

Delivering Cycling Improvements in Newcastle

A ten year strategy 2011-22



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Introduction

Delivering Cycling Improvements in Newcastle outlines a new stage in making our city more cycle friendly. It follows on from several years of work and consultation that has had strong, cross-party support from councillors and welcome contributions from a range of cycling groups and interests.

Delivering Cycling Improvements in Newcastle will help us to progress more widespread and safer cycle routes for the growing numbers of cyclists who use the city's streets. And there are good reasons for taking more action, including reducing traffic congestion and Newcastle's carbon footprint as well as promoting fitness and personal health.

Delivering Cycling Improvements in Newcastle is not the end of a story but opens a fresh chapter. It will guide us over the next few years in achieving important changes, rebalancing the relationship between road users in favour of modes of transport that diminish carbon emissions, and, in conjunction with the city's Cycling Forum, it will serve as a living framework for planning further improvements.

Newcastle is open for cycling and open for ideas about improvements for cycling. Do let us know your suggestions and comments.

Coun. Nigel Todd
Deputy Cabinet Member
(Environment & Transport)

Background

Newcastle adopted its first Cycling Strategy in 1998, alongside the Unitary Development Plan. The Strategy followed guidelines set out in the 1996 National Cycling Strategy, which aimed to increase levels of cycling as opposed to car use by a substantial margin. Although this has been achieved to an extent in Newcastle and the rest of Tyne and Wear, the City Council recognises the need to implement a new strategy in the face of ever-increasing car ownership, and a decline in people's health.

Whilst targets set in 1998 proved overly-optimistic, Newcastle still generates approximately 35% of all cycling trips in Tyne and Wear. It is therefore necessary to set realistic targets, informed by our experience over the last 13 years. Related to this is the need to make the roads safer for cyclists, where necessary developing on and off-road cycle lanes and paths. These measures, combined with increased cycle training, cycle parking, improved signage, public awareness and intervention in schools, will form the basis for a realistic and sustainable rise in the level of cycling in the city.

There is also the need to learn from best practice elsewhere, not only from other cities in the UK but also from Europe, regarding cycling policies and practice. The City Council is reviewing its international strategy, which promotes an outward looking culture in our every day work.

The policies in this document have been developed in conjunction with the Newcastle Cycling Forum, which is supported by the City Council, and includes representatives of the transport charity Sustrans, national and local cycling organisations (CTC, Newcastle Cycling Campaign), Bicycle User Groups and members of the public.



Officers from Newcastle City Council and across Tyne and Wear come together with members of the Newcastle Cycling Forum for a cycle infrastructure design workshop.

Vision, aims and objectives

Vision

Cycling should be seen as a normal, everyday thing to do. It is a safe, sensible, cheap and healthy, form of transport. On a daily basis, this means that families who now routinely use the car to travel distances of two to three miles, say for the school run or to work, use their bikes instead, if not every day, then at least some of the time. At weekends, individuals, groups and families will routinely go on leisure rides to the outer city and beyond, knowing they will be well provided for.

Aims

The overarching aim is to develop a cycling culture where 20% of all trips under five miles are undertaken by cycle by 2021. This will contribute towards making the city cleaner, more competitive and its people healthier. Cycling will also contribute to the economic growth of the city by cutting congestion and giving people more reliable journeys to work. It will also contribute to our aim of having a low carbon, energy resilient economy. Individuals who cycle will benefit from being healthier, less stressed, more productive at work and less likely to fall ill.

To achieve these aims we will:

- Ensure that the needs of cyclists are incorporated into future developments and onroad engineering works, using the Hierarchy of Road User principles (see Appendix 2).
- Develop the on-road cycle route network, particularly by using quieter streets.
- On busier streets or roads, measures will be taken to improve cyclists' safety.
- Innovative measures will be considered, such as contraflows on one-way streets.
- Develop the existing off-road cycle route network and improve the signage.
- This will be achieved by drawing up a list of priorities to 'join up' routes that are at present partially or completely isolated. Research by Sustrans has shown that the most successfully spent money has been that on urban cycle paths.
- Ensure that any works on the public highway or on cycle paths do not damage or have a negative effect on cycle facilities, or worsen the safety situation for cyclists.
- Increase the number and quality of cycle parking facilities, in the city centre and at other appropriate sites across the city (e.g. large employers, libraries etc).
- Work with all relevant employers to integrate cycling into Workplace Travel Plans.
- Maintain a high level of cycle awareness and take up through promotion and education in the media, in the workplace and in schools.
- Set realistic targets and implement a proper monitoring regime, so that any success in increasing cycling is measurable.

Objectives

To achieve these aims, our objectives are to:

- Ensure that where the cycle route network uses the highway network, the latter is modified where necessary using appropriate traffic calming measures and cyclespecific facilities to enable safe and convenient access to all destinations.
- Link the national and regional routes with the city's cycle route network, promote their use and work with other local authorities to develop new cross boundary routes.
- Ensure that off-road routes are designed to the highest standard in order to reduce maintenance costs. Routes should also be well-lit, and kept clear of debris and vegetation.
- Increase public and private cycle parking facilities.
- Ensure that Newcastle's schools implement Travel Plans; also that cycle training to the National Standard is promoted and schools are targeted with cycling promotion and education activities. Sustrans continually run Safe Routes To School, Bike It and other campaigns, and these will be supported by the city.
- Maintain a high level of public awareness of the benefits of cycling, so that cycling has a high profile all year round.
- Work with organisations e.g. Sustrans, CTC, Bicycle User Groups, Newcastle Cycling Campaign, cycling groups, bike shops and others to ensure that cycling promotion and support is coordinated throughout the city.
- Work with non-cycling organisations such as the UK Youth Parliament, the Elders Council, ward committees, minority representatives and others to ensure equality of access to cycling opportunities.
- Foster links with health and tourism bodies in the region in order to promote cycling.
- Work with the rest of Tyne and Wear as part of the Local Transport Plan (LTP) 2011-2021 to obtain funding for major improvements to the cycle route network.
- Host the Cycle Newcastle website to provide accurate information, maps of routes and cycle parking and advice on cycling in Newcastle.
- Seek and apply for external funding for cycling improvements.

Policies and measures

In order to achieve these objectives, a number of policy measures will be implemented. These are in line with the Local Transport Plan 2011-2021, as well as recognised best practice. This is to ensure that whenever works are done, conditions for cyclists are given due consideration. Cycle audits will be used to help achieve this.

Section 1: Cycle route network

We believe cycling on our cycle route network should be safe and pleasant. The network is made up of the majority of the road network, modified where necessary, and supplemented by off-road routes, to enable cyclists to reach all destinations safely and conveniently. Improved provision will be achieved in a number of ways.

Policy 1:1

We will improve the existing network of cycle routes and implement the major Strategic and Key Routes as in Appendix 3. This Strategic and Key Routes Plan is not exhaustive and other links will be sought and improvements made where appropriate. All Strategic Routes will be signed.

This plan shows the main links across the city but our aim is that cyclists should be able to use all roads in residential areas and most roads in the city centre.

Policy 1:2

We will aim to improve the following cycle routes:

- 1. Routes from residential areas to significant journey attractors such as retail centres, major employers, public transport interchanges, hospitals, other education facilities and leisure facilities.**
- 2. Safer routes to schools.**
- 3. Routes into and through the city centre which serve utility cycling trips (cycling to places of work, shopping or education).**
- 4. Other connecting routes used for utility cycling, including inter-urban links.**
- 5. Recreational routes, including links to non-urban sections of the National Cycle Network.**

This will be done by

- maintaining and monitoring the 20mph zones in residential areas;
- extending the 20mph zone in the city centre;
- building safe cycling routes into regeneration areas;
- managing traffic and cutting unnecessary traffic in the city centre and residential areas;
- putting in place comprehensive and consistent signing;
- improving cycling safety at junctions.

Policy 1:3

We will work with Sustrans to maintain, improve and extend the National Cycle Network in Newcastle, and improve links to it from nearby communities and schools.

Policy 1:4

We will strive to ensure that routes achieve high standards of legibility, directness, comfort, safety and attractiveness.

Measures will be taken which improve cyclists' safety and, where appropriate, give them greater priority (in terms of journey time) over motorised traffic.

- Reducing motorised traffic – this gives cyclists more safety and is also of benefit to pedestrians, and encourages modal shift.
- Traffic calming – reducing motorised traffic speed has measurable and significant benefits to all road users (including car occupants), with other benefits in terms of increased safety and reduced pollution.
- Junction treatment – junctions are the location of most cycle accidents and delays.
- Reallocation of space on the carriageway – this includes widened nearside lanes, bus lanes, no car lanes, access to vehicle restricted areas and cycle lanes.

- Off-road solutions – cycle paths are very beneficial in the right locations particularly to less confident cyclists and families.

In some cases, provision for off-road cycling will be the best solution. There are locations where on-road facilities may not be acceptable to family users and less confident cyclists but if the policy is always to provide off-road facilities, experienced cyclists will find this unsuitable. For these reasons, both on and off-road provision will be considered.

Policy 1:5

We will produce guidelines on designing for cyclists and will support Continuous Professional Development training for engineers in cycling infrastructure design and cycling impact assessment.

The staff who will help to improve the cycle access across the city need recognition and support for their role. Procedures for assessing traffic schemes will include consideration of the likely impact on cyclists. If any scheme will have a negative effect, alternative routes must be provided of equivalent standard.

In assessing traffic schemes we will follow the Department for Transport guidance which says that the aim is to ensure that the needs of the most vulnerable road users are fully considered in all highway schemes, but not necessarily to give priority to pedestrians and cyclists in every circumstance.

Working with other Local Authorities and Regional bodies

Policy 1:6

We will continue to work with neighbouring authorities to ensure the continuity of the routes across the city boundary.

Transport in general, and cycling in particular, is by nature a cross-boundary activity. There should be no hindrance for people who choose to cycle to and/ or from the city. Through the Tyne and Wear Cycling Officer Group, we will work with the other Tyne and Wear authorities to ensure that route continuity and shared LTP objectives are met. Officers have taken part in the Regional Benchmarking process, sharing best practice with other officers and this will continue.

Policy 1:7

We will continue to work with the Tyne and Wear Integrated Transport Authority and other regional bodies to improve cycling provision in the North East.

Maintenance

Policy 1:8

We will utilise funding from the LTP maintenance block to maintain the cycle route network.

This will cover:

- repair of potholes and sunken gullies;
- regular sweeping of glass and debris from cycle paths;
- removal of vegetation that obstructs free passage or sight lines;
- inspection of cycle paths;
- and checking and repairing street lighting.

Gritting of cycle routes will be considered. Maintenance costs will be taken into consideration in the design of new routes. In some cases voluntary effort may be appropriate to deliver some of these objectives.

Section 2: Policy planning and development control

We are developing our Local Development Framework (LDF) Core Strategy, a Joint Core Strategy with Gateshead and associated policy documents to shape development in the city. The Development Management Service is responsible for planning applications and regulates development. It is important that both these processes recognise the importance of cycling in delivering a sustainable transport system.

Policy 2:1

We will ensure that cycling is acknowledged in planning policy documents and in decisions on development proposals.

We will be preparing a number of important Development Plan Documents within the LDF. These will include a Supplementary Planning Document (SPD) on Transport and Access which will give due regard to the needs of cyclists.

Policy 2:2

We will ensure that with new developments, the impacts on cyclists are considered and dealt with appropriately.

A Transport Assessment (TA) or Transport Statement may be required for larger development proposals. Department for Transport guidance on TAs issued in 2007 specifically mentions the need to look at cycling.

If specific facilities are needed, these should be secured through clear and enforceable planning conditions or legal agreements.

Facilities that might be needed include:

- on road provision for cyclists as part of wider highway works;
- high quality cycle parking on site;
- cycle routes to and through the development;
- links to the cycle route network;
- and links to local amenities, including shops, doctors/dentists surgeries, leisure facilities, schools and employment centres from housing developments.

Policy 2:3

We will ensure that new developments take into account existing cycle routes, and indeed seek to enhance the existing routes. The cycle route network defined in this document or in other policy documents will be a guide to routes of city-wide importance, but local routes may still be of value. In exceptional circumstances, routes could be diverted as long as they are reasonably direct, are made safe and are cycle-friendly.

Section 3: Integration with public transport

Policy 3:1

We will continue to press for the integration of cycling with public transport to make it easier to cycle as part of longer journeys.

This will include:

- working with Nexus and bus operators;
- provision of high quality links from public transport interchanges to existing cycle routes;
- support for development of cycle hubs at public transport interchanges;
- provision, where appropriate of adequate, secure, covered cycle parking at railway, bus and Metro stations;
- and encouragement to allow the carriage of bicycles on Metro, at times and locations where safety allows.

Section 4: Cycle parking

Policy 4:1

We will provide high quality public cycle parking in and round the city centre and in local neighbourhoods which meets the standards set out in the Interim Planning Guidance.

Having somewhere safe and convenient to lock a cycle can be a deciding factor when considering cycling to work, the library, swimming pool etc. Cycle parking is thus a vital part of the city's infrastructure.

This can be achieved by:

- considering the recommendations in the City Centre Cycle Parking Report (Sustrans, 2007);
- providing cycle parking in all City Council multi-storey car parks where this is feasible;
- and identifying locations for cycle parking away from the city centre e.g. public libraries, leisure centres and transport interchanges. Cycle parking should be installed to the standards detailed in the Interim Planning Guidance and set out in Appendix 5 of this document.

Section 5: Travel plans, training and encouragement

Travel Plans

Travel Plans are an increasingly high-profile “soft measure” being widely introduced by businesses, which recognise the economic benefits they bring. Travel Plans are currently required for all major developments and for smaller developments such as shops and leisure facilities which will generate significant amounts of traffic. This applies where there are local initiatives or targets set out in development plans for the reduction of road traffic, and/or the promotion of public transport, walking and cycling. This particularly applies to office, industry, health and education uses.

Policy 5:2

We will encourage and support local employers in undertaking Travel Plans, promoting cycling as part of this.

This will be achieved by:

- assisting local employers from the outset in the design, implementation and monitoring of travel plans;
- a strong focus on cycling as a means of achieving modal shift towards sustainable travel, thus enabling organisations to meet their Travel Plan targets;
- the City Council's Sustainable Travel Officer being the first point of call for all queries related to Travel Plans;
- and continuing partnership working with the universities and the NHS to promote cycling for staff and students.

School Travel

A School Travel Plan (STP) is a package of measures aimed at improving road safety and reducing car use. STPs look at the travel patterns of pupils and staff, with the aim of making it easier for them to choose walking, cycling or public transport as their way of getting to and from school.

It consists of 3 key elements:

- engineering looks at physical features on the road to help pedestrians and cyclists;
- education teaches children, parents and carers how to be safe when they are out and about;
- and documentation pulls all the engineering and educational initiatives together and plans for the future.

Policy 5:3

We will continue to work with schools to review School Travel Plans, and to promote sustainable transport through the Sustainable Modes of Travel Strategy (SMOTS).

Schools can benefit hugely from a high level of cycling among their pupils and staff. All schools in Newcastle including independent and special schools now have STPs and have started a programme of reviewing them. Proposals for new and expanded school facilities must also be supported by a Travel Plan which among other measures to promote sustainable travel looks at:

- secure cycle parking;
- internal cycle routes;
- routes from the surrounding area;
- promotional events and activities;
- and cycle training.

We promote the attractiveness of walking and cycling to schools as part of the national Sustainable Modes of Travel Strategy (SMOTS). Newcastle City Council actively supports and encourages programmes such as Sustrans Safe Routes to School and Bike It.



A new cycle link to Kenton School

Health

Policy 5:4

We will promote cycling as part of our public and individual health work.

The recent government white paper on the reform of the public health system, 'Healthy lives, Healthy people' (November 2010) sets out the intention to help people live longer, healthier and more fulfilling lives. Increasing people's healthy activity will be a major aim of the re-organised public health service. There will be a partnership with workplaces to promote healthy activities including healthy travel. From 2013 responsibility for local delivery of public health will rest with local authorities with incentives for local authorities which meet targets. Cycling will form part of any programme to promote physical activity.

Often GPs will choose to refer to 'Exercise on Referral' schemes rather than prescribe drugs for things like low level hypertension, obesity etc. The City Council's Leisure Services staff work with health professionals on these schemes and encourage walking and cycling as well as supporting gym based exercise.

Policy 5:5

We will promote our Healthy Schools Policy, and our Physical Activity Policy Checklist.

The White Paper on Excellence in Schools (1997) set out the Government's intention to help all schools to become healthy schools. The National Healthy School Standard (NHSS) is part of the Healthy Schools Programme led by Department for Children, Schools and Families and Department for Health.

In March 2011 Healthy Schools was updated and reorganised. The scheme uses a toolkit designed to enable schools to 'plan, do and review' health and wellbeing improvements for their children and young people. Healthy activity will continue to be promoted in Newcastle schools.

Policy 5:6

We will promote cycling as a healthy leisure activity for all the family.

This will be achieved by

- continuing to include cycling in the activities promoted through Active Newcastle;
- and organising cycling fun events for children and families.

Cycle Training

Cycle training and awareness are particularly useful tools to help children and their parents feel safe to cycle to school and as part of a healthy outdoor lifestyle. The National Cycle Training Standard has been developed and is supported by the Government, local authorities, cycling and road safety organisations. On-road training is a key part of the Standard.

There are three levels of training: Level 1 (off-road); Level 2 (on-road) and Level 3 (advanced on-road). We currently offer training to National Standard Level 1 to all primary and middle schools, and are able to offer Level 2 to some. This and Level 3 training will be offered to more schools as future funding is secured and as resources allow.

Policy 5:7

We will continue to provide free cycle training for schoolchildren to the National Cycle Training Standards and seek to increase the numbers trained to National Standard level 2 and 3.

Many adults returning to cycling or who have never cycled would also like training of some kind.

Policy 5:8

We will offer and support adult cycle training.

This will be achieved by:

- offering adult cycle training through Active Newcastle;
- supporting the training of 'cycling champions' in schools to trainer level;
- encouraging businesses to provide cycle training to employees;
- and building a pool of City Council staff trained to instructor level.



Working with partner BikeRight on adult cycle training

Policy 5:9

We will promote equality of opportunity for all cyclists.

This will be done by providing appropriate support to the range of people and groups who are or might be interested in cycling in Newcastle. This includes not only regular experienced cyclists but also people thinking about taking it up, beginners, people returning to cycling, children, students and visitors.

It also means providing support and active encouragement to those groups who are presently underrepresented in our cycling community such as women, disabled people and ethnic minority groups. We will do this by working with Active Newcastle and organisations which target underrepresented groups.

Cycle-friendly employer initiatives

The council already provides 40 staff-only cycle parking spaces and 50 spaces for staff and visitors at the Civic Centre. The council offers staff the Government's salary-sacrificing Cycle to Work scheme. More than 200 staff are members of the Bicycle Users Group.

Policy 5:10

We will set an example as a cycle-friendly employer.

This will be achieved by:

- the provision of secure, covered cycle parking at all City Council facilities;
- provision of showers/changing facilities where possible;
- continuing to offer the Government's salary-sacrificing Cycle to Work scheme;
- supporting the City Council's own Bicycle Users Group (BUG);
- and cycle mileage for work-related trips.

Section 6: Promotion and marketing

Maps and information

Policy 6:1

We will cooperate with other Tyne and Wear authorities to produce cycling maps and other information, for distribution to the public.

In order to compete with advertising and the prevailing car culture, there must be constant publicity to promote the benefits of cycling, with free up-to-date information and maps and events.

Maps and other information will be:

- prominently displayed at local centres and places of interest with contact details for obtaining such;
- downloadable from the City Council's website;
- publicised through City Council publications e.g. City Life and the local press;
- made available to universities and colleges at the start of each new intake;
- and made available to all bicycle user groups and Travel Plan Officers.

Website

Policy 6:2

We will ensure that the Cycle Newcastle website is kept up to date, and that links to other relevant online resources (such as the Tyne and Wear LTP site) are publicised.

This will include:

- downloadable cycle route maps and recreational route leaflets, and provision for ordering hard copies;
- advice leaflets e.g. on no car lanes, cycling safely;
- links to appropriate means for reporting problems on routes;
- details of cycling events;
- information on the Cycling Forum – details of meetings, minutes etc;
- and other interactive features such as links to Twitter etc.

Policy 6:3

We will ensure that new or upgraded routes are well promoted.

The general public needs to be made aware of improvements to routes, and encouraged to use these routes.

This will be achieved by publicising routes through the website, City Life and the local press.

Cycling events

Policy 6:4

We will support national and regional cycling events and campaigns.

We will endeavour to support any events likely to improve the profile of cycling or provide other benefits, as well as maintaining its commitment to its current schemes.

Section 7: Consultation

The Newcastle Cycling Forum

Policy 7:1

We will give strong consideration to any recommendations made by the Newcastle Cycling Forum.

The Newcastle Cycling Forum (NCF) is chaired by a city councillor, and is open to all. Council officers attend meetings to report on the progress of implementing cycling schemes.

The Forum's aims:

1. Educational: to share information and advice on cycling issues and support cycle training.
2. Promotional: to work with Newcastle City Council to promote and encourage responsible cycling in and around Newcastle.
3. Consultative: to comment on and influence council policies, strategies and plans including spending decisions that impact upon cyclists and the existing cycle infrastructure as well as the future development of cycling facilities.
4. Monitoring and review: to monitor and review
 - the condition of cycle routes;
 - new cycle schemes;
 - progress on implementing cycling improvements;
 - and how the cycling budget is being spent.

Section 8: Enforcement

Policy 8:1

We will work towards improved enforcement of traffic regulations with the police service and through measures available through civilian parking enforcement.

Enforcement of traffic regulations is an important component of promoting cycle use, and we will continue to encourage the police to enforce traffic restrictions and enable safer passage for cyclists. The council now has responsibility for enforcement of non-endorsable parking offences such as parking on yellow lines, parking over dropped kerbs at cycle routes accesses and parking in mandatory cycle lanes.

Section 9: Cycle tourism

Policy 9:1

We will work with local, regional and national organisations to promote cycle tourism and support the provision of local services.

Cycle tourism is a growth industry throughout the country, and the North East is well placed to take advantage of this, with its beautiful scenery and historic landmarks. Sustrans calculate that cyclists using the National Cycle Network routes which go through Newcastle bring in £9.6 million of direct expenditure to the North East economy. This provides the opportunity to generate increased revenue for the city from cyclists.

Policy 9:2

We will work with other local authorities and organisations in the North East to promote and develop the Great North Cycleway.

The Great North Cycleway (GNC) is a major new cycle route which will eventually run from Darlington in the south to Blyth in the north going through Durham, Gateshead, Newcastle and North Tyneside. The project is supported by the local authorities on the route and by Sustrans, the active travel charity. The route will be of national significance and will eventually be given a national designation number – NCN 725.

Most of the route is on existing cycle routes and will be signed as GNC over the next few years. Some of the route, particularly the north Newcastle section, will be new. The completed length is likely to be around 70 miles.

Section 10: Safe cycling

Policy 10:1

We will monitor cycle accident levels and prioritise improvements at sites of accident clusters.

Cycling is a safe activity. All traffic schemes in Newcastle including cycling schemes have safety, especially the safety of vulnerable users, as a priority. Research shows that the more people there are cycling, the safer it is so as we increase the number of people cycling, the rate of accidents should fall. Monitoring of this will be linked to effective monitoring of cycling numbers and we will develop a system of doing this.

Unfounded fears about the safety of cycling often put people off. We will make sure that any discussions of cycling safety are balanced and reasonable. The wearing of cycle helmets and high visibility items is matter of personal choice but we will provide guidance.

Policy 10:2

We will encourage the wearing of safety equipment, and will insist on children wearing cycle helmets when undertaking cycle training or activities provided by the Council.

The safety of cyclists is often dependent on those around them which means vehicle drivers, pedestrians and other cyclists. Vehicle drivers and pedestrians as well as other cyclists will need to get used to having more cyclists around.

Section 11: Resources

Policy 10:3

We will promote safe conduct by and towards cyclists.

This will be done by working with pedestrians, cyclists and driver groups to develop a code of safe conduct and promoting this widely. The code will be based on the established highway code and encourage courtesy and responsibility among all road users.

We will consider the needs of pedestrians, particularly vulnerable pedestrians, when making changes at crossings and footpaths.

Staffing requirements

Policy 11:1

We will make sure that we have enough people available to promote and deliver our cycling policies and will have a named officer responsible for cycling.

A single officer cannot hope to deliver these improvements alone so we will support the training and development of Cycling Champions in relevant services. This will include

- Road Safety Services;
- Street Management;
- Highway Design;
- Parks and Countryside;
- Leisure;
- Children's Services;
- and Planning.

This will be helped by making the Cycling Strategy widely available and well publicized within the City Council.

Section 12: Funding

Policy 12:1

We will supplement funding from the Local Transport Plan with more collaborative work to access external funding for infrastructure, promotion, events and research.

The cycling budget comes from the Tyne and Wear Local Transport Plan. Improvements for cyclists will also be funded as part of other schemes through general traffic management plans, and through developer contributions. In addition to LTP funding, a number of other sources of funding, both internal and external can often be identified to contribute towards both capital and revenue schemes.



Cycling loop counters being installed on Coxlodge waggonway.

Section 13: Monitoring

Policy 13:1

We will ensure that cycling infrastructure developments are based on regular monitoring of cycle traffic flows.

There are two recording methods used in Newcastle: cordon counts and automatic counters.

Cordon counts in Newcastle have included cycling since 1987. The cycle counts showed a dip in numbers cycling from 1999 to 2008 and a steep rise since with figures higher than they have been before.

As part of a Tyne and Wear monitoring scheme automatic counters have been placed on strategic cycle routes throughout the city since 1998. Overall figures show a 28% rise from 2008 to 2011 (see Appendix 6). While counts at some sites have gone up, at some counters the numbers have dropped because of improvements on nearby routes. This includes counts on the Coast Road which are affected by the improvements on Coxlodge Waggonway and on Elswick Riverside where the count dropped on completion of the improvements to cycling facilities on Scotswood Road.

We will continue to refine our traffic flow monitoring procedures. Traffic flows are not the only way of monitoring cycle use. Means of monitoring cycle use will include:

- automatic cycle counter data;
- census information;
- Tyne and Wear LTP's Household Travel Survey;
- and counting bikes parked in particular locations.

Policy 13:2

We will ensure that cycle use is included in school and workplace travel plan surveys.

Since 2006 there has been a statutory requirement for schools to return data on how pupils travel to school as part of the school census. The number of children cycling to school in Newcastle has grown but is still behind the national average. When putting together their School Travel Plans, schools ask their pupils how they would prefer to travel to school. From the schools which submitted school travel plans in 2009, 29.8% would prefer to cycle. This figure is highest among the youngest children with one first school recording 52% wanting to cycle while a large secondary school recorded only 3%.

Workplace Travel Plan surveys also ask how people travel. Figures for Newcastle University in 2008, showed 9.1% of the respondents cycle, compared to 6.2% in 2006 and 5.3% in 2004.

As well as monitoring the numbers who do cycle, we need to have a better idea of the number of non-cyclists who would like to cycle and the reasons why they don't.

Policy 13:3

We will monitor the demand for cycling and target support where there are unmet needs, especially among under represented groups such as those identified in Equality Impact Needs Assessments.

More work needs to be done to find the best ways of doing this. Once we know where there are demands or which groups are underrepresented we can then target them.

Policy 13:4

We will investigate the barriers to cycling and develop ways of overcoming these.

This will be done through Community Based Social Marketing Projects with target groups.

Policy 13:5

Targets will be monitored as part of the council's existing procedures.

This will be done through:

- monthly reports on progress of schemes to Highways Works Delivery Board;
- quarterly reports to the Cycling Forum;
- preparation of annual budget for cycling improvements and promotion for approval by Cabinet as part of the Highways and Transportation budget

The Newcastle Cycling Forum will be consulted on the priorities to be set.

'Delivering Cycling Improvements in Newcastle' will be reviewed in 2017.

Section 14: Objectives and targets

Newcastle City Council seeks to have 80% of all trips under 5 miles undertaken by walking, cycling or public transport by 2022. As part of this target 20% of all trips under 5 miles will be undertaken by cycling by 2021 with an intermediate target of 10% by 2017.

The following objectives and actions will work towards this:

Objective A: Delivering cycling to places of work, education and for short and medium trips and decrease level of cycling accidents

- Establish baseline
 - ✧ Encourage and support employers (including City Council) and schools to promote cycling – seeking an increase to 10% of people cycling to work and an increase to 15% of numbers cycling to school by March 2017. Work will include
 - ✧ Materials and advice to employers
 - ✧ Support for school projects such as Bike It
 - ✧ Exploration of curriculum opportunities
- Actively encourage safe and responsible cycling and tackle barriers to cycling to include
 - ✧ Work with the police to enforce traffic restrictions agree working relationships
 - ✧ Develop a code of conduct by and towards cyclists
 - ✧ Investigate barriers to cycling in particular amongst underrepresented groups

- ✧ Cycle promotion through events and materials
- ✧ Expanding cycle training for all ages
- Decrease number of accidents relative to increase in cycling
- Support growth of local cycling economy

Objective B: Develop and maintain existing infrastructure and put in place new infrastructure, including parking, to create a safe, convenient, direct and accessible cycling network

- Install key routes of a Strategic Cycling Network by March 2017. Work will include
 - ✧ Draw up Strategic Cycling Network (SCN), determine key routes and prioritise work
 - ✧ Consult on and design up Strategic Routes through working groups on each key route
 - ✧ Install key routes as funding becomes available
- Build design standards for cycling into council design and planning protocols
- Offer Continuing Professional Development in cycle infrastructure design to key officers and support Cycling Champions in stakeholder departments
- Install cycle infrastructure as part of major schemes, redevelopment and routes to schools improvements using non-cycling budget funding

- Set up programme of inspection and maintenance for cycle routes on non-adopted highways
- Increase city centre and ward parking
- Improve integration of cycling and public transport

Objective C: Increase the number of people cycling for leisure and health, especially as a family

- Review cycle participation opportunities on offer and how to fill gaps
- Increase pool of staff and volunteers able to lead rides
- Work with other departments to promote family cycling
- Embed cycling in public health agenda via the new Health and Wellbeing Boards and Joint Strategic Needs Assessments

Appendix 1: Links to other strategies

Newcastle City Council has in place or is putting in place a number of strategies for the future development of the city, all of which either do or will recognize the crucial role that cycling has. These include:

1. Severe Weather Action Plan

The Severe Weather Plan details the ways in which Newcastle will demonstrate resilience during instances of severe weather, including snow, rain, high winds and times of drought. Severe weather events can have devastating consequences for people, businesses, the environment and infrastructure. The aim of the plan is to ensure the City Council is prepared to deal with the consequences of severe weather when it is forecast, and to be proactive in working out plans for when such events occur. This includes

- heatwave;
- flooding;
- drought;
- storms and gales; and,
- low temperatures and heavy snow.

The plan states that cold temperatures trigger the onset of the 'Winter Maintenance Plan', which details how we maintain our infrastructure during spells of cold weather. This includes priorities for gritting and snow clearance.

2. Network Management Plan

The Network Management Plan is a statutory requirement as a result of the 2004 Traffic Management Act, which requires councils to ensure the 'expeditious flow of all traffic'. It provides local authorities with stronger powers to combat congestion. It also provides Local Transport Authorities's with much greater powers to minimise unnecessary disruption caused by poorly planned works. In addition, there are many different strands of work within local authorities, which need to be co-ordinated properly if their collective impact is to be one that delivers visible benefits to the public. These strands of work include not only co-ordination of utility companies' street works and the authority's own road works, but also activities such as managing parking provision, managing provision of public transport, development control policy, activities on the network, for example refuse collection, and planned and unplanned events, all of which can contribute to unnecessary disruption and congestion. The network management duty is aimed at planning for and dealing with all of these. The duty must consider all road users including pedestrians and cyclists. We must develop this duty alongside our existing policies and strategies and not allow it to take them over.

3. LTP3

The third Local Transport Plan for Tyne and Wear details how the transport needs of the region will be met over the next twenty years. It acknowledges how transport can play a role in economic development, but cautions that it needs to do so in a challenging economic climate.

Its vision for transport in Tyne and Wear is that:

“Tyne and Wear will have a fully integrated and sustainable transport network, allowing everyone the opportunity to achieve their full potential and have a high quality of life. Our strategic networks will support the efficient movement of people and goods within and beyond Tyne and Wear, and a comprehensive network of pedestrian, cycle and passenger transport links will ensure that everyone has access to employment, training, community services and facilities, while protecting and enhancing the natural environment”.

The five goals of the transport strategy that we have adopted to meet this vision are:

- To support the economic development, regeneration and competitiveness of Tyne and Wear, improving the efficiency, reliability and integration of transport networks across all modes, including making better use of existing transport infrastructure.
- To reduce carbon emissions produced by local transport movements, and to strengthen our networks against the effects of climate change and extreme weather events.

- To contribute to healthier and safer communities in Tyne and Wear, with higher levels of physical activity and personal security.
- To create a fairer Tyne and Wear, providing everyone with the opportunity to achieve their full potential and access a wide range of employment, training, facilities and services.
- To protect, preserve and enhance our natural and built environments, improving people's quality of life and creating high quality public place.

Cycling must play an important role in meeting these challenges through offering a sustainable, ubiquitous mode of transport. Cycling also helps tackle the challenge of congestion to economic growth by providing an alternative to single car use.

4. Delivering a Sustainable Transport System

Delivering a Sustainable Transport System (DaSTS) is the agreed approach to identifying transport needs from 2014 onwards. DaSTS set out a coordinated national approach to providing sustainable solutions to identified transport issues in Newcastle.

There is a need to make a positive and realistic response to a variety of challenges, particularly climate change, future economic growth, housing needs and financial uncertainty. We need to develop a transport programme that will address and respond to these issues. Cycling needs to be at the heart of this programme.

- DaSTS is a mechanism to identify in a logical and evidence based way what the key transport problems are and the best way to solve them.
- DaSTS will help us develop and deliver a realistic transport programme for 2014 and beyond that will respond to climate change and future economic and housing issues within the confines of a limited budget.
- DaSTS applies to local, regional, national and international networks and addresses all modes of transport; it provides an opportunity to build upon existing work and bring together a wide variety of strategies to ensure that transport plays its role in a way that has never been done before.

5. Newcastle Movement Plan

The Transport Movement and Access Plan is the public facing council commitment to transport infrastructure priorities and enabling people who live, work, and visit Newcastle to get out and about easily, a key priority within the Newcastle Sustainable Communities Strategy. 'Delivering Cycling Improvements in Newcastle' is part of the suite of documents that makes up this wider commitment and is an integral part of the Transport Movement and Access Plan representing cycling, a stated priority for investment and improvement within Newcastle.

6. Newcastle City Centre Area Action Plan

The City Centre Area Action Plan will form the basis for the development of Newcastle city centre over the next 15 years. It will form part of the statutory citywide development plan and the Local Development Framework.

Newcastle city centre will be a cosmopolitan European city centre of unique character, which

- Has a high quality and diverse retail, leisure, tourism and culture offer which enhances the city's identity; a city with a vital and viable mix of uses which make a valuable contribution to the quality of life for residents, those who work in the city centre and visitors.

- Is a highly accessible city centre with high quality public transport which encourages use of sustainable transport modes and reduces congestion. A high quality environment which ensures safety and convenience for pedestrians and cyclists.
- Is a city centre with strong, sustainable, flexible and globally competitive economy with a prosperous knowledge based sector; offering a highly desirable place in which to do business; a central role for institutions of learning and excellent communications.
- Is a city centre which is the regional focus for major retail activity, and which continues to be placed among the top retail centres nationally; a commercial core which grows to offer a sufficient amount of floorspace to meet demand; which attracts key leading retailers as well as small independent traders; and which provides a high quality and vibrant and well functioning retail environment.
- Is a high quality built environment with protection and enhancement of city centre heritage and excellent design of new development which jointly add to local distinctiveness.

The plan acknowledges that there are a relatively modest amount of pedestrian and open spaces and that many pedestrian routes around the city centre are based around and reliant upon shopping streets and covered walkways. There is also acknowledged to be a lack of a well

defined network of routes for cyclists. It details how it is necessary to tackle the fragmented and disconnected cycle routes across the city centre, and gives a range of options for tackling this.

7. Sustainable Communities Strategy

The Sustainable Communities Strategy (SCS) for 2030 is that Newcastle will be a vibrant and sustainable city with a thriving, high skills based economy. People in Newcastle will be happy, healthy, safe, successful and free from the effects of poverty. Our young people will be equipped to contribute to their own and the city's future wellbeing and prosperity. Local people will be engaged in decisions about their neighbourhood and community and helping to shape local services.

By 2030 we will be an established international city of science, education and innovation. We will attract and retain talent from all over the world, and provide opportunities for local people to realise their potential. Newcastle will be a fairer and more equal city, with our growing population participating fully in the economic, social and cultural life of the city.

Our economic growth will not have been achieved at the expense of the environment. Newcastle in 2030 will be a sustainable city with excellent green infrastructure and air quality, low waste levels, low carbon emissions and high recycling rates.

Our built cultural and community heritage will remain unique and be treasured by residents and visitors alike, as will our natural green spaces and water environment that act as wildlife havens and green lungs within our city.

Our modern, integrated transport system will link the major employment centres and residential areas. Newcastle will also boast better national and international connections. People will be connected to the rest of the world through advanced broadband and other wireless technology, helping to drive the growth of the knowledge economy in the city.

Newcastle will be a cosmopolitan, diverse city where families and people of all ages are healthy and happy. Newcastle will be established as a 'City for Peace' due to its commitment to working for understanding, respect and harmony among all its people and communities. We will continue to welcome ever greater numbers to visit, live and work here.

8. Green Spaces Strategy

Green spaces are the most widely used facility provided by a local authority. Newcastle has some superb spaces and much to be proud of and we would like more people to be able to enjoy them. It is clear that our green space maintenance and provision could be improved and this strategy identifies what Newcastle City Council needs to do.

We will do this by working with the community and other organisations. The staff who work to design, manage and maintain green spaces are also keen to see better results and have made many good suggestions about how to achieve this. To help us access funding and deliver the improvements our communities want, we need the following:

- a green space strategy linked to the Newcastle Plan and Neighbourhood Renewal Strategy;
- and a strategy that has the support and commitment of local people and their elected representatives.

This is ambitious, but it is also just the start of a much larger and longer process. You will not find detailed proposals for every individual park and green space in this document - that will come later. This is the strategy document that will give the council its direction, priority and actions for the next five years.

Within the Strategy, priority is given to the following areas of green space that are publicly accessible and managed by Newcastle City Council:

- parks;
- cemeteries and churchyards;
- outdoor sports areas;
- land around housing estates;
- natural and semi-natural areas;
- and green corridors

The following green spaces are not covered by the strategy.

- civic space;
- and private land including gardens, countryside and private sports grounds.

The Town Moor is included in the Green Space Strategy and it is managed in partnership between the Freemen of the City and Newcastle City Council. The Town Moor is covered by its own Act of Parliament, The Town Moor Act (1988).

9. Regional Spatial Strategy

The Regional Spatial Strategy (RSS) sets out a long-term strategy for the spatial development of the North East. Some policies have an end date of 2021, but the overall vision, strategy and general policies are intended to guide development over a longer timescale. It provides

the spatial context for the delivery of other regional strategies, in particular the Regional Economic Strategy (RES), Regional Housing Strategy (RHS) and the Integrated Regional Framework (IRF). The RSS is part of the statutory Development Plan, as described in the Planning and Compulsory Purchase Act 2004. Local planning authorities prepare the other components of the Development Plan, Local Development Frameworks, which should be in general conformity with the RSS. Local Transport Plans (LTPs) should also reflect the Regional Transport Strategy (RTS), which is integrated within the RSS.

In everything we do we will integrate the principles of:

- nurturing the human, cultural and environmental assets of the region;
- accelerating the renaissance of communities in urban and rural areas;
- recognising global responsibilities;
- raising the aspirations and profile of the region; and
- promoting leadership, good governance and corporate responsibility.

10. Obesity Strategy

Overweight and obesity are terms used to describe increasing degrees of excess body fatness which can lead to increasingly harmful effects on health and wellbeing. Potential problems include respiratory difficulties, chronic musculoskeletal problems, depression, relationship problems and infertility. The more life-threatening problems fall into four main areas: cardiovascular disease problems; conditions associated with insulin resistance such as type 2 diabetes; certain types of cancers, especially the hormonally related and large bowel cancers; and gallbladder disease. The likelihood of developing life-threatening problems such as type 2 diabetes rises steeply with increasing body fatness.

The obesity strategy outlines a number of measures for tackling, and indeed reversing this growing problem across Newcastle upon Tyne. An integral part of this is encouraging a healthy lifestyle, of which non-motorised transport plays a crucial part. Moreover, it is possible to utilise cycling as an intervention measure for those who are being encouraged by medical practitioners to lose weight.

Appendix 2: Hierarchy of road users

From Local Transport Note 2/08, Cycling Infrastructure Design, p10:

1.3.4 The Manual for Streets (DfT/CLG, 2007) adopts a hierarchy of users to assist in design, planning and development control decisions. This places pedestrians at the top (including the access requirements of people with disabilities), followed by cyclists, then public transport, with unaccompanied private car users last. The aim is to ensure that the needs of the most vulnerable road users are fully considered in all highway schemes, but not necessarily to give priority to pedestrians and cyclists in every circumstance.

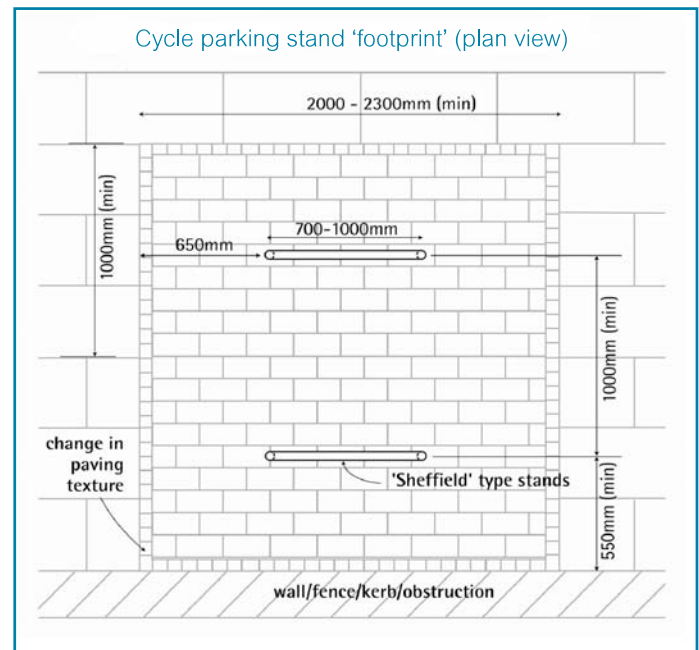
Appendix 5: Cycle parking standards

Short stay parking

For visitors expected to stay up to two hours, facilities should be sited as close as possible to the entrance to the building they serve, and at least as close as the nearest car parking. They should be in a secure location where they can be overlooked from the building or by passers by. They should not block the footway, and should be grouped together and signed.

Facilities should be undercover if at all possible, especially at retail developments e.g. supermarkets, where cover is essential in inclement weather for packing goods bought. Locations should also be well signed.

Facilities should be easy to use and must minimise the potential of damage to the bike: **stands that support the bike by the wheel only are not acceptable.** 'Sheffield' type stands or wall mounted loops are the most appropriate designs. A sheffield stand should be 750mm high and longer than 700mm and if at least 1000mm exists between stands then each can accommodate two cycles. Wall loops should be at a height of 750mm, project 50mm from the wall, and be at least 1800mm apart.



Long stay parking

For commuters or visitors expected to stay about 2 hours or more, a secure position is more important than accessibility, although both would be ideal. A roof or other protection from the weather is essential.

Cycle shelters or areas set aside within buildings, or convenient and overlooked locations within supervised undercover car parks are suitable. "Sheffield type" stands or lockers should still be provided in undercover locations. Facilities may sometimes incorporate their own locking device, which may be money, token or key operated. Locations should be well signed. Storage facilities for equipment and accessories are also useful.

Appendix 6: Comparison of cycle loop data 2008 and 2011

		2011		2008		
		ADT	AWT	ADT	AWT	
9782	N/B Cycle Path off Richardson Road W. Dental Hospital Ent	41	47	New - october 2011		
	+ 1/978201 - NB, richardson rd cycle w. dental hospital					
	+ 1/978202 - SB, richardson rd cycle w. dental hospital					
9822	New Camden Street Footbridge - South Side of Cme	149	179	New		
	+ 1/982201 - EB, TWCW New Campus footbridge					
	+ 1/982202 - WB, TWCW New Campus footbridge					
9842	Cycle Path to Rear of Freeman Hospital	104	120	70	80	
	+ 1/984201 - Eb, Twcw Cycle Path To Rear Of Freeman Hospital					
	+ 1/984202 - Wb, Twcw Cycle Path To Rear Of Freeman Hospital					
9843	C127 Coach Lane 70m. S.E. Green Lea Drive	332	397	282	327	
	+ 1/984301 - EB, Twcw C127 Coach Lane 70m. S.E. Green Lea Drive Cycle Path					
	+ 1/984302 - WB, Twcw C127 Coach Lane 70m. S.E. Green Lea Drive Cycle Path					
	+ 1/984303 - Nb, Twcw C127 Coach Lane 70m. S.E. Green Lea Drive Cycle Path					
	+ 1/984304 - Wb, Twcw C127 Coach Lane 70m. S.E. Green Lea Drive Cycle Path					
9866	B1600 Osborne Road Nth of Haldene Terrace	224	272	206	245	
	+ 1/986601 - NB, Twcw Osborne Road Nth of Haldene Terrace- Northbound					
	+ 1/986602 - SB, Twcw Osborne Road Nth of Haldene Terrace- Northbound					
9883	Twcw Warwick Street Footpath	229	270	175	207	
	+ 1/988301 - , Twcw Warwick Street Footpath- Eastbound					
	+ 1/988302 - , Twcw Warwick Street Footpath- Westbound					
9885	Twcw Camden Street at Footbridge	156	185	121	143	Some now use other footbridge
	+ 1/988501 - , Twcw Camden Street at Footbridge- Eastbound					
	+ 1/988502 - , Twcw Camden Street at Footbridge- Westbound					
9859	A167 Tyne Bridge West Footpath North Side	171	196	148	176	
	+ 1/985901 - NB, TWCW Tyne bridge west footpath					
	+ 1/985902 - SB, TWCW Tyne bridge west footpath					
9884	Twcw Coast Road at Corner House	174	210	200	238	Waggonway improvements divert some to an unmonitored route
	+ 1/988401 - , Twcw Coast Road at Corner House- Route 1					
	+ 1/988402 - , Twcw Coast Road at Corner House- Route 2					
	+ 1/988403 - , Twcw Coast Road At Corner House- Route 3					

Appendix 6: Comparison of cycle loop data 2008 and 2011

		2011		2008	
		ADT	AWT	ADT	AWT
9902	Twcw Elswick Riverside/Scotswood Business Park	111	131	65	70
	+ 1/990201 - Eb, Twcw Elswick Riverside Route (Fp), W of Dunn Street (Pc)- Eastbound				
	+ 1/990202 - Wb, Twcw Elswick Riverside Route (Fp), W Of Dunn Street (Pc)- Westbound				
9907	Twcw Town Moor N/Castle	224	263	131	156
	+ 1/990701 - Sb, Twcw Town Moor Cyclepath, Newcastle (Approx A-Z Ref:D4 43) (Pc)- Northbound				
	+ 1/990702 - Nb, Twcw Town Moor Cyclepath, Newcastle (Approx A-Z Ref:D4 43) (Pc)- Southbound				
9930	B1318 Great North Road N. Forsyth Road	221	269	146	175
	Northbound				
	Southbound				
9955	A167 West Central Route 150m. North Fenham Hall Drive	64	75	48	56
	+ 1/995501 - Nb, Twcw West Central Route 150m N Of Fenham Hall Dr- Northbound				
9956	A167 West Central Route 150m. North Fenham Hall Drive	45	54		
	+ 1/995601 - Sb, Twcw West Central Route, 150m N Of Fenham Hall Dr- Southbound				
9886	A186 Neptune Road at N/Tyne/Newcastle Boundary	2099	2408	58	69
	+ 1/988601 - Eb, Twcw Neptune Road at N/Tyne/Newcastle Boundary- Eastbound				
	+ 1/988602 - Wb, Twcw Neptune Road at N/Tyne/Newcastle Boundary- Westbound				
9786	Scotswood road e/bound cycles e. dunn st	101	127	New - 2011	
	+ 1/978601 - EB, TWCW Scotswood road e/bound cycles e. dunn st - footpath e/b				
	+ 1/978602 - EB, TWCW Scotswood road e/bound cycles e. dunn st - footpath w/b				
	+ 1/978603 - EB, TWCW Scotswood road e/bound cycles e. dunn st - on road - e/b				
9787	Scotswood road cycles - e. dunn st, westbound	136	165	New - 2011	
	+ 1/978701 - WB, NCCW scotswood road cycles - e. dunn st - footpath e				
	+ 1/978702 - WB, NCCW scotswood road cycles - e. dunn st - footpath - w/b				
	+ 1/978703 - WB, NCCW scotswood road cycles - e. dunn st - on road w/b				
9788	Swan House underpass	48	58	New - 2011	
	+ 1/978801 - SB, TWCW swan house underpass				
	+ 1/978802 - NB, TWCW swan house underpass				

Latest figures unreliable due to also detecting some cars

Appendix 6: Comparison of cycle loop data 2008 and 2011

		2011		2008	
		ADT	AWT	ADT	AWT
9793	High Level Bridge (on North Side) Footpaths	174	160		
	+ 1/979301 - NB, TWCW High Level Bridge Northbound cycles east footpath				
	+ 1/979302 - SB, TWCW High Level Bridge Southbound cycles east footpath				
	+ 1/979303 - SB, TWCW High Level Bridge Southbound cycles west footpath				
	+ 1/979304 - NB, TWCW High Level Bridge Northbound cycles - west footpath				
9784	B1318 Strawberry Place E. Barrack Road (S. Side Footpath)	39	46	New - October 2011	
	+ 1/978401 - EB, strawberry place s. footpath				
	+ 1/978402 - WB, strawberry place s. footpath				
9783	Northumberland Road E. John Dobson St (City Baths)	165	192	New - 2011	
	+ 1/978301 - EB, Northumberland rd at john dobson st cycles (north loop)				
	+ 1/978302 - WB, Northumberland rd at john dobson st cycles(north loop)				
	+ 1/978303 - WB, Northumberland rd at john dobson st cycles(middle loop)				
	+ 1/978305 - WB, Northumberland rd at john dobson st cycles(south loop)				
	+ 1/978306 - EB, Northumberland rd at john dobson st cycles(south loop)				

ADT – average Monday to Friday Total

AWT – average all days total

Using only sites where there is reliable data and 2008-2011 comparisons are possible:

2008 – 1873

2011 – 2388 an increase of 28% in the recorded data.

