

Sustrans in the South West of England
Strategic Plan 2010-2013



Sustrans is the UK's leading sustainable transport charity.

Our **vision** is a world in which people choose to travel in ways that benefit their health and the environment.

Our **mission** is to work every day on practical and imaginative solutions to the transport challenges affecting us all.

As a sustainable transport charity, our aim is to transform the UK's transport system and culture so that:

- the environmental impacts of transport, including its contribution to climate change and resource depletion, are significantly reduced
- people can choose more often to travel in ways that benefit their health
- people have access to essential local services without the need to use a car
- local streets and public spaces become places for people to enjoy.

In order to achieve this transformation, our objectives are:

- to make local environments safe and more attractive for walking and cycling
- to support and encourage individuals to make more sustainable and healthy travel choices, through motivational and information programmes
- to influence policy and practice by communicating the outcomes of our own work, and the benefits of sustainable and healthy travel, to a wide audience.

Climate change, ill-health (particularly obesity), energy security and social exclusion are among the greatest challenges facing society. Sustrans believes that sustainable transport has an important role to play in tackling all of these problems.

Sustrans' work

Sustrans is a **practical**, doing charity. Our role is to implement creative and **imaginative** solutions to enable people to walk, cycle and use public transport more. Our projects are intended to act as **catalysts** for change by demonstrating what is possible, and furthermore proving that genuinely sustainable transport initiatives can be both cost-effective and popular.

The National Cycle Network is a great success story. Over a million journeys are made every day on the Network, a third of which is traffic-free – **public space** designed for those travelling under their own steam. While over 55 per cent of people now live within a mile of the Network, our ambition is to extend it into the heart of communities throughout the UK, giving people the **choice** of healthy, environmentally friendly travel for many more of their everyday journeys. GOAL (Greenways for the Olympics and London) is our vision for achieving this in London, and Connect2 will achieve this in 79

communities throughout the UK by enabling people to cross busy roads, rivers and railways, connecting them to the **local** places they want to go.

Our Liveable Neighbourhoods team seek to create streets where children can **play** safely, people have good local **access**, neighbours can chat, and green spaces are encouraged. Creating truly fantastic spaces that can be appreciated by **everyone** is key to encouraging more people to re-populate public space.

Our work to commission public artworks in the UK, including sculptures, seats and drinking fountains, positioned along the National Cycle Network and within communities throughout the UK, helps **inspire** and motivate people to get out on foot and bike, and enjoy their local spaces.

Sustrans pioneered TravelSmart in the UK – a unique service that gives households the tailor-made **information** they need to walk, cycle and use public transport more for their everyday journeys.

Safe Routes to Schools was also pioneered by Sustrans in the UK, based on a Danish model. Together with Bike It, where officers work directly with children in schools, and Links to Schools, Sustrans is giving **children** the skills they need to travel independently and actively, and **parents** peace of mind.

We research and monitor our work to collect the robust **evidence** we need to inform our communications and work with others.

As a result we are **persuading** governments to promote walking and cycling as a way of reducing greenhouse gas emissions from transport; combating levels of obesity, heart disease and cancer; and achieving more sustainable and liveable communities with people at their heart.

Our **volunteers** are our eyes and ears in communities throughout the UK - 2,500 people who give their free time to support Sustrans. Many maintain and sign the National Cycle Network to enable as many people as possible to use it, others champion our efforts within schools and workplaces, and others help the charity through fundraising events.

To achieve this we work in partnership with many organisations in all the nations and regions of the UK, always working to achieve Sustrans' wider vision and mission whilst recognising that, in different parts of the UK, the context within which we work will vary.



Contents

	Page
Introduction and overview	4
The South West context	4
Sustrans in the South West of England	8
Objectives, activities and targets	10
Annex 1: Consultees	14

Introduction and overview

This document sets out our action plan for the South West region for the years 2010 to 2013. This has been developed within the framework of a UK-wide strategic plan for Sustrans covering the same period. It outlines the policy context for our work in the South West and details how we intend to develop our activities, working with partners, in response to regional, national and global challenges.

Audience

This is a public document, but is primarily aimed at delivery partners and stakeholders as well as those organisations Sustrans wishes to influence in order to work towards our vision. It is a document that frames Sustrans' delivery in the region, delivery that can only be achieved by working with the intended audience.

The South West context

Policy framework

Climate change, ill-health (particularly obesity), energy security and social exclusion are among the greatest challenges facing society. Sustrans believes that sustainable transport has an important role to play in tackling all of these problems. This section provides a review of some of the key policy documents and/or statements within the South West region that are directly relevant to Sustrans' work.

Regional Spatial Strategy (RSS) 2006-2026

The RSS states that, "Regionally transport is responsible for 28% of CO₂ emissions (based on research by Defra) with road transport dominating that total. Consequently, transport is one priority area where the RSS can have an effect by addressing the need to travel, particularly by car".

The RSS recognises Climate Change as the greatest threat and states a number of policies in recognition of the threat that climate change poses. These include;

SD1 The Ecological Footprint.

The region's Ecological Footprint will be stabilised and then reduced by:

- Ensuring that development respects environmental limits
- Building a sustainable, low carbon and low resource consuming economy which can be secured within environmental limits to bring prosperity and well-being to all parts of the region
- Requiring sustainable construction and design as the norm in all future development
- Minimising the need to travel by better alignment of jobs, homes and services, reducing the reliance on the private car by improved public transport and effective planning of future development, and a strong demand management regime applied in the region's main centres in particular
- Requiring a shift towards more sustainable travel modes of transport
- Meeting national and regional targets relating to renewable energy, resource consumption/extraction and waste production/recycling

SD2 Climate Change

The region's contribution to climate change will be reduced by:

- Reducing greenhouse gas emissions at least in line with current national targets, i.e. by 30% by 2026 (compared to 1990 levels)

SD4 Sustainable Communities

- Linking the provision of homes, jobs and services based on role and function so that cities, towns and villages and groups of places have the potential to become more self contained and the need to travel is reduced
- Promoting a step change in public transport, taking steps to manage demand for travel, and promoting public transport 'hubs' and access to them

Chapter 5; A Regional Approach to Transport

TR1 Demand Management and Public Transport in the Strategically Significant Cities and Towns

- Demand management measures will be introduced progressively in those places identified in Development Policy A, accompanied by a 'step change' in the prioritisation of public transport provision serving these places, including bus priority, and better integration of development proposals and public transport provision

GI1; Green Infrastructure

- Development of networks of Green Infrastructure (GI) will be required to enhance quality of life in the region and support the successful accommodation of change. GI networks will comprise multifunctional, accessible connected assets, planned around existing environmental characteristics. This may take the form of protection,

enhancement or extension of existing resources or the provision of new or replacement facilities

- When planning the proposed distribution of development, GI is required as an integral part of development, with provision for a network of GI incorporated in the Spatial Strategy. Local authorities and partners will;
 - Build upon existing expertise and initiatives to identify priorities and partnerships for GI
 - Incorporate GI policies setting out broad locations for GI appropriate to the extent and distribution of development proposed, co-ordinated across administrative boundaries as appropriate
 - Develop a GI Plan with a delivery programme to support GI policies

Towards 2015 – Shaping Tomorrow's Tourism

<http://towards2015.co.uk/>

'Towards 2015', the SW regional tourism strategy recommends following and developing the seven steps of the "Future Footprints" programme of Sustainability South West:

- Buy local
- Support quality
- Use resources wisely
- Respect distinctiveness
- Offer car free access
- Get local involvement
- Explain the sustainability message

SW Shaper – the SW Regional Sustainable Development Framework

South West Sustainability Operating Principles include:

Improve physical and mental well-being

Reduce health inequalities by supporting: healthy, balanced lifestyles; healthy homes and workplaces; clean, safe and green environments; and supportive and inclusive communities

Improve equality in meeting basic

needs Reduce inequalities (prioritising those who are most in need) in access to: decent and affordable housing; essential goods and services; an adequate income; and safe and satisfying employment, learning and leisure opportunities

Be resource wise Cut consumption of resources and adopt high energy, water and resource efficiency at home and at work; maximise the use of local, renewable energy; minimise waste and prevent pollution

Support thriving low carbon economies

Boost competitiveness, business markets and employment opportunities by supporting a low carbon approach to innovation, enterprise and economic development in ways which meet local workforce needs

Reduce high carbon travel Use, promote and plan for low carbon access/travel e.g. walking & cycling, home-working, mobile services, ICT/video-conferencing, online facilities, local multi-service centres, demand-responsive public transport and alternative fuels

Take a long term approach Take into account the needs of future generations including mitigating and adapting to climate change. Ensure the genuine sustainability and success of what you do by pursuing integrated, lasting 'win-win-win' outcomes for society, the economy and the environment.

SW Climate Change Action Plan

The SW Climate Change Action Plan recognises the role that transport has in contributing to climate change and specifies a clear ambition and actions. The ambition of the region is to;

- Promote measures to reduce both the need to travel and the carbon intensity of travel modes.

It recognises the need to;

- Develop an evidence base,



The South West context continued

monitoring and evaluation for sustainable, low carbon transport and travel.

- Undertake regional activity to support regional and local multi modal carbon reduction and demand management.

With the most important action to;

- Support local authorities to develop the necessary skills and capacity to ensure that sustainable travel choices can be promoted and achieved within their communities.

Delivering a Sustainable Transport System

The Department for Transport has set five clear goals which take full account of transport's wider impact on climate change, health, quality of life and the natural environment. DfT want our transport system:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change
- To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment

These goals will guide options generation in the SW and provide the basis for a future transport system that

delivers against the challenge of sustaining a prosperous and growing economy and achieving challenging emissions reductions.

Local policies and plans include; Local Transport Plans

Each of the local transport authorities has a local transport plan which runs from 2006/07 to 2010/11. An LTP sets out the authority's local transport strategies and policies, and an implementation programme. Each of these plans has targets which relate to walking and cycling and programmes. LTP3 will begin in 2011 and will be the means by which many of Sustrans' aims are met. It is therefore key that LTP3 contents throughout the region reflect national and regional policies and targets regarding health, climate change, social cohesion and economic wellbeing.

Local Plans and Local Development Frameworks

Local Plans and Local Development Frameworks exist for each of the unitary, district, and borough authorities. Each of these plans or frameworks refers to the need for improved cycling and walking provision, and identifies opportunities to achieve these improvements. These plans deal with a longer timeframe than LTPs but are critical in providing the land use planning framework within which transport decisions and developments are based.

Local Area Agreements

Local Area Agreements include numerous targets that relate to sustainable transport. These targets are summarised, by local authority, in the following table.

Increased levels of walking and cycling have a role to play in achieving all of

National Indicators										
Local Authority	NI 008; Adult Participation in Sport & Active Recreation	NI 047; People killed or seriously injured in road traffic accidents	NI 055; Obesity in primary school age children in reception	NI 056; Obesity in primary school age children in year 6	NI 120; All age all cause mortality	NI 121; Mortality rate from all circulatory diseases at ages under 75	NI 167; Congestion average journey time per mile during the morning peak	NI 175; Access to services & facilities by public transport, walking & cycling	NI 186; Per capita reduction in CO ₂ emissions in the LA area	NI 198; Children travelling to school, mode of transport usually used
Bath & NE Somerset						✓	✓	✓		
Bournemouth		✓		✓		✓	✓	✓	✓	✓
Bristol			✓			✓	✓	✓	✓	
Cornwall	✓				✓			✓	✓	
Devon	✓			✓	✓			✓	✓	
Dorset	✓	✓		✓	✓		✓	✓	✓	
Gloucestershire	✓	✓			✓			✓	✓	✓
Isles of Scilly								✓		
North Somerset				✓	✓		✓		✓	
Plymouth				✓				✓	✓	
Poole				✓		✓	✓		✓	
Somerset		✓		✓		✓		✓		
South Glos.			✓		✓		✓		✓	
Swindon	✓			✓	✓			✓	✓	
Torbay	✓							✓	✓	
Wiltshire	✓		✓		✓					
Total	7	4	3	8	8	5	7	12	12	2

this. One of the easiest ways to boost physical activity is to include walking and cycling in the daily routine, such as during the journey to work or school. Choosing walking or cycling instead of using a car will help to bring about a low carbon transport system better insulated against potential oil shocks, whilst improving social inclusion and health and creating a more socially just transport system to the benefit of all.

Research shows that in urban areas there is a huge potential for change. Recent behavioural research conducted

by Socialdata and Sustrans in the three Sustainable Travel Demonstration Towns (Darlington, Peterborough and Worcester) and also in Watford and Lowestoft shows that the majority of car trips are local, and that nearly half could be replaced by walking, cycling and/or public transport. Cycling has a greater potential for replacing local car trips than either walking or public transport. The overwhelming majority of people would favour measures to improve conditions for walking and cycling even if car users were disadvantaged, see http://www.sustrans.org.uk/assets/files/travelmart/Travel_Behaviour_research_in

[_the_STTs_briefing_note_June_2009.pdf](#) for details.

Rights of Way Improvement Plans (ROWIPs)

Each highway authority has produced a ROWIP detailing plans and policies for improving the rights of way network within the authority area. In planning our work throughout the life of this plan, Sustrans will take in to account published ROWIPs where appropriate.

Sustrans in the South West of England

The National Cycle Network

Sustrans works closely with local authorities and other partners to develop and implement the Network in the region. With the assistance of local authorities and others a total of over 1,250 miles of the Network in the region is open. There still remains much to do in terms of expanding the Network, increasing usage, addressing gaps and problems on existing routes and developing local routes linked to the Network.

Connect2

The people of the South West, through a public vote, helped back the successful bid for Connect2 which will connect communities that are otherwise separated by some form of barrier. Nine schemes within the region are being progressed, with £3.375 million of lottery funding allocated, attracting a further £7 million in match funding. The schemes being developed with local authority partners are in Bristol, Bath, Radstock, Tintern, Weymouth, Bournemouth, Ottery St. Mary, Newton Abbot and Salisbury, and will be completed by March 2013.

Links to Schools

Funded by the Department for Transport, the Sustrans' Links to Schools project is in its fourth year, working with local authorities Sustrans enables communities to be connected with schools and local cycle networks, encouraging children and adults alike to travel in sustainable ways. These links come in a variety of forms, from new cycle routes to pedestrian crossings, all providing the safe routes that young people need to cycle and walk to school, which in turn encourage them to be more active and healthy. To date Sustrans has funded 53 Links to Schools schemes in the South West, providing grants totalling £3.33 million.

Monitoring

Sustrans' national monitoring programme collects data from around the UK and uses this to produce an annual report on cycle usage and use of the National Cycle Network. This has been a powerful tool in showing that cycling has been growing over recent years particularly on traffic free routes. The data is produced mostly from automatic counters managed by local authorities and is supplemented with manual counts, with a number of counts having taken place across the South West. In 2008 there were over 386 million walking and cycling trips made on the National Cycle Network.

Bike It

Sustrans' programme of working intensively with schools has consistently increased levels of cycling at those schools by up to four fold. In 2009 there were eight Bike It officers employed in the South West by Sustrans in partnership with local authorities and primary care trusts, each of which works with a minimum of 12 schools per annum. In 2009, these officers were based in Bristol, Bath and North East Somerset, Bournemouth and Poole, Swindon and Exeter.

School Travel

Sustrans provides support and information to schools, parents, governors and Local Authorities through its Safe Route to Schools programme. This resource is provided centrally at Sustrans and is available to all schools.

TravelSmart – individualised travel marketing (ITM)

TravelSmart ITM programmes delivered by Sustrans have achieved significant and sustained shifts from private car travel to walking, cycling and public transport use with reductions in total car journeys of between 10 and 14%

consistently achieved in programme areas, a reduction that continues beyond the life of the intervention. In the South West to date, Sustrans in partnership with local authorities and the SW Regional Development Agency has delivered programmes in Exeter, Bristol, Frome, Weston-super-Mare and Gloucester reaching approximately 44,000 households.

Liveable Neighbourhoods/DIY Streets

Sustrans has played a key role in delivering a number of home zones in the region, notably in the Southville and Dings areas of Bristol, and in Swindon. Sustrans has worked in Torquay to develop a DIY street, working to deliver a more liveable and social space on the principles of a home zone but working with the local community and a smaller budget to create this space. This approach is replicable throughout other communities.

Volunteer Rangers

There are 250 volunteer rangers in the South West (as of 2009) and we are working to establish a complete network across the region and to develop good contacts between the rangers and local authorities. Rangers maintain and sign much of the National Cycle Network and contribute significantly to the development of the Network and links to it.

Active Travel

Working with the Cyclists Touring Club, Cornwall and Isles of Scilly Primary Care Trust, and the Big Lottery (Active Travel Consortium), Sustrans has established two Active Travel programmes in the South West. The Mobilise! project in Cornwall provides opportunities for people to take part in organised walks, rides and work days with the obvious health and well-being

benefits this provides. In Swindon the CTC are working as part of the Active Travel Consortium to encourage more people to take up cycling working with disadvantaged communities and workplaces in Swindon.

Active Travel and Play South West (AT Play SW)

In 2008 the SW Regional Public Health Group commissioned Sustrans to establish a one-year programme called 'Active Play and Travel: Tackling Obesity' (APT TO). This work formed part of nationwide Chief Medical Officer funding for interventions on childhood weight management. The main delivery focus was in Bournemouth and Poole, with some regional and national dissemination. Since this original piece of work the Regional Public Health Group has continued to support, re-branded as AT Play SW, with the aims:

- To increase levels of physical activity in demonstration areas through active outdoor play and active travel
- To implement Sustrans' recommendations on ensuring independent access to active play in two demonstration areas, monitoring the impact of these approaches and using the evidence to develop a more detailed national guidance document
- To build local capacity, develop understanding and draw together local strategic partners into tighter collaboration around active, outdoor play and travel issues.
- To ensure a co-ordinated strategic approach to play and travel and embedding active play and active travel in other strategic planning (e.g. road safety, climate change, local development framework).

Work in Bournemouth and Poole has delivered these aims in partnership with local authorities, and dissemination of the programme and its results regionally

and beyond will see the benefits of this programme extended.

Marketing, maps and leaflets

Sustrans, working with partners, provides maps and leaflets for all of the National Cycle Network as well as many other walking and cycling routes across the region. Our website also provides up to date information on routes and developments throughout the region as well as our motivational and behavioural change programmes.

Objectives, activities and targets

UK-wide aims and objectives

As a sustainable transport charity, our aim is to transform the UK's transport system and culture so that:

- the environmental impacts of transport, including its contribution to climate change and resource depletion, are significantly reduced
- people can choose more often to travel in ways that benefit their health
- people have access to essential local services without the need to use a car
- local streets and public spaces become places for people to enjoy.

In order to achieve this transformation, our objectives are:

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- to influence policy and practice by communicating the outcomes of our own work, and the benefits of sustainable and healthy travel, to a wide audience.

Sustrans is a practical, doing charity. Our role is to implement creative and imaginative practical solutions to enable people to walk, cycle and use public transport more. Our projects are intended to act as catalysts for change by demonstrating what is possible, and furthermore proving that genuinely sustainable transport initiatives can be both cost-effective and popular. We then seek to embed good practice from what we learn into policy and guidance, to extend the reach of our projects to benefit more and more people, and to pioneer new initiatives if they have the potential to bring about change even more quickly.

Underway
Planned

Objective 1: To make local environments safe and more attractive for walking and cycling

Objective 1	Activity / project	What we will deliver by 2013	How we will measure success
	Connect2	Completion of eight schemes; <ul style="list-style-type: none"> • Bath Two Tunnels • Bournemouth • Bristol – Festival Way • Newton Abbot – Kingsteignton • Ottery St. Mary • Salisbury • Tintern • Weymouth and Portland • Radstock to Midsomer Norton 	Completion of eight schemes Community engagement Added value in communities Usage of new facilities Modal shift from car Active children/adults related to Local Area Agreement (LAA) targets Carbon savings
	National Cycle Network	Complete development of nine strategically significant gaps in the National Cycle Network; <ul style="list-style-type: none"> Maiden Newton to Bridport South East Cornwall link The Stop Line Way (Seaton to Weston-super-Mare) North Dorset Trailway Weston super Mare to Clevedon Moretonhampstead to Bovey Tracey to Newton Abbot 	Sections of route completed Usage levels of the old and new facilities Number of people who could have used the car but chose not to

Objective 1		Tewkesbury to Evesham Amesbury to Vale of Pewsey Cheltenham to Gloucester	
	National Cycle Network	Ensure the NCN is signed to defined standards	100% of open NCN is appropriately signed
	Urban Networks	Establish comprehensive cycling networks and associated cycle parking in 6 urban areas; <ul style="list-style-type: none"> • Camborne-Pool-Redruth • Falmouth/Penryn • Tewkesbury • Wells • Weymouth • Yeovil 	Establishment of these networks Usage levels of the new facilities Number of people who could have used the car but chose not
	Links to Schools programme	Deliver and monitor 25 Links to Schools grants	25 Links to Schools schemes completed to referenced standards Usage of the new facilities
	Maintenance of traffic-free routes of NCN	A framework (or series of frameworks) agreed and implemented for maintaining the traffic-free sections of the NCN	All traffic-free paths maintained to an agreed minimum standard, with a maintenance body identified and a funded maintenance regime in place
	Biodiversity	Maximise the biodiversity value of Sustrans owned or managed sections of traffic-free route through surveys and the implementation of management plans	10 miles of traffic-free route managed for biodiversity and as sustainable transport corridors Community engagement
	Art and the Travelling Landscape	Deliver a programme of artworks across the NCN	Programme completed on six sections of the NCN
	DIY Streets	Commencement of a neighbourhood scale DIY Streets project with a local authority area	Streets improved so that residents perceive they are safer and better for walking, cycling, socialising and play Community engagement/involvement
	Volunteer programme	Recruit, train and support volunteers across all areas of Sustrans' work	250 volunteers affiliated to Sustrans throughout the period of this plan 40 groups established and maintained 3,000 days maintenance of NCN
	Bike/rail integration	Delivery of five schemes integrating walking and cycling networks with train stations	Completion of 5 schemes
Play programme	Create four 'natural play' routes on the National Cycle Network	Creation of four 'natural play' routes within the region Increased numbers and diversity of route users	

Objective 2: To support and encourage individuals to make more sustainable and healthy travel choices, through motivational and information programmes

Objective 2	Activity / project	What we will deliver by 2013	How we will measure success
	Bike It	12 Officers in post across the region	12 officers in post by 2013 (8 in 2009 and up to 10 by 2011) Working with 144, 180 and 216 schools at 2009, 2011, 2013 respectively Increase in cycling to school and modal shift Doubling in baseline cycling levels after one year at participating schools
	School Champion training	Provision of training for individuals to become school travel champions	School Travel Action Day delivered for every Bike It officer and, on commission, 25 school champions trained at each event
	AT Play SW	AT play SW programme will work with Bournemouth and Poole Borough councils to support increased levels of walking, cycling and active play	Run a demonstration project in Bournemouth and Poole, delivering increased active travel through a range of interventions at and around children's centres
	Safe Routes to Schools	Provision of information and best practice service about sustainable school travel, to help increase walking and cycling to school	50% of all schools in the SW contacted regularly, informed about best practice in, and the benefits of, promoting walking and cycling to school
	TravelSmart	Six programmes delivered across the region	Relative reduction in car trips of a minimum of 10% across each target population, leading to annual savings in car km per household, CO ₂ reductions and increased exposure to active travel
	Promoting active and sustainable travel in a Higher Education (HE) setting	Combined Universities in Cornwall walking and cycling access and network Links to the University of Exeter Links to University of Gloucestershire (Cheltenham and Gloucester campuses)	Increase in walking and cycling trips to each participating HE institution Participants in events/ activities organised Development of a network to facilitate this change to active travel modes
	Active Travel Consortium – Mobilise!	A regular programme of led rides, walks and other events to increase participation of communities and individuals in travel-based activities across Cornwall	Increased participation in active travel events directly benefiting 8,000 individuals
	Sustrans' website and online mapping	SW updates that reflect all walking and cycling routes and public transport provision actively promoted to enable people to change the way they travel	Contribution to the national 3m annual Sustrans' website visitors target
	Change Your World	Change Your World established as a high-profile consumer-facing campaign that engages the public on travel behaviour and enables them to choose to travel differently	An year on year increase in the number of sign-ups
	Maps, leaflets & publicity materials	Production of a SW regional map showing NCN across the SW Production of a series of maps for sale of strategic, leisure & tourist routes Development of local networks and town maps	Production, distribution and sale of such materials

Objective 3: To influence policy and practice by communicating the outcomes of our own work, and the benefits of sustainable and healthy travel, to a wide audience

Objective 3	Activity / project	What we will deliver by 2013	How we will measure success
	Regional strategies; Single Regional Strategy, Regional Funding Allocation	Input to development and implementation of regional strategies, programmes and plans	Walking and cycling hard and soft measures embedded into applicable regional policies Demand management measures included in regional plans and policies Influence the outcome of DASTS (Delivering a Sustainable Transport System) options generation process RFA3; 10% of funding allocated to walking and cycling measures
	Recognition of Sustrans' activities in health, transport and climate change sectors	Report the results of our work on TravelSmart, Active Travel, Bike It and infrastructure delivery	Circulation of results and recognition of the value of such activities by local and regional partners
	Local Area Agreement delivery	Support, influence and work with partners, as advocates, to deliver Sustrans' aims with all local strategic partnerships (LSPs) Significantly delivering against 10 National Indicators in all relevant LSP areas	Delivery against local area agreement targets
	Local Transport Plans	Influence and input to the third round of LTPs	Walking and cycling measures appropriately prioritised, with funding for their delivery allocated
	Local Development Frameworks	Influence the development of LDFs so that they support and prioritise ambitious sustainable transport provision	Walking and cycling networks embedded in to LDFs
	Green Infrastructure strategies	Support and influence Green Infrastructure strategies	Incorporation of active travel measures within GI strategies
	Physical activity strategies	Support and influence local physical activity strategies	Incorporation of active travel measures within physical activity strategies
	Major developments (including China Clay Country Eco – Town)	Seek to influence the development of ambitious sustainable transport provision for key major developments in the region	Comprehensive, high quality walking and cycling networks are embedded and prioritised within such developments
	Programme communication	Dissemination of the results of our programmes, including annual report on National Cycle Network usage and coverage across region	Increase in contacts receiving communications

Annex 1: Consultees who responded to the draft plan

Bath and North East Somerset Council
Bournemouth and Poole Primary Care Trust
Cornwall Countryside Access Forum
Campaign to Protect Rural England SW
Devon Countryside Access Forum
Devon County Council
Dorset County Council
Environment Agency
Exmoor Local Access Forum
Forestry Commission
Gloucestershire County Council
Government Office for the South West
Natural England
North Somerset Local Access Forum
Somerset County Council
South West Regional Development Agency
Sustrans' volunteer rangers
Torbay Council



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