated cycle lanes on the highway or cycle tracks off the highway (illuminated where possible).

4.3.5 POLICY 5: MEASURES TO GIVE CYCLISTS SAFETY & PRIORITY

The Council will seek to adopt a number of measures which have been developed in recent years to secure and enhance safety for cyclists on the road and to give them priority over other traffic in terms of access and journey time. Some of the measures to be considered could include:

- Traffic management to reduce traffic volumes, in residential areas (including the prohibition of lorries) supported wherever possible by exemption for cyclists from traffic restrictions applying to general traffic where it is safe to do so.



- Speed limit reduction, traffic calming and junction treatments to reduce traffic speeds.
- Advisory and mandatory cycle lanes, bus/cycle lanes and widened nearside lanes where space permits.
- Advanced stop lines which allow cyclists space to position themselves in front of vehicles at traffic signals and to manoeuvre themselves across the lanes during the red signal period to turn right.
- Toucan crossings and cycle-priority phases at traffic signals.
- Fully segregated cycle tracks.
- Adequate and effective signing to inform cyclists of existing routes.



- Shared use between cyclists and pedestrians on converted footways and footpaths of minimum width 2m. This is, however, only considered as the last resort where no other alternatives are available since it can sometimes cause accidents between cyclists and pedestrians or can be a deterrent to the latter.

Implementation of measures will be subject to feasibility and finance.

4.3.6 POLICY 6: MAINTENANCE

The Council will seek to undertake, where possible, prompt and high standard structural surface maintenance and sweeping on segregated cycle facilities and all roads used by cyclists.

The Council operates according to the 'Highway Maintenance Code of Good Practice' and has to balance the huge demands for road maintenance (both carriageway and footway) with limited financial resources. The Council will:-



- Respond promptly to reports of road surface defects that are a danger to life and limb. The speed of repair will depend on the intensity of use of the road and the degree of danger.
- Ensure street lighting is maintained to a high standard.
- Ensure overhanging vegetation is removed from the highway.
- Operate a telephone contact number for public reports of highway defects.
- Sweep routes at a frequency determined by the category of the road.
- Provide winter maintenance according to Council Policy, with priority being given to strategic routes.

4.3.7 POLICY 7: NEW DEVELOPMENTS AND CYCLE ROUTES

The Council will work to ensure that developments do not sever routes used by cyclists or pedestrians and have safe and convenient access by walking and cycling.

In this respect the Council will expect provision for safe and convenient access to new development where appropriate.

In its Unitary Development Plan the Council has a cycling related statement which has statutory standing.

4.3.8 POLICY 8: DEVELOPER CONTRIBUTIONS

The Council will make use wherever possible of developer contributions (money offered by developers to the Council, for example, to improve existing infrastructure to cater for additional traffic to and from the development site) to improve transport infrastructure to aid cycling, walking and public transport.

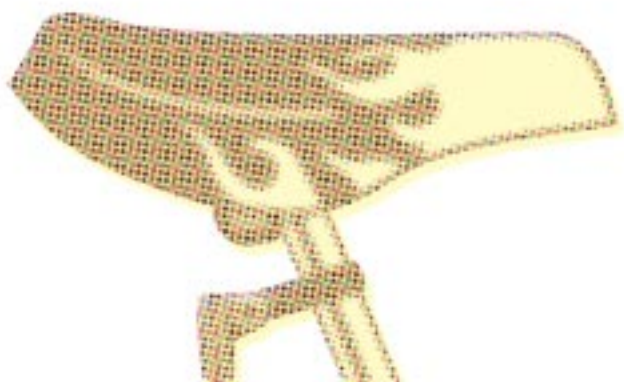
In recent years the Council, in an effort to maintain and improve conditions for cyclists, has been obtaining funding contributions from developers to provide or improve existing general infrastructure work, cycle, pedestrian and public transport facilities where appropriate. It is the Council's aim to continue this trend to ensure that contributions are agreed for the benefits of cyclists as well as pedestrians and public transport users, through the legal agreement and planning permission process.

4.3.9 POLICY 9: DISUSED RAILWAY LINES AS CYCLIST/PEDESTRIAN ROUTES

Disused railway lines offer traffic/fume-free and reasonably direct routes for cyclists as well as pedestrians. Some lengths of disused railways have already been converted for use as combined bridleways and cycleways. To ensure existing disused railways will be conserved for this purpose, the Council will continue to protect them and wherever possible carry out work to incorporate them into the cycle network.

4.3.10 POLICY 10: CANAL TOWPATHS AS CYCLIST/PEDESTRIAN ROUTE

Wide Canal towpaths offer traffic-free and attractive routes for cyclists and pedestrians (subject to a minimum width of 2 metres). Already some have received work turning them into cycle and pedestrian facilities. The Council will continue to request that British Waterways give consideration to this kind of infrastructure to ensure wherever possible cyclists and pedestrians are given the opportunity to travel in this safe and healthy environment. The Council will pursue any legal orders required for change of use from pedestrian to shared use with cyclists and ensure that the conflict between cyclists and anglers is minimised.



4.3.11 POLICY 11: MONITORING OF CYCLING FOR DEVELOPMENT OF CYCLE INFRASTRUCTURE



The Council will ensure that cycle infrastructure developments are based on regular monitoring of cycle traffic flows and computer modelling of demand.

Together with other districts in the Greater Manchester conurbation, Oldham Council is working closely with the Greater Manchester Transportation Unit (GMTU) to carry out regular monitoring of cycle flows on a three year cycle. A Greater Manchester Cycle Monitoring Strategy has recently been formulated and will be supported by the Council to ensure effective monitoring of cycle flows in Oldham as well as the whole of Greater Manchester. This will consist of single day 12 hour manual counts on A and B roads and Key Centre cordon counts on a three year cycle carried out by GMTU. In addition the Council will install automatic cycle counters at strategic locations if needed.

4.3.12 POLICY 12: INTEGRATION OF CYCLING WITH PUBLIC TRANSPORT

The Council will continue to work with the GMPTE with the aim of ensuring that wherever possible cycling is fully integrated with public transport to facilitate cycle use as part of long journeys.

Integration between public transport and cycling can be assisted by providing quality cycle routes and secure cycle parks to public transport interchanges and by supporting the move towards providing cycle carriage wherever possible, so that cyclists can use their bicycles to continue their journeys.

Greater Manchester Cycling Strategy does make reference to the integration of public transport and cycling, particularly with reference to the carriage of cycles.

4.3.13 POLICY 13: CYCLE PARKING FACILITIES

Adequate cycle parking should be provided at educational establishments, retail centres, public transport interchanges, leisure activities and other major journey attractors. Employers will be encouraged to provide cycle parking at workplaces.

In order to encourage cycling and increase convenience for cyclists, the Council will work towards providing cycle parking facilities at major destinations controlled by the Council such as sports centres. The Council will work closely with GMPTE to ensure train and tram stations are equipped with cycle parking facilities. The Council will also work with other major journey attractors such as educational establishments, hospitals, large employers, retail centres, schools and football stadiums for them to provide adequate parking facilities for cyclists.



4.3.14 POLICY 14: CYCLE PARKING STANDARDS

The Council will adopt cycle parking design standards to ensure that cycle parking facilities are secure and accessible, and where possible are well lit, under shelters and conveniently serve the cycle network.

The Council will develop and adopt cycle parking design standards to be used for all public cycle parks in the Borough. The standards when formalised will be adopted by the Council and recommended to outside bodies who will be responsible for designing cycle parks in the Borough. The standards will incorporate requirements which ensure that equipment used for cycle parks are secure and robust and highly functional. For example, the cycle stand would be designed to enable the wheel(s) as well as the frame of a bicycle to be locked to it, or a cycle park in the form of a lockable metal box where bicycles can be kept. Other requirements will ensure that cycle parking facilities are closely located to the cycle network, at major destinations, within the range of nearby CCTV cameras or passing pedestrians or traffic and wherever possible they are well lit either by existing street lighting or purposely installed lights.

In the Council's UDP there is also a policy statement regarding cycle parking in new developments.

4.4 ENCOURAGEMENT

4.4.1 POLICY 15: DANGER REDUCTION

The Council will adopt a danger reduction strategy in an attempt to ensure that the desired increase in cycle use does not result in an increase in cycle casualties. The approach of this strategy will be to reduce traffic danger at source through programmes of engineering measures, education and enforcement strategies.

The Council will include the following in their danger reduction strategy:

- Targets to reduce cyclist casualties as defined in target 2.
- Collection of data on the location and number of cycle injury accidents as a three year rolling average.
- Monitoring of complaints about near misses and other perceived danger.
- Remedial action to treat problem sites, undertaken where it is likely that this will release a suppressed demand for cycling and/or remove an accident problem.
- Monitoring of casualties for the three years before and three years after implementation of road safety schemes.
- Education for motor vehicle drivers to be more aware of cyclists on the roads.

4.4.2 POLICY 16: THEFT REDUCTION

The Council will adopt a Theft Reduction Strategy, recognising that fear of cycle theft could be a major deterrent to cycling for utility journeys. The theft reduction target could include:

- Provision of well designed cycle parks.
- CCTV cameras to include cycle parks in their view.
- Educating cyclists to look after their bikes effectively through public exhibitions and at schools.
- Working closely with the Police.

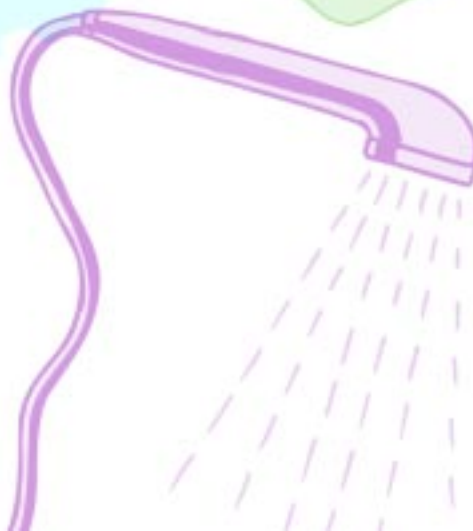
4.4.3 POLICY 17: CYCLE-FRIENDLY EMPLOYER

The Council, being one of the largest employers in the Borough, will set an example as a cycle-friendly employer by considering the following measures:

- Provision of secure, covered cycle parking, equipment storage lockers, drying room with mirrors and a hair-dryer, and a shower at the place of employment.
- Cycle mileage for work related trips, subject to agreement.
- Possible interest free loan scheme to help with the purchase of bicycles.
- Pool bikes.
- Support for and set up a Council Bicycle User Group (BUG) and regularly liaise with such a group.
- Clear support from the Council's management, for cycling.
- Development of green commuter plan/employee transport strategy to include incentives to encourage all alternatives to private car use.
- Liaison with and encouragement of cycle registration schemes.
- Publicity on cycle theft awareness and measures that individuals can take to increase security.

4.4.4 POLICY 18: CYCLE-FRIENDLY EMPLOYERS CLUB

The Council will identify and work closely with other interested local employers to set up a "Cycle-Friendly Employers Club" to encourage cycling by giving practical advice and information.



4.4.5 POLICY 19: SCHOOL TRAVEL PLAN

The Council will encourage schools to adopt their own School Travel Plan which will encourage and facilitate walking and cycling in combination with public transport as a means to improve the safety, fitness and independent mobility of school children, and to reduce congestion and traffic danger around schools.

School Travel Plans could include:

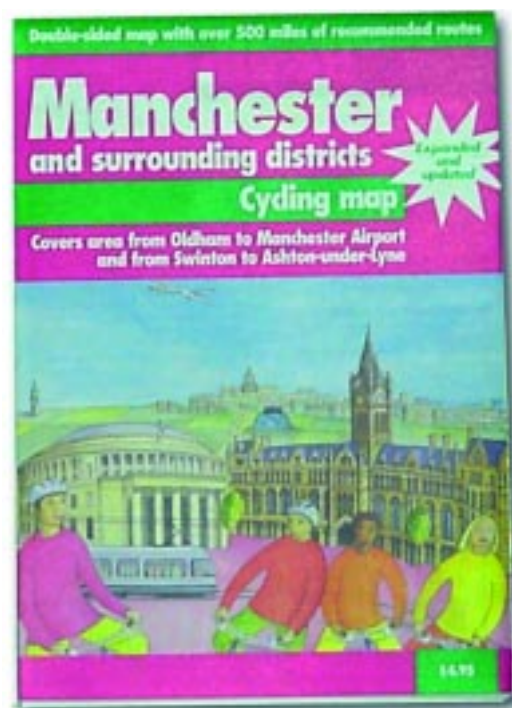
- Encouraging increased cycle use for journeys to secondary schools.
- Provision of safer routes to school for pedestrians and cyclists.
- Provision of adequate, covered, secure cycle parking at secondary schools.
- Provision of on-road cycle training for 10-12 year olds.
- A review of opportunities to reduce car trips to educational establishments by car parking restraints.
- Location of new educational establishment and developments so as to minimise the journey to school distance.

4.4.6 POLICY 20: CYCLE NETWORK PUBLICITY

The Council will develop a programme of publicity for the cycle network and other cycle facilities to emphasise the health, environmental and financial benefits that cycling can offer and the need for a reduction in the use of private cars.

Consideration will be given to the following publicity measures:

- Specific publicity (including maps) for new routes and facilities.
- Integration with health campaigns.
- Integration with environmental initiatives.
- Integration with public transport.
- Leisure and recreation cycling promotion.
- Events and mass rides.
- Support for National Bike Week initiatives.
- Cycle routes will be added to the Ordnance Survey maps.



4.5 EDUCATION

4.5.1 POLICY 21: MONITORING AND CONSULTATION

The Council will ensure that its programme of highway schemes and all cycling infrastructure proposals are supported by monitoring of cycle use (as described in Policy 11) and by consultation with the Oldham Cycling Forum.

- Consultation with the Cycling Forum will include:
- Meetings twice yearly to obtain advice and feedback on cycling issues.
- Informal meetings and correspondence with local cyclists and cycling organisations when necessary.
- Questionnaire surveys when appropriate.

4.5.2 POLICY 22: CYCLE TRAINING

The Council will endeavour to provide cycle training for 80% of 10-12 year olds who request it.



4.6 ENFORCEMENT

4.6.1 POLICY 23: ENFORCEMENT

The Council will liaise with the Police to ensure that the enforcement of traffic law receives the highest priority.

The Council currently liaises with the Police on specific matters through the Traffic Management Unit and it will continue to bring matters to attention through these mechanisms. The Council actively supports the Police enforcement of the law relating to excessive speed (a particular danger to cyclists and pedestrians) through its provision of speed camera sites. The Council, through its recent adoption of decriminalised parking enforcement powers, will give particular attention to problem areas (many of which currently detract from easy cycling).

IMPLEMENTATION, MONITORING & REVIEW

5.1 Action and Delivery Plans

The Council will draw up an action and delivery plan to show how the strategy will be implemented.

5.2 Monitoring

Monitoring of cycle use, cycle accidents and cycle theft will be undertaken to compare against the targets. This is one of the requirements of the Greater Manchester Local Transport Plan. The monitoring results will be published by the Council.

5.3 Annual Review

An annual review of the Cycling Strategy will be undertaken to address the results of the monitoring, in discussion with parties affected by cycling and the Oldham Cycling Forum.

STAFFING REQUIREMENTS

6.1 Staffing Level

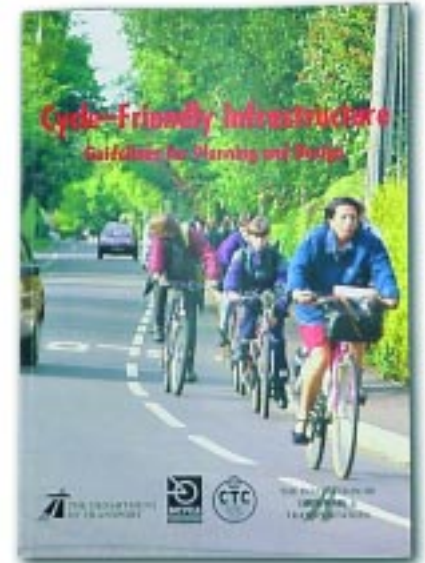
Under current staffing constraints it will not be possible to appoint a specific Cycling Officer.

6.2 Training

Appropriate training will be provided to staff engaged in cycling matters. It is essential that they are aware of current best practice with reference to the planning and design of facilities.

6.3 Dissemination of Cycling Information

To promote cycling the Council will forward all relevant information to the staff in other Departments of the Council so that they are aware of the current issues and ensure corporate working.



FUNDING

7.1 LTP Funding

LTP is the principal source of funding for cycling infrastructure. The LTP strategy lists a number of initiatives and one of them is to produce plans to develop the key walking and cycling elements of the strategy. The LTP funding will be utilised effectively to promote cycling.

7.2 Other Sources of Funding

The Council will seek additional sources of funding as appropriate. Currently the Council is engaged in the regeneration of the SRB6 area covering Hollinwood, Werneth, Freehold and Coppice. New Deal for Communities funding is available for Hathershaw and Fitton Hill area. Neighbourhood Renewal Fund is allocated for the seven most deprived areas in Oldham. ERDF funding is also available under Priority 2, People and Communities. Funding may also be available from developer contributions where appropriate. The Local Education Authority would be happy to support any bid for external funding and could possibly be interested in exploring a joint project to buy bicycles for pupils.

