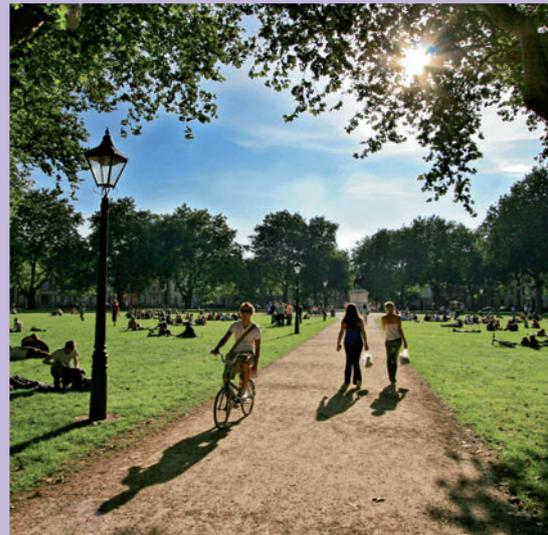


Walking Strategy for Bristol

Our Vision for 2011–2021



October 2011



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Foreword

Our aim is simple:
to make walking in Bristol easier, safer and more pleasant for everyone.

Walking has been an essential human activity since the dawn of time. We all have a right to expect to be able to get around our city, whether it is to commute to work, to see friends, to go shopping or for pleasure of walking itself. Bristol isn't always an ideal walking environment. We are 'blessed' with steep hills, a rainy climate, narrow historic pavements and numerous building mistakes from previous generations. These are things that we can do little or nothing to change. However, there are lots of simple things that the council, businesses and residents of Bristol can do to improve things and that is what this document seeks to lay out.

Nearly everyone is a pedestrian at some point and it is important to stress that we see this document as being as much for people with mobility impairments, like wheelchair users, as for those people who are not disabled. In fact, many of the actions in this document are specifically designed to assist disabled people, based on our consultation work with that community.

Aside from helping people to exercise their right to walk easily, safely and enjoyably around their city, there are two other motives for this document.



Firstly, we want to encourage people to consider **walking as a positive alternative to using a car**, maybe as part of using Bristol's improving public transport system. We know from talking to people that they want to see fewer cars in the city and reap the benefit of lower carbon emissions, better air quality, safer roads and less noise. A city where people drive less and walk more is a healthier and more pleasant city.

Secondly, we want people to recognise the personal **benefits of walking to their own health and wellbeing**. The research evidence is clear on this point: people who walk regularly live longer and have healthier and happier lives. Yet walking has been declining the UK over the last decades. We want to reverse this decline in Bristol.

Council strategy documents are rarely riveting, but do please take a few minutes to read through this one – the action plan at the end is probably the most important part as this lays out exactly what the council is proposing to do to improving walking in Bristol. We would be delighted to hear any additional thoughts or ideas you might have.

Councillor Neil Harrison

Assistant Executive Member for Sustainability

1 Setting the scene

Introduction

This Walking Strategy sets out principles and actions for improving the walking environment in Bristol. This document is not a stand-alone strategy but rather articulates in greater detail the overall strategy set out in the Joint Local Transport Plan 3 (published March 2011) and the Active Bristol (physical activity) Strategy (2011–2016).

Walking is the most accessible and cost effective mode of travel. For the majority of human history, walking has been the means by which people have been able to travel. In modern society walking still forms an essential part of most journeys, ranging from just a few meters to the car park or public transport connection, to several miles. It can form our whole journey from origin to destination, or just a small part at either end or along the way. Along with other 'active travel' modes, it is also an easy and enjoyable way for people to increase their physical activity. The pedestrian environment in Bristol has seen lots of improvements in

recent years and this Walking Strategy is an opportunity to build on these and bring together the

complex strands of what makes the best pedestrian environment and tackle the barriers that can make walking less attractive for some. This Walking Strategy refers to 'walking' or 'the pedestrian' but it should be noted that enhancements to the pedestrian environment should also offer benefits to all users of pavements, for example wheelchair users. Some facilities can also benefit both pedestrians and cyclists, or help to minimise any potential conflicts between them.

Walking is a key form of transport, particularly for short trips. Walking is the 'glue' that binds together the transport system. It accounts for nearly a quarter of all journeys and some 80% of journeys less than a mile. Whilst walking is clearly not suitable for all journeys it is an important component of many, whether it be walking to the bus stop or from the car park.



Nationally, people are walking less. We need to reverse this trend if we are to see the social, environmental and health benefits of walking and other active travel increased. There is a real opportunity to replace many shorter journeys that are currently made by car with walking trips.

Walking should be easy, safe and pleasant. The walking network should connect key destinations either directly or via public transport networks. Walking routes should be pleasant, and interact with an interesting environment and other people. The network should

be well maintained to designated standards, to keep it free from obstacles and improve safety. People should feel able to exercise their right to walk around the city in the best possible environment.

Walking is not just a mode of travel, it is an enjoyable and cheap form of recreation for many. Bristol's green spaces, fine harbourside, and built heritage provide excellent walking opportunities for residents and visitors alike. These opportunities need to be protected and enhanced.

Benefits of walking

Personal benefits

- Improves general health, helps to lower both blood pressure, improves heart health, improves muscular-skeletal health and bone strength (which reduces risk of falls especially among elders), reduces the risk of stroke and some cancers and improves mental health and wellbeing
- Age unrestricted – unlike so much physical activity, there is little, if any, decline in middle age. It is a year-round, readily repeatable, self-reinforcing, habit-forming activity and the main option for increasing physical activity in sedentary populations. Walking is ideal as a gentle start up for the sedentary, including the inactive, immobile elderly, bringing a bonus of independence and wellbeing

- Maximises access to education, jobs and services
- Promotes enhanced mobility and independence
- Saves money
- Avoids traffic congestion, making it often quicker to get round towns and cities

Wider benefits

- Reduces carbon emissions from transport
- Improves local air quality
- Makes for more attractive, safer places and communities and increased social cohesion
- Saves money
- Avoids traffic congestion, making it often quicker to get round towns and cities
- Fewer cars on the road improves road safety and supports independent mobility for children and older people

Vision

Walking will be the first choice for local journeys and together with public transport, a part of longer ones. People will be regularly walking along high quality, safe routes to work, school, the shops, for leisure and recreation. Resulting reductions in vehicle traffic then lead to less congestion and emissions affecting local air quality, road safety, health and quality of life.

Objectives

In order to realise the Vision, the objectives of this walking strategy are to:

- Improve the walking environment
- Improve people's health through walking
- Reduce the number of short trips by car by making walking the first choice for short journeys
- Provide information to enable more people to walk more often
- Improve the perception of walking
- Improve safety and security

In order to achieve these objectives we need to:

- Plan for local facilities
- Design convenient, direct walking routes
- Reduce traffic speeds where appropriate
- Make streets safe and secure
- Create pleasant, attractive environments
- Sell the benefits of walking

Policy context

There is already a strong policy steer towards encouraging walking and enhancing the pedestrian environment both at a national and local level. Walking is an integral part of many policy areas including social inclusion, accessibility, promoting sustainable travel and public health.

National Public Health Promotion Policy

The link between transport choice, physical activity and health is recognised nationally in *'Start Active, Stay Active (2011)*, *'Healthy Weight, Healthy Lives'*, the *'Change4Life'* programme, and a joint Active Travel strategy launched jointly by the Department of Health and Department for Transport.

Promoting walking and particularly building this activity into people's everyday routines (such as the journeys they make) is a key issue in terms of delivering both transport and health outcomes.

There is strong evidence that a lifecourse approach results in significant behaviour change. As an example, within the 'Sustainable Travel Towns' (a government demonstration project covering Darlington, Peterborough and Worcester), results showed that the greatest travel behaviour changes were associated with people in periods of transition such as moving on with the education system and moving job. During significant lifecourse events, such as moving house or changing job, habit is broken affording the opportunity to develop sustainable travel behaviour.



Joint Local Transport Plan

The third Joint Local Transport Plan (JLTP) sets out transport policy for the West of England area up to 2026. Its policies have been shaped by the current Joint Local Transport Plan 2006–11 and government guidance. The JLTP is based around five key goals of: reducing carbon emissions; supporting economic growth; equality of opportunity; safety, health and security, and; quality of life. Walking can play a key role towards promoting all of these goals.

The JLTP contains a *Walking Statement*. This 'Bristol' Walking Strategy is framed within the higher-level principles of both the JLTP and its Walking Statement but it is intended to articulate in more detail how Bristol wishes to approach improving the walking environment across the city.

Local Development Framework

The Local Development Framework (LDF) is a suite of planning documents to guide

development decisions in the city up to 2026. The LDF will gradually replace the Local Plan. The LDF contains specific transport policies and more general land-use policies, which aim to ensure that the pedestrian environment is enhanced through future development.

As part of the LDF, a Central Area Action Plan will map out land use principles in greater detail in the central area of the city. This is an opportunity to ensure that coherent pedestrian spaces and networks are protected during any future development in the city, and will act as a strong policy tool in attracting any potential funding that may become available for pedestrian enhancements in the future. The LDF also contains important policies on the city's 'green infrastructure' – open spaces and links between them that are especially important for walkers (and runners) for both recreation and travel. The principles set out in this Walking Strategy will help to inform these policies.

Transport user priorities

Transport user priorities help influence planning applications and scheme designs. The priorities can assist in prioritising the needs of different transport modes where there are conflicting demands on space. The priority list is not binding and needs to take into account local circumstances. The needs of disabled people are incorporated throughout.

- **Pedestrians/walkers** – increase walking through developing, promoting and maintaining safe, secure, convenient, efficient and attractive infrastructure.
- **Cyclists** – increase cycling through providing high quality route networks and infrastructure improvements including cycle parking, wherever possible.
- **Public transport users** – recognising passenger needs with measures such as shelters, seats, real time information, interchanges and new services included where considered beneficial and practicable.



- **Powered two-wheelers** – accommodating the needs of motorcycles and scooters in terms of road space, parking and safety.
- **Commercial and business vehicles** – maintain appropriate levels of access to ensure the retail and commercial vitality of city and town centres
- **Private car** – while this form of transport is the lowest on the priority list, it is recognised that there must be adequate access, particularly for residents, those with mobility needs and car borne commuters.

These priorities will ensure that new transport schemes will enhance the pedestrian environment, for example new 'showcase' bus corridors have provided better crossing facilities for pedestrians.

Children's Play

The Play Strategy for the city aims to increase the amount and quality of children's play in a variety of settings and to ensure all Bristol's children and young people have access to such

opportunities. There is a commitment to promoting active travel to play venues as well as support for the promotion of street play with the control of vehicle movement and speed.

Case Study

Playing Out

Playing Out is a model for street play developed in Bristol. The aim is to encourage more resident-organised street play sessions for children and young people in their area. The street becomes a temporary 'play street' in the after-school time period for 2–3 hours. Through traffic is diverted but residents still have access for parking. Residents 'steward' either end of the street to ensure this happens safely. The aim is to cause as little disruption as possible demonstrating that street play does not require anything more than an agreement by residents and car drivers to prioritise children's safety and recognise their right to play outside their home.

The council has changed its policy so that communities can have more frequent road closures to vehicles and so opening up the street for play, with one annual application and the same level of neighbourhood consultation.

The Playing Out model is not intended to be a permanent solution but to act as a bridge between the current situation and the long-term goal of street play being a normal safe and positive part of urban life.



2 Improving and enhancing the walking network

We want to provide pedestrian routes and networks that are coherent, pleasant and accessible, and to enable users to maximise use of the facilities available.

Defining the walking network

Walking routes should be clearly defined with a hierarchy approach of informal local routes, key strategic routes, 'showcase' walking routes, a central area network and Public Rights of Way.

- **Informal local routes** – these routes link residential areas to the wider network. The standard of these routes will vary depending on location e.g. pedestrian-only spaces, pavements along roads, 'shared spaces'. As the start or end of all journeys, most journeys will involve utilising some of these spaces regardless of the main mode of transport.

- **Key strategic routes** – main routes linking residential areas with key destinations such as the central area or district shopping centres.
- **'Showcase' walking routes** – specific key strategic routes that have been identified as being particularly important in linking key destinations. In recognition of their importance and higher number of pedestrians these should receive focussed intervention to ensure they provide and easy, safe and pleasant walking environment throughout.
- **Public Rights of Way** – highways that allow the public a legal right of passage – whether on or off road, which form key parts of the above routes.



Clearly defined and coherent walking routes

The walking network should be clear and coherent to all users with the pedestrian given appropriate priority in areas of high pedestrian activity.

Bristol Legible City

In 1996 the Bristol Legible City initiative was conceived by Bristol City Council to deliver an information and wayfinding strategy that matched its ambition to be a leading cultural and commercial destination.

Bristol Legible City is a unique concept to improve people's understanding and experience of the city through the implementation of identity, information and transportation projects. Bristol Legible City projects include direction signs, on street information panels with

city and area maps, printed walking maps, visitor information, identity and arts projects. These projects communicate the city consistently and effectively to visitors and residents alike.

Through the designation of key pedestrian routes including 'showcase' pedestrian routes inspired by recent achievements such as the 'Brunel Mile' (see Case Study below) and actions such as signage audits, this Walking Strategy should influence future phases of Bristol Legible City.

Case Study

Bristol Legible City pedestrian sign system

The signing system for pedestrians in Bristol City Centre was the first major project of the Bristol Legible City initiative. It has been designed specifically to encourage walking and to aid wayfinding in a complex city centre environment.

It consists of direction signs and monolith shaped map panels to aid people's understanding of the city centre. In total there are nearly 40 monolith panels and 60 direction signs, with over 700 fingers. The monolith panels help the user identify where they are and help them plan their journey through a combination of text and map information. The maps have innovative features forming a comprehensive mapping system.

The focus and location of the system has been designed around the development of a primary pedestrian route network, termed the 'Blue Route', this links the main city centre neighbourhood areas together. The monolith panels are located at car parks, and at major junctions and spaces throughout the city centre. Direction signs are interspersed with the monolith panels, at minor junctions, to provide continuity.



Central Bristol: A rebalanced city centre in Bristol

The city centre is the cultural and economic heart of Bristol and will continue to play a critical role in its future prosperity and identity. Bristol's Local Development Framework Core Strategy identifies the city centre as a sustainable location for future growth, situated at the heart of the travel networks, including Temple Meads railway station, the main bus station at Marlborough Street and other existing and proposed public transport hubs. An attractive and walkable city centre will play a key role in shaping future competitive advantage.

The quality of the city centre's streets and public spaces is being eroded by the adverse impact of vehicular traffic congestion – noise, pollution, and severance of key pedestrian routes. The objectives for the city centre are to:

- Establish a new relationship between people, place and vehicular traffic that improves the environmental, cultural, economic and social wellbeing of the city centre and its communities;
- Prioritise the needs of pedestrians, cyclists and public transport users to reinforce Bristol as an ambitious European city;
- Achieve the highest sustainability and urban design standards;
- Provide traffic access to support the commercial activity of the city;
- Encourage new approaches to dynamic traffic management which enables traffic access or restricts it at different times of the day or week.



The space between buildings that comprises the public realm will become a canvas upon which a healthier, more lively and inclusive public life, a more energetic and more prosperous economy will be established.

Creating a distinctive and high quality public realm that is welcoming, coherent and easy to get around will be achieved through the application of the award winning Legible City initiative and its people centred design and transport principles. Creative solutions will be promoted.

Ambitious and long term proposals will be delivered incrementally over the JLTP3 period.

The Walking Strategy will influence other council documents focussing on the future of the central area of Bristol, such as the emerging Public Realm and Movement Framework and the LDF Central Area Action Plan.

Case study

The Brunel Mile

As part of the **Brunel 200** celebrations, the Brunel Mile links Bristol's historic Temple Meads station and Brunel's pioneering ship the ss Great Britain.

The aim of the Brunel Mile is to provide a high quality, imaginative, memorable and direct pedestrian link across the city. It joins up both the superb heritage of Brunel and the new public spaces and squares in the city centre and also spans Bristol Harbour and waterfront.

What improvements have been made?

- enhancement of the footway to accommodate both pedestrians and cyclists
- provision of accessible crossings lighting improvements
- new railings along the edge of the car park in Portwall Lane
- landscaping
- interpretive information

The improvements to the Portwall section have resulted in a safe and secure pedestrian route between Redcliffe Bridge and the Island Site enhancing the Portwall and this part of the Redcliffe Conservation Area.



Public rights of way

Rights of way provide many opportunities to enjoy the natural environment. They can be wide tracks or narrow trails, and they can run through towns or across remote countryside.

All public rights of way are legally highways and anyone may use them at any time. There are different types. Walking is permitted on all of them, but some have extra rights to ride a horse, cycle or drive a vehicle. In Bristol there are 160km of Public Rights of Way (155km of footpaths and 5km of bridleways).

The council records the legal existence and location of rights of way on the Definitive Map. As the Highway Authority, the council has a duty to ensure that routes are adequately maintained, free from obstruction and fit for purpose.

The Public Rights of Way network is important in many different ways. It provides access to the countryside, gets people out and about, has health benefits due to walking, cycling and riding and supports the local economy by providing links to many services.

The Public Rights of Way Network provides useful links for recreational walking and running, for more vigorous exercise. Access to these recreational networks is particularly valuable to those living in urban areas. Accordingly Public Rights of Way in our neighbouring authorities are important for Bristol as well.

Rights of Way Improvement Plans

All Local Highway Authorities are required to prepare Rights of Way Improvement Plans. A Joint Rights of Way Improvement Plan (ROWIP) was developed by Bristol, Bath and North East Somerset and South Gloucestershire councils to plan how they manage the 1,300 miles (2,100km) of public rights of way across their areas.

The ROWIP vision is to increase the use of local rights of way by developing the network of safe and attractive routes, which through backing to increase walking and other forms of sustainable travel will contribute to many of the goals of JLTP3.

The Plan focuses on four main themes:

- Theme 1 – Improving Maintenance and Safety
- Theme 2 – Signing Routes
- Theme 3 – Providing Information
- Theme 4 – Improving Access for Local Travel

The current Rights of Way Improvement Plans are under review for the post 2011 period, and part of this includes the possibility of developing one combined plan for the West of England.

(Together Bath and North East Somerset, South Gloucestershire and North Somerset have a network of almost 3,000km)

Through the *Rights of Way Improvement Plan*, the council maintains and promotes the PRoW network and this Walking Strategy will help to integrate routes into the wider walking network. Access to leisure and health walks utilising the PRoW network will also be promoted.

Green infrastructure

Green infrastructure can include walking and cycling routes, public rights of way, accessible river corridors and green streets that create pleasant surroundings and links for physical activity as part of everyday life. The strategic green infrastructure network protects and enhances connections between elements of green infrastructure in the city and allows improved connectivity for people and wildlife.

As set out in our *LDF Core Strategy*, the council will ensure that the integrity and

connectivity of the strategic green network is maintained, protected and enhanced. Opportunities to extend coverage and connectivity of the strategic green infrastructure network should be taken.

Principles

- The walking network should be clear and coherent
- Any transport schemes should have a positive impact on the pedestrian environment, in keeping with the Road User Hierarchy
- Pedestrian route priorities will influence future plans for the central area of Bristol
- Gaps in the city's rights of way and green infrastructure networks should be filled, open spaces that are of strategic recreational importance for walking fully protected and walking opportunities enhanced

Case study

Connect 2

Bristol City Centre–Ashton–Long Ashton–Nailsea–Backwell

Connect 2 Project is providing funding for the “Festival Way” cycling and walking route near Bristol.

This scheme comprises a number of key links and connections which together make up a large network of routes. Festival Way links central Bristol to the major events site at Ashton and then continues on to Long Ashton, opening up links to its residents. The long-sought Cambridge Batch link beside the mainline railway will provide a link to Backwell School for Long Ashton residents and an attractive way to Tynesfield for National Trust site visitors. The link will overcome a major gap in the public footpath network in the area.

Actions

- Identify a network of key walking routes and produce a network map
- Carry out an audit of walking infrastructure and map as a GIS layer
- Develop design standards for walking routes
- Identify five showcase walking routes linking key destinations with the aim of delivering a higher quality and safer pedestrian environment, e.g. improved signage, lighting, design standards, etc.
- Undertake citywide signage audit and identify areas for improved signage informed by pedestrian network map and showcase walking routes.
- Implement the Rights of Way Improvement Plan
- Investigate opportunities for new river and harbour crossing points
- Investigate opportunities for redevelopment of large roundabouts with underpasses which some pedestrians can find threatening/unsafe (e.g. 'The Bear Pit' St James Barton roundabout)
- Identify paths and routes, including on open spaces where the Public Rights of Way Network could be enhanced



Managing and improving the walking environment

“We want to ensure that the walking environment is well maintained, accessible, safe and pleasant”.

The management of the walking network will be prioritised according to the strategic network identified.

Alongside cyclical maintenance, information received from the public is vital in assisting the council in maintaining the pedestrian network. To this end, we welcome faults or problems with the walking environment being reported through Neighbourhood Partnerships or via the council's Customer Service telephone, email or online facility including information on:

- damaged bollards, potholes or other problems with roads or pavements
- faulty or damaged street lights
- objects blocking the road or pavement
- faulty traffic lights
- noisy or faulty drains and manhole covers
- blocked or smelly drains
- faulty or missing nameplates
- street cleansing issues
- noise nuisance
- air pollution

Maintenance

Maintaining footways and pedestrian routes is essential in providing a good quality walking environment. Footways that are not well maintained can act as a barrier to walking, for example, due to uneven surfaces and trip hazards, especially to those with impaired mobility.

Surface defects should not be allowed to develop to the extent that they become a hazard and vegetation should be regularly cut back to preserve available width and sight lines.

The council will ensure that the walking environment is maintained and improved through its Asset Management Plan.

The council will carry out a six monthly inspection of the highway network and undertake the renewing or repairing of carriageways and footways as well as street lighting, signs, bridges and retaining walls.

Severe winter weather

Gritting of key pedestrian locations will be prioritised during periods of extreme weather. There are 600 grit bins around the city with an online grit bin finder available to the public.

Cleansing

The cleanliness of the walking environment significantly contributes to the attractiveness of an area, and therefore to the attractiveness of walking in that area.

The council will ensure the cleaning of Bristol's streets, including removing litter from the highways, mechanical sweeping of road channels and removal of fly tipped waste. All roads in the city will be cleaned at least once every three weeks. The frequency of cleaning will be

increased on many roads and shop fronts where necessary.

During the autumn, we will have extra teams working to clear leaves from the highways. All adopted highways will also be treated twice a year to control weeds.

Case study

Bristol Clean and Green

Bristol Clean and Green is a people-led project aimed at:

- improving the cleanliness of Bristol's public spaces, especially main roads and 'grot spots'.
- implementing innovative, long term solutions to problems like littering, fly-tipping, graffiti and fly-posting through publicity campaigns and community engagement.

Who is involved?

- We work closely with a wide range of stakeholders, including residents, businesses, council departments and community groups.

How are we making a difference?

Clean-ups: We can give help to residents wishing to clean up local 'grot spots' – sites where flytipping, plant growth, graffiti and flyposting have got out of hand.

Graffiti: Graffiti can make an area seem run down and unsafe. We work closely with contractors, enforcement officers and the community to clear graffiti, and to identify trouble spots and offenders. We also work with young people and the public to organise the painting of murals, which provide a focal point for community engagement and deter further illegal graffiti.

Littering: We have been involved in coordinating a series of high profile campaigns aimed at raising public awareness of the problems caused by different types of litter.

Working with businesses: Businesses can apply for one of the Tidy Business Standard awards. These are aimed at encouraging businesses to consider recycling and waste minimisation initiatives, as well as ensuring they have complied fully with Duty of Care legislation. Businesses are encouraged to take part in supporting community clean ups and improving their local environment. To date over 20 businesses have achieved Tidy Business Standards.



Lighting

The provision of street lighting is essential in enhancing an area and making pedestrians feel secure. Good lighting is particularly important around points of transport interchange, such as bus stops, and also areas where there may be fear of crime.

The council will ensure that lighting is maintained and improved as appropriate through the Transport Asset Management Plan.

Utility and road works

Utility and road works can disrupt the walking environment, sometimes forcing pedestrians into the road or through longer diversions. It is important to ensure that the safety and convenience of pedestrians is not compromised by road works.

The council has regulatory powers and responsibility for the control of utility and road works and will ensure that pedestrians are given high priority and their safe passage ensured.

The council will manage scheduled utility and road works to ensure minimal disruption to the pedestrian network.

Pavement obstructions

Objects blocking the pavement, whether they are temporary or permanent obstructions, detract from the walking environment causing particular difficulty for those with mobility impairment, such as wheelchair users and those with pushchairs. Frequently cited obstructions to the footway include:

- street signs and furniture
- advertising boards
- wheelie bins
- equipment
- vehicles parked on pavements or over dropped kerbs
- overhanging bushes

Through a combination of regular inspections and responding to reports we will investigate and take action against obstruction of the footway. Non-vehicular obstructions we can deal with immediately if they are dangerous and blocking the footway. Obstructions that are less serious we are required to go through a legal process to deal with the offending property owners. We typically issue 600–700 enforcement letters annually, the majority of which result in the owners removing the obstruction.

Pavement parking remains an ongoing concern for many residents across the city. We have powers to enforce against pavement parking where there is a legal order in place for the road (such as double yellow lines) and also where parking is blocking dropped pedestrian kerbs at junctions. Other obstructions by vehicles are currently the responsibility of the police to enforce. We will investigate how to bring forward a citywide approach to pavement parking.

We will proactively promote to residents good practice for wheelie and recycling bins encouraging them to be left on their property. Where residents find it difficult to store their bins within their property boundary, we will look at other options that may be more convenient for them such as smaller bins, using bin bags instead of bins and investigate the potential for community bin pilots.

The proliferation of A-boards and similar advertising is a key issue in terms of street clutter and obstruction to the footway. We need to strike a balance between allowing businesses to advertise whilst protecting and enhancing the street environment for pedestrians and promoting vibrant retail areas for all businesses. As part of the development of this strategy, we will develop a policy for improved management and control of A-boards

We will follow the guidelines set out in the council's Environmental Access Standards to ensure that street signs and furniture are provided without causing unnecessary obstruction of the footway.

Case study

Clutter reduction

The city centre streets and spaces had a growing number of obsolete signs and incorrect directional information. Therefore, as part of the first phase of installation of the pedestrian signing system, incorrect signs were removed as new information was installed.

The pedestrian signing system was designed to replace the large number of separate sign systems that had been introduced on a piecemeal basis, with one consistent city centre wide system. During 2001/2 approximately 200 pieces of street furniture were removed or resited to improve clarity in the city.

Pollution

Problems with noise, air or land pollution reduce the quality of walking environment and can act as a barrier to walking.

The council is working with DEFRA to produce a Noise Action Plan for priority locations in Bristol and will investigate noise management measures that might be appropriate.

The overall strategy of the Joint Local Transport Plan 3 contains measures aimed at reducing car usage, which will bring about improvements in air quality and noise reduction.

We have programmes to improve air quality both within the current Air Quality Management Areas (AQMAs) and also within the rest of the city to ensure that other areas do not deteriorate.

Problems with air quality and noise can be reported via the council's Customer Service telephone, email and online reporting facility. We may not always be able to act immediately, but it is important that we know where problems exist.



Accessibility

By providing a walking environment that can be easily accessed by those with sensory or mobility impairment we will provide a good quality environment for all pedestrians. Most people at some time in their life will experience reduced mobility, for example due to injury necessitating temporary wheelchair use, using a pushchair or are just carrying heavy shopping.

Dropped kerbs are particularly beneficial to users of wheelchairs and pushchairs and tactile paving needs to be provided to assist visually impaired people.

Seating at regular intervals is desirable to enable people to stop and rest. Care needs to be taken to ensure that seats are not placed in a position where they impede heavy flows or pose a hazard to visually impaired people.

We will follow the guidelines set out in the council's Environmental Access Standards to ensure that all pedestrians benefit from accessible design, incorporating measures such as tactile paving, dropped kerbs and better seating provision.

Toilets

Availability of public toilets can influence people's decision on where and how far they can walk. The public should feel confident that availability of public toilets throughout the city is adequate to meet the needs of all of their walking journeys.

Together with council provided toilets, some private businesses also offer their toilet facilities for use by the general public as part of a council managed scheme. We will work partnership to enhance and expand provision and better promote these facilities, and draw lessons from other authorities.

Benches

Research by 'Inclusive Design for Getting Outdoors' shows that many older people need benches at frequent intervals along their routes, if they are to be able to use the outdoor environment. Older people living in a supportive outdoor environment tend to be more active, healthier and happier.

Traffic management and road safety

We want to improve safety of all users of the highway network and ensure that traffic schemes help to provide a walkable environment.

The council will aim to manage the highway network effectively through the provision of safe and where practicable, convenient routes for all users.

Our vision is to make road travel in the West of England area the safest in Britain for all road users. In seeking to achieve our vision we aim to:

- Substantially reduce the numbers and severity of casualties for all road users
- Achieve this reduction whilst also achieving modal shift and increase in sustainable travel proposed throughout the JLTP3
- Improve perceived safety for all road users
- Embed road safety considerations into the hearts and minds of the public
- Optimise joint working with all our partners and colleagues.
- Prioritise vulnerable 'road' users e.g. children, older people

To improve road safety for pedestrians we will:

- continue to develop and deliver child pedestrian training
- consider the needs of pedestrians in all transport and highway schemes and make appropriate provision
- implement a range of schemes and measures to improve safety for pedestrians
- design schemes and facilities for pedestrians in accordance with best practice guidelines.

Traffic volumes and speeds should be reduced where possible in order to create the desired conditions (of a walking environment).

Crossings

Crossing facilities are an important part of making the walking environment safe and easily accessible. Different types of crossing are installed at different locations depending on the traffic conditions, road type and pedestrian flow to ensure pedestrian safety.

The Road User Hierarchy will be considered when determining the type of crossing to be installed.

Crossings will be provided 'at grade' (street level) as standard and underpasses will be replaced with at grade crossings where possible. Pedestrian waiting times at signal controlled crossings should be reduced where possible.

Case study

20mph speed limits

Background information

In 2010, in support of the Cycling City project and Active Bristol Strategy, Bristol City Council introduced two 20mph speed limit pilot areas. The two pilot areas are Inner East Bristol and Inner South Bristol. We want to expand 20mph speed limit areas across the city in the future.

Objectives

The primary aim is to make walking and cycling around these areas safer and more attractive thereby encouraging more people to walk and cycle around their own community.

Research suggests that pedestrians struck at 30mph have about a 1 in 5 chance of being killed. At 20mph the chance of a pedestrian dying is reduced to 1 in 40. Drivers also have more time to react to situations at slower speeds.

Road signs

To alert drivers of their entry into the 20mph speed limit area there are 20mph traffic signs installed on both sides of the street. On the back of the 20mph signs there are 30mph signs alerting drivers that they are leaving the 20mph zone. In some areas speed-activated flashing vehicle activated signs have also been installed to reinforce the message.

In addition, there are smaller traffic signs attached to lampposts at regular intervals throughout the pilot areas to remind drivers of the speed limit. On entering the 20mph speed limit there are also 20mph markings painted on the road to remind people of the lower speed limit.

The 20mph zones do not include any physical traffic calming features such as speed humps or chicanes. A promotion campaign on the importance of 20mph has been led by Active Bristol promoting to community organisations, schools, health services, fleet services, the Police and taxi companies.

A Citizens Panel on 'Your Street' found that 78% agreed that driving over the speed limit in residential streets is always anti social and that 85% would like their street to become a 20mph speed limit area.



Safety and security

Fear of crime can deter people from walking, especially after dark. The design of pedestrian facilities can influence how safe people feel and therefore how well the facilities are used. We want to provide an environment where security fears, whether real or perceived, are minimised and are no longer barriers to walking.

The risk of crime can be reduced through increased sight lines, removal of hiding places along the route, provision of lighting and the presence of passive surveillance from neighbouring premises or other users. At best safety is achieved through increased numbers of

pedestrians (and cyclists) creating formal surveillance.

Principles

- The walking environment will be well maintained, accessible, safe and pleasant
- Footways should wherever possible be kept clear of unnecessary obstructions
- To improve safety of all users of the highway network and ensure that traffic schemes help to provide a walkable environment.

Actions

- Improve the council's reporting procedures for defects or problems with pedestrian infrastructure.
- Publish service standards for pedestrian infrastructure maintenance.
- Publish information on which pedestrian areas should be gritted during icy weather conditions. Key areas along showcase walking routes, and gateways to them to be considered for gritting once routes have been defined.
- Promote good practice to residents for wheelie and recycling bin storage within property boundaries to keep pavements clear. Develop a staged approach to enforcement to initially promote other options for residents who find it difficult to store bins within their property boundary (e.g. smaller bins, bin bags, community bin pilot), with enforcement action being taken against repeat offenders.
- Develop a strategy to reduce pavement parking— establish if the approach should be differential depending on local circumstances, or a single citywide approach.
- Develop a policy for improved management and control of temporary street signage such as A-boards.
- Develop and promote public access to the full range of toilet facilities including public toilets, toilets in participating private buildings e.g. supermarkets, and council buildings. Consult further with private building owners with the aim of increasing the number of private buildings open to the public.
- Roll out 20mph speed limit area pilot areas city-wide.

3 Promotion and partnerships

Understanding the 'customer': Why walk?

While it may seem self-evident that people walk because it is free, easy, healthy, sociable etc... as walking is in decline there is a need to do more to promote it's multifaceted benefits and change travel behaviours. We need to understand beliefs and attitudes to walking including subjective and social norms e.g. is walking part of what I do? Is it what my peers do? In addition, research suggests that many people perceive walking to time inefficient although this can change when people recognise the many benefits of walking. Barriers to walking are therefore both physical – in terms of the built environment – and psychological, in terms of cultural and other normative value systems that may discourage walking. Even when there is intention this can be thwarted by habit e.g. car dependency removing the most obvious opportunities to walk as part of a daily routine.

Promotional materials encouraging walking therefore needs careful targeting in order to tap into the motivations to walk for various segments of the population in order to achieve increases in walking. Utilising social marketing and smarter choices interventions to target identified population segments provides the most promising means of affecting behaviour change.

Promotion

It is important to ensure that a variety of information, in a variety of formats is made available to promote and provide information on walking.

Alongside engineering measures to physically improve the walking environment it is vital that walking opportunities are promoted and information on them is widely available both in paper form such as maps and electronic media.

Web promotion and facilities

Web-based promotion and information offers the opportunity for up to date information to reach a wide range of people quickly. The council's web site offers a range of walking related information such as suggested walking routes and links to other useful web based resources such as journey planners.

Walkit.com is a web site where you can plan your walking journeys in Bristol using the online trip planner. Enter your journey start and end points and it will plot your journey on a map and suggest approximate journey times.

Published maps and leaflets

The council publishes a range of promotional materials such as maps and leaflets. Bristol has worked in

partnership with the Bristol Ramblers Group to publish a selection of 'Discovering Bristol on Foot' walks. Maps of these routes are produced by the council (and can also be downloaded from our web site).

More general published travel information is available from the council with the aim of promoting active travel modes such as walking.



Public Health promotion

Promoting the many health benefits that walking can bring is a powerful tool to increase walking levels. Through initiatives such as Active Bristol, Walking for Health, School and Employer Travel Plans active travel modes are promoted with health benefits being a key incentive. These Partnership-based initiatives are discussed in the following section.

Media communications

Working with the local media offers opportunities to get desired messages out to the wider public. Promoting walking initiatives through specific press releases aimed at the local media is a key for communicating with harder to reach groups. Media communications can also help to publicise new walking initiatives or the opening of new pedestrian routes.

Principles

- Publish information to assist walking as a travel mode choice such as maps and information to assist with journey planning
- Communicate with the local media to promote walking and help to foster a positive image of walking as an active travel choice.

Partnerships

There are many groups or organisations that share similar agenda and goals in terms of walking and other active travel modes. Through partnership working across all the themes set out in this strategy, we can maximise the return on investment in walking.

Though not an exhaustive list, our partners include:

- Schools
- Employers
- Health Services

- Local authorities
- Neighbourhood Partnerships
- Police
- Voluntary Organisations

Neighbourhood Partnerships

In October 2009, the council took a decision to give greater powers to local neighbourhood over some council services for the local area. These services include:

- street cleaning
- minor traffic schemes
- highway maintenance
- parks
- local recycling schemes
- community safety.

There are 14 'Neighbourhood Partnerships' covering the whole of Bristol, each consisting of two or three Wards. They provide the opportunity for local communities to have a greater say in the way services and local managed by Bristol City Council and partner agencies

We will work closely with the Neighbourhood Partnerships in informing and addressing local needs for the walking environment with specific roles such as:

- Potential for street reps
- Local signage audit
- Each partnership could develop an active strategy and walking plans
- Walking promotion.

Case Study

Greater Bedminster Neighbourhood Partnership

Background information

The Greater Bedminster Neighbourhood Partnership is one of 14 Neighbourhood Partnerships established across Bristol; an alliance of local councillors, voluntary and community organisations, private businesses and public agencies within the wards of Southville and Bedminster.

www.greaterbedminster.org.uk

Street Reps

Members of the public in Greater Bedminster have volunteered to become 'Street Reps'. By merely going about their daily business and reporting incidents such as litter, graffiti, abandoned vehicles, anti social behaviour and highway problems street reps ensure that the local environment is 'policed' as best it can be. Reps nominate the street they live in and / or streets they use regularly that they can regularly monitor.

Greater Bedminster Walking 'Plan'

Volunteers in the local community have been working towards their own Walking 'Plan'. The Plan seeks to identify priority walking routes that could be improved and where potential obstacles to walking could be removed, either physical or psychological. When the routes have been fully audited, proposals for improvements can be developed and discussed with the council. This community-led approach aims to get support of shopkeepers and residents along the route. Some improvements may not require funding, e.g. persuading someone to cut their overhanging bushes).

Promotional activities

The Partnership promotes a range of activities for the local community including walking promotion such as the 'LinkAge Walking Group' who organise short walks for people over 50.



Working with schools

Various promotional measures are carried out to encourage walking to school, and these are a key part of the overall strategy. Measures include:

- Walk to school month
- Walk on Wednesdays
- Walk to school week
- Step up Walking buses.

(See section 4 for more details)

Working with local employers

Working with employers to promote walking as a means of active travel provides a key channel to reach many people.

As well as the benefits to individuals that walking can bring, there are benefits to employers including:

- Improved employee health and well being
- Carbon reduction targets
- Time and cost savings
- Efficiency gains.

Working with voluntary organisations

Voluntary organisations such as the Bristol Ramblers Group play a key role especially in encouraging recreational walking and in maintaining an attractive environment. There are numerous walking groups in the city and several organisations that undertake litter picking and path maintenance.

Travel plans

Travel Planning can be employed just about anywhere, including workplaces, schools, visitor attractions and residential developments.

A Travel Plan is a range of measures aimed at managing the transport needs of an organisation or single location shared by several different organisations. The overall aim is to reduce the number of trips made by single occupancy car and improving accessibility, by promoting wider travel choices and healthier more sustainable travel.

The council has a role to play in supporting organisations who are prepared to establish their own voluntary travel plans. We can offer technical advice and support to organisations who want it, for example through information, maps and timetables, free electronic staff survey service and free membership of the Green Commuter Club.

Green Commuter Club

The Green Commuter Club is a network of employers committed to the promotion of sustainable travel, both to help employers commuting and for business efficiency. The network meets three or four times a year to discuss common travel issues, share experiences and gain up-to-date information about local travel. The meetings are supplemented by regular contact through electronic newsletters.

Through the Green Commuter Club the council will help employers support their staff to walk more.

Active Bristol

Active Bristol is the physical activity strategy for the city (2011–2016). It aims to bring about a significant and sustainable increase in the number of Bristol residents who are physically active. To do this, changes to the urban environment need to be supported in order to allow individuals and communities to make active travel and leisure choices.

Physical activity opportunities commissioned have been targeted towards areas of high health need as well as sections of the population who have low participation rates in physical activity.

Walking for Health

'Walking for Health Bristol' is our health walks programme which provides people with the opportunity to take part in short, safe, sociable walks within local communities. It is part of a nationwide scheme to get more people walking. The walks have been developed as part of Walking for Health (WfH) a Natural England initiative.

Entry level walks are between 15–30 minutes duration and suitable for those who are sedentary or who have activity limiting health conditions. In addition, measured routes in a number of parks across the city are being marked out to encourage independent walking. We also support mapping resources such as the 'Walk It' website and 'Walk4Life' initiatives.

The council and its partners will continue to support the Walking for Health Scheme including providing information and helping to set up new walking groups.

Case study

Walking for Health

It is estimated that every £1 spent on a health walk will save the health service £7 on expenditure such as hospital admissions and medication.

Work includes:

- Sensory walks for people living with Dementia and their carers from Older People's Day Centres, in partnership with The Alzheimer's Society
- Volunteer Walk Leader training to speakers of other languages in their own language to develop walking within BME communities. Asian women's walk underway
- 'Buggy walks' for parents with young children from community venues
- Walks from GP surgeries for patients with specific health problems.
- Walks led by trained walk leaders with learning difficulties, for adults with learning difficulties
- Walking for adults with severe and enduring mental ill health
- Walks for carers and the adults they care for with mental ill health



Principles

Close partnership working is the key to assisting delivery and achieving the maximum benefit from encouraging and promoting walking.

Actions

- Expand support to Neighbourhood Partnerships to include the suggested designation of volunteer members of NPs as 'Street Reps' to report problems with the local environment

- Investigate if voluntary organisations can play a larger part in promoting walking, and identification and maintenance of walking routes
- Ensure key linkages with other programmes such as lighting and safety measures, particularly through the Safer Bristol Partnership, to reduce safety fears.
- Support Active Bristol Physical Activity Strategy

4 Links to wider policies and strategies

Walking for health and leisure

We want to increase the number of people walking for health and leisure reasons.

Walking for your own enjoyment or health is an excellent way to start bringing walking into your routine. Increasing the amount you walk can be habit forming, making it increasingly likely that you choose to walk for other reasons, for example, for commuting or shopping trips.

Planning and new development

We want to ensure that our planning and development process maximises opportunities to walk

The key principles of planning in relation to maximising pedestrian activity are:

- Improving accessibility in a way that contributes to a distinctive and memorable sense of place
- Reducing the divisive and poor quality nature of existing highway infrastructure through new frontage development, traffic management and public realm improvements
- Integrating public transport interchanges and bus stops with pedestrian route networks
- Connecting communities to reduce reliance on the car, encourage



walking and cycling and promote healthy lifestyles through exercise and recreation in an attractive environment

- Establishing/reinforcing existing Green Infrastructure for key cycling walking and public transport routes. This will provide a green setting more conducive to health through exercise, cleaner route environments via trees trapping and filtering air-borne pollution and integrating, where possible with Sustainable Urban Drainage Systems
- Reducing the need to travel by car through policies as set out in the Local Development Framework process.

Improving the built environment for community cohesion

People living in walkable, mixed-use neighbourhoods have higher levels of

social capital compared with those living in car-oriented suburbs. Those living in walkable neighbourhoods are more likely to know their neighbours, participate politically, trust others, and be socially engaged. In the planning and design of neighbourhoods open spaces need to emphasise the importance of safe “walkable” green spaces.

Public transport

We want to ensure that public transport and walking provision are well integrated and are each used to increase the benefits of the other.

Most public transport journeys involve an element of walking, therefore, improving the walking environment will improve the attractiveness of and access to public transport services. Equally, providing better public transport links will provide more opportunities for people to get out and about and will therefore encourage walking.

Public transport and walking infrastructure needs to be well integrated and interchanges need to be safe and attractive. The need to take the whole journey into account is important when considering public transport.

Improving access to public transport is an important element in connecting communities with services and reducing social exclusion.

Case study

Greater Bristol Bus Network

There are 10 GBBN corridors due for completion by 2012, eight of which impact on the city of Bristol to greater or lesser extents. GBBN routes aim to reduce traffic congestion and pollution by making bus travel easier and more attractive, while also improving safety and the environment for other road users, local residents and businesses.

- Bus priority measures (including bus lanes and intelligent traffic signals)
- Raised kerbs for easier access
- Quality bus stops and shelters
- Low floor, low emission buses
- Improved timetable and real-time information
- Upgraded traffic signals
- Updated parking controls with high levels of enforcement, including the use of CCTV
- Improved facilities for pedestrians, cyclists and car drivers.

Pedestrian facilities

- New pavements along sections of the route
- Improved pedestrian crossings
- Additional pedestrian crossings
- Kerb build-outs to improve safety at junctions.



Walking and Cycling

We want to promote active travel modes such as walking and cycling and minimise potential for conflict between road users.

Walking and cycling are healthy, sustainable, cheap and effective modes of travel. We want to see levels of both walking and cycling increasing.

In many cases there is an overlap between the interests of pedestrians and cyclists and therefore the strategy for encouraging more of both. But in some cases they have different needs so the careful planning of cycling and shared use facilities is essential. We want to cater and promote both of these active travel modes and maximise any benefits to pedestrians from any new investment in cycling facilities.

Education and training to reduce irresponsible cycling is also important if we are to benefit from an extended walking and cycling network.

The Police and Neighbourhood Partnerships are working together to take action on illegal cycling.

Department for Transport advice on shared use paths

Advice for cyclists:

- Keep to your side of any dividing line (but if in doubt, keep left)
- Give way to pedestrians, wheelchair users and horse riders and acknowledge those that give way to you
- Don't expect to cycle at high speeds and be prepared to slow down or stop if necessary
- Take special care at junctions, bends and entrances
- Fix a bell to your bike and use it to warn of your approach. However, remember that some people are hard of hearing or visually impaired so don't assume they can see or hear you.

Advice for other path users:

- Keep to your side of any dividing line
- Be aware of children learning to cycle, who may swerve unexpectedly
- Take care at junctions, bends and entrances, especially in wet weather
- Keep dogs under control.

Walking to school or college

We want to increase the number of pupils walking to school or college.

Bristol City Council has a long term strategy to encourage more pupils to walk, cycle and use public transport on their journeys to and from school. Influencing school travel behaviour is critical to achieving this objective.

The 'Walk to School' campaign encourages staff, parents and pupils to include regular physical activity in to their daily lives by walking to and from school whenever possible. Walking levels to school in Bristol have increased from 54% to 60% between 2006–2010.

Schools are keen to reduce traffic congestion around their school, parents want their children to have healthy lifestyles and pupils want to walk to school with their friends.

School Travel Plans

A School Travel Plan is a working document that outlines a school's travel, transport and road safety issues. The document contains a list of measures that the school will introduce to help reduce car use, and promote and increase more active and sustainable travel such as walking, cycling and the use of public transport.

School Travel Plans can help schools achieve recognition for wider local and national initiatives, as well as improving safety, promoting healthy lifestyles, and increasing environmental awareness.



Safer routes to school

The council will look at providing Safer Routes to Schools (SRTS). This could include minor works such as warning signs and road markings or could include larger schemes, such as 20mph zones, traffic calming, and pedestrian crossings.

Measures chosen will be based on School Travel Plans and will include consultation with local residents and the police. The school children themselves, through their School Travel Plan, point out hazards along their journey to school. These larger schemes can take up to two years to install from start to finish depending on the type and scale of measures proposed.

Larger schemes are prioritised through the School Travel Plan process. However, budgets for SRTS projects cannot match demands. Therefore, the main focus of the School Travel Plan Strategy is for schools to help themselves by promoting "soft" measures such as road safety education, cycle training, walking buses, park and stride.

Education

Early road safety education will lay the foundation for road safety into the teens and adult life. There will also be opportunities to engage with young adults in order to change attitudes and behaviours to driving.

The council will provide schools and teachers with approved road safety resources including lesson plans, powerpoint presentations, educational films, links to web sites, games, quizzes and books aimed at encouraging parents to teach their children basic road safety.

School crossing patrols

School Crossing Patrols provide a vital service at sites across Bristol by helping pedestrians on their journey to and from school. Problems with drivers complying with the patrol are sometimes experienced.

Bath and North East Somerset Council are trialling the 'Routesafe' system of pole-mounted video cameras designed to record instances of vehicles failing to stop when the patrol is in operation. The camera technology makes gathering information to support future prosecutions of drivers who fail to stop at a School Crossing Patrol much easier.

The council will investigate a 'Routesafe' trial with a view to implementation throughout the city. It is hoped that promotion of such a scheme will encourage safer driver behaviour around School Crossing Patrols, thereby making the pedestrian environment more attractive.



Zigzag enforcement

Parking on the 'School keep clear' markings causes safety issues for pedestrians. The 'keep clear' zones are indicated by yellow markings outside school entrances that are enforceable during specified hours and are enforced by parking attendants.

Principles

- Ensure that our planning and development process maximises the opportunities to walk
- Ensure public transport and walking provision are well integrated
- Ensure cycling facilities enhance the pedestrian environment and minimise the potential for conflicts between pedestrians and cyclists.

Actions

- Improve public transport interchanges, such as Temple Meads Rail Station
- Improve signage to and from bus and rail stations
- Ensure pedestrian environment is enhanced through the implementation of public transport schemes, e.g. Bus Rapid Transit / Showcase Bus Corridors
- Provide education and training to reduce irresponsible cycling and minimise potential conflict between pedestrians and cyclists.
- Work in partnership with the police to carry out Conditional Cautioning trial for dangerous cycling and continue if successful
- Ensure 'shared spaces' are designed to minimise the potential for conflicts between pedestrians and cyclists, and cycling schemes also enhance the pedestrian environment
- Support School Travel Plans – encourage all schools to undertake an annual 'School Travel Health Check' to highlight potential for improving walk to school opportunities. Work towards all Bristol schools implementing School Travel Plans
- Investigate scope of Neighbourhood Partnerships to help bring forward Safer Routes to School schemes
- Support and develop walking initiatives such as 'walking buses', 'Walk to School Month', 'Walk on Wednesdays' and 'Step Up'
- Tackle parking issues around schools through school travel plans, information and enforcement
- Implement Routesafe trial for School Crossing Patrols
- Investigate enhancements aimed specifically at commuter pedestrian trips
- Support walking initiatives for walking for health or leisure.

5 Resources / funding

Funding for investment in the pedestrian environment will come from a variety of sources. The main funding source for transport schemes is through the Joint Local Transport Plan. Additional funding may be available through the new Local Sustainable Travel Fund and investment associated with new development.

This strategy notes how benefits to the pedestrian environment can be achieved through other schemes such as public transport improvements, and through partnership with other organisations.

Value for money

While not the only criteria, value for money is critically important, not least because of reduced budgets available to local authorities. The government assesses value for money of schemes through their 'WebTag' process in order to assess viability. Schemes which return over £2 for every pound invested are deemed to provide high value for money. The World Health Organisation has developed a validated tool, the Health Economic Assessment Tool (HEAT). This is available for evaluation of both walking and cycling schemes and is compatible with WebTag. HEAT can be used for a number of different situations, for example:

- when planning a new piece of cycling or walking infrastructure to help to test the case for investment.
- to value the reduced mortality from past and/or current levels of cycling

or walking, such as a single route, as well as across a city. It can also be used to illustrate economic consequences from a potential future change in cycling or walking use.

- to provide input into more comprehensive economic appraisal exercises, or prospective health impact assessments.

On a practical basis, the HEAT quickly generate a cost-benefit calculation compatible with WebTag. This will be applied to all pedestrian and other interventions where changes impact on the pedestrian environment.

<http://heatwalkingcycling.org/>

Joint Local Transport Plan

The strategy to enhance and encourage walking does not sit in isolation, it builds on and contributes to the majority of the overall objectives of the Joint Local Transport Plan 3. Resources and funding for delivering the actions set out in this document therefore cut across many areas of both transport and wider council investment programmes.

Some pedestrian enhancement initiatives are specific walking schemes

but others may form part of larger schemes which may contain walking enhancement elements, in keeping with the principles set out in this strategy.

Delivery Plan

Investment proposed through the Joint Local Transport Plan is set out in the Delivery Plan. The Delivery Plan is broken down into a number of packages of measures. Walking measures, both specific investment in walking schemes and wider walking improvements as part of other schemes are a key part of all investment areas of the Delivery Plan

To support the key goals of the Joint Local Transport Plan the following investment areas will be prioritised (each area supports enhancements to the walking environment):

Public transport

- Investment in public transport, particularly the larger schemes such as the ongoing Greater Bristol Bus Network and proposals for Rapid Transit incorporate specific walking and access enhancements
- Improvements at rail stations such as pedestrian access, cycle parking, access and travel information.

Road safety

- Local safety schemes, many of which will be focused on pedestrian safety
- 20mph limits
- Education, Training and Publicity – particularly working with pupils walking to school
- New crossing facilities – Neighbourhood Partnerships will

have a key role to play in looking at local needs and prioritising devolved funding to deliver new and better pedestrian crossings.

Smarter choices

- New and improved pedestrian infrastructure and training
- School and employer travel plans
- Safer routes to school projects
- Personalised travel information
- Promotion of walking, cycling and public transport.

Network management

Schemes to manage the highway network through demand management, speed management and congestion reduction measures will contribute to encouraging walking; through an enhanced public realm and urban environment.

Network maintenance

Maintaining the highway including schemes to maintain and enhance footways and Public Rights of Way.

Environment and public realm

Many schemes will offer specific benefits for the walking environment:

- Schemes that support regeneration and development
- Schemes that improve air quality
- Schemes that improve the public realm
- Schemes that support Strategic Green Infrastructure.

The Local Sustainable Transport Fund

This national fund is available for authorities to bid for implementing packages of measures that support economic growth and reduce carbon emissions as well as delivering cleaner environments, improved air quality, enhanced safety and reduced congestion.

The opportunities that this fund could provide are very important in terms of continuing delivery of transport investment over the next few years, when core funding is being reduced. £560m will be made available up to 2015. Measures to enhance and encourage walking would certainly support the objectives of this funding and strengthen any potential bid for a package of measures.

Overall funding availability

The Comprehensive Spending Review (CSR) announced by Government in October 2010 provided details of overall levels of funding to be made available for transport and other investment nationally over the four years of the CSR period (2011/12 – 2014/15). Unfortunately this does mean that existing sources of funding will be constrained over this period, and the detailed investment programmes for this period are being reviewed in the light of this.

However we will seek to maximise funding available for transport and walking investment from as wide a range of sources as possible, where these can provide including:

- Department for Transport (DfT) simplified funding streams
- Regional Growth Fund
- Tax Increment Financing
- Council funding (into areas such as maintenance and revenue support)
- Developer contributions; and Community Infrastructure Levy
- The Local Sustainable Transport Fund
- European funds – Bristol is actively involved in European transport projects, focusing mainly on the research and demonstration of new technologies and ideas. There may be opportunities in the future to bid for further European funds to support initiatives to enhance the walking environment.

6 Monitoring and review

Targets and monitoring

In addition to the increase in facilities and initiatives to support walking, the outcome of investment to increase walking will be monitored by its impact on other key targets and indicators, in particular:

Former NI1 98 and LI 10: Mode share of journeys to school – reductions in car journeys to school resulting from increased walking activity either solely or with other modes will illustrate success meeting this target.

LI 9: Modal shift indicator – using results from the annual Big Commuter Counts in Bristol and South Gloucestershire will illustrate the shift in single occupancy car commuter journeys to other modes including walking.



A related indicator that can show the wider benefit of promoting walking amongst children is Former NI 56: Obesity level in primary school age children in year 6. This will be used as a supporting indicator. Road accident casualties will be investigated particularly for monitoring the trends of pedestrian casualties.

Former NI 186: per capita reduction in CO² emissions – this indicator relies on nationally produced statistics to measure end user CO² in the local area from the industry and commercial sector, domestic housing and road transport. A reduction in short motorised trips would contribute towards a reduction in emissions associated with road transport.

A further related indicator, Former NI 177 Bus patronage, will be used as a supporting indicator, as walking is a key element of these public transport trips, and increasing bus use particularly is a good indicator of general increasing levels of walking and activity.

Information on the state of the pedestrian infrastructure will be monitored by the annual Ipsos Mori Highways and Transport study.

The Joint Local Transport Plan 3 proposes to reduce CO² emissions from road transport with a detailed target still to be set. Enhancing the walking environment as part of broader active travel promotion and promoting alternatives to the private car will contribute towards this.

Quality of Life survey

Each year a survey called 'Quality of Life in Your Neighbourhood' is carried out. Bristol residents are asked to help monitor the Quality of Life in Bristol. The information gathered is analysed in a variety of ways and helps the council make policy decisions and also helps our partners such as the Bristol NHS, Safer Bristol Partnership and even local community groups. Enhancements to the walking environment will impact on

residents' overall quality of life. Issues covered by the survey include: crime and antisocial behaviour; litter; effects of traffic; satisfaction with neighbourhoods and the appearance of streets, and; dog fouling on the streets.

Data Collection

Data collection on current and future levels of walking is critically important in order to evaluate effectiveness of schemes which promote and support walking. Surveys of pedestrian numbers are important to feed into the HEAT tool to assess the cost-effectiveness of schemes, as well as to be able track long-term trends.

Review

The overall delivery plan of the JLTP will be reviewed annually. This will feed into associated sub-strategies, such as the Walking Strategy.



Appendix 1 Action plan summary

PROPOSED Action	Short Term (To March 2012) Current Funding Levels	Medium Term (To March 2014)		Longer Term (No Date Specified) Larger, aspirational schemes dependent on additional funding
		Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	
2. Improving and Enhancing the Walking Network				
1. Identify a network of key walking routes and produce a network map	Identify network and produce network map	Update map		
2. Carry out an audit of walking infrastructure and map as a GIS layer	Carry out audit and produce map	Re-audit and update map		
3. Develop design standards for walking routes	Develop and publish design standards			
4. Identify 5 showcase walking routes linking key destinations with the aim of delivering a higher quality and safer pedestrian environment, e.g. improved signage, lighting, design standards, etc.	Identify 5 showcase walking routes	Undertake audits of routes to establish enhancements required and make small scale improvements, e.g. signage, de-clutter, etc.	Further improvements to identified routes	Consideration to be given to Showcase Walking Routes if additional funding becomes available e.g. through new development – improvements could include improved connections, crossings, etc.
5. Undertake citywide signage audit and identify areas for improved signage informed by pedestrian network map and showcase walking routes.	Undertake first phase of signage audit and identify areas for improvement	Complete audit and undertake identified improvements		
6. Implement the Rights of Way Improvement Plan www.jlaf.org.uk/rowip	Implement current RoWIP	Update and review RoWIP		

¹ Local Sustainable Transport Fund – additional government funding for small local transport schemes up to 2015

PROPOSED Action	Short Term (To March 2012) Current Funding Levels	Medium Term (To March 2014)		Longer Term (No Date Specified) Larger, aspirational schemes dependent on additional funding
		Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	
7. Investigate opportunities for new river crossing points	Investigate opportunities for new river crossing points through new development proposals			<ul style="list-style-type: none"> • Potential new bridge crossing over the Floating Harbour, linking Kings St with Redcliffe Street (dependent on developer funding) • Potential for new bridge crossing the Floating Harbour by Castle Park (dependent on developer funding)
8. Investigate opportunities for redevelopment of large roundabouts with underpasses which some pedestrians can find threatening/unsafe (e.g. 'The Bear Pit' St James Barton roundabout)	Continue to consider potential opportunities for these large scale redevelopments that can enhance the pedestrian environment			Longer-term potential for large-scale redevelopment of these sites through development opportunities
9. Investigate options for improving the council's reporting procedures for defects or problems with pedestrian infrastructure.	Investigate options		Implement map-based interactive internet reporting facilities	
10. Publish service standards for pedestrian infrastructure maintenance.	Publish service standards			
11. Publish information on which pedestrian areas should be gritted during icy weather conditions. Key areas along showcase walking routes, and gateways to them to be considered for gritting once routes have been defined.	Publish gritting of pedestrian areas information	Review and update pedestrian gritting areas in light of Showcase Walking Routes and potential public feedback		

PROPOSED Action	Short Term (To March 2012)	Medium Term (To March 2014)		Longer Term (No Date Specified)
	Current Funding Levels	Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	Larger, aspirational schemes dependent on additional funding
12. Promote good practice to residents for wheelie and recycling bin storage within property boundaries to keep pavements clear. Develop a staged approach to enforcement to initially promote other options for residents who find it difficult to store bins within their property boundary (e.g. smaller bins, bin bags, community bin pilot), with enforcement action being taken against repeat offenders.	Continue to promote good practice and continue with current enforcement action (bin notices, letters, removal of bins)	Identify new sites for potential new Communal Bins to reduce the number of personal bins – extend the Communal Bin Pilot Project		
13. Develop an approach to reduce footway parking – establish if the approach should be differential depending on local circumstances, or a single citywide approach.	Develop preferred approach	If it is considered that footway parking should be prohibited in any areas, begin pilot projects to address pavement parking in certain areas and implant relevant powers to do so (most likely to be Traffic Regulation Orders) and accompanying signage, etc.	If it is considered that footway parking should be prohibited in any areas, and depending on results of potential piloted projects, implement further pilots	
14. Develop a policy for improved management and control of temporary street signage such as A-boards.	Implement A Boards Guidelines / Policy and enforce			

¹ Local Sustainable Transport Fund – additional government funding for small local transport schemes up to 2015

PROPOSED Action	Short Term (To March 2012) Current Funding Levels	Medium Term (To March 2014)		Longer Term (No Date Specified) Larger, aspirational schemes dependent on additional funding
		Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	
15. Develop and promote public access to the full range of toilet facilities including public toilets, toilets in participating private buildings e.g. supermarkets, and council buildings.	Update public toilets leaflet 'Public Conveniences in Bristol' showing available toilets including those in participating private buildings and publish on web site	<ul style="list-style-type: none"> • Consult further with private building owners with the aim of increasing the number of private buildings open to the public. • Endeavour to provide facilities so that nowhere within the central area of Bristol is more than 300 meters from toilet facilities that are available to the public during the day • Develop and promote branding to identify toilets available to the general public. 	Endeavour to provide facilities so that nowhere along the identified Showcase Walking Routes is more than 500 meters from toilet facilities that are available to the public during the day	
16. Roll out 20mph zones pilot areas city-wide across residential streets (signs only)	Investigate expansion of 20mph zones and commence city-wide project (coverage dependent on funding availability)	Roll out 20mph zones pilots areas to cover more of the city (coverage dependent on funding availability)	Roll out 20mph zones city-wide	
17. Utilise WHO HEAT for all schemes impacting on pedestrians in order to assess the cost-benefit of the schemes in terms of promoting walking. To be embedded as tool used by officers assessing schemes proposed and implemented.	Begin using HEAT	Roll out HEAT to all schemes impacting on pedestrians (excluding minor traffic management schemes)		

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PROPOSED Action	Short Term (To March 2012) Current Funding Levels	Medium Term (To March 2014)		Longer Term (No Date Specified) Larger, aspirational schemes dependent on additional funding
		Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	
3. Promotions and Partnerships				
18. Expand support to Neighbourhood Partnerships to include the suggested designation of volunteer members of NPs as 'Street Reps' to report problems with the local environment	Suggest volunteer 'Street Reps'			
19. Ensure key linkages with other programmes such as lighting and safety measures, particularly through the Safer Bristol Partnership, to reduce safety fears:	<ul style="list-style-type: none"> • Initiate discussion paper on crime and safety issues and their impact on the walking environment, for consideration between Bristol City Council and Safer Bristol Partnership. • Crime and safety issues and their impact on walking to be offered for discussion at all Neighbourhood Partnerships / Forums to highlight specific local issues. 			
20. Support Active Bristol Physical Activity Strategy	Implement the 'Active Travel and Urban Environment' action plan	Support the commissioned initiatives to promote physical activity		

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PROPOSED Action	Short Term (To March 2012)	Medium Term (To March 2014)		Longer Term (No Date Specified)
	Current Funding Levels	Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	Larger, aspirational schemes dependent on additional funding
4. Links to Wider Policies and Strategies				
21. Improve public transport interchanges, such as Temple Meads Rail Station	<ul style="list-style-type: none"> • Potential pedestrian enhancement opportunities to be a key consideration of new development proposals (e.g. access enhancements to Temple Meads through any adjacent development) • Potential pedestrian enhancement opportunities to be a key consideration in the emerging central Area Action Plan 		New Bus Rapid Transit services, subject to successful Major Scheme Bid, to improve public transport interchange at Temple Meads	Major improvements to pedestrian access and public transport interchange facilities at Temple Meads
22. Improve signage to and from bus and rail stations:	Specific public transport signage priorities identified as part of citywide signage audit	'Gateways' to 'Showcase Walking Routes' to be clearly signed from key public transport interchanges in the vicinity of routes (dependent on designation of Showcase Walking Routes).		

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PROPOSED Action	Short Term (To March 2012)	Medium Term (To March 2014)		Longer Term (No Date Specified)
	Current Funding Levels	Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	Larger, aspirational schemes dependent on additional funding
23. Ensure pedestrian environment is enhanced through the implementation of public transport schemes, e.g. Bus Rapid Transit / Showcase Bus Corridors:	<ul style="list-style-type: none"> • Increase the number of pedestrian crossing opportunities along showcase bus routes. • Commitment to undertake audit of signage in association with new public transport schemes to identify opportunities for improved signage linking key pedestrian routes to new public transport schemes. 		Enhanced pedestrian environment through the implementation of Bus Rapid Transit scheme, subject to successful major scheme bid	
24. Provide education and training to reduce irresponsible cycling and minimise potential conflict between pedestrians and cyclists.	Support Adult Cycle Training		Expand Adult Cycle Training	
25. Work in partnership with the police to carry out Conditional Cautioning trial for dangerous cycling and continue if successful.	Work in partnership with Police on Conditional Cautioning for dangerous cycling			
26. Ensure 'shared spaces' are designed to minimise the potential for conflicts between pedestrians and cyclists, and cycling schemes also enhance the pedestrian environment	All new shared space schemes to be considered by the council's City Transport Development Management colleagues who will ensure the needs of all users are considered	Principles to be published more clearly in a new design guide containing highway layout requirements		

PROPOSED Action	Short Term (To March 2012)	Medium Term (To March 2014)		Longer Term (No Date Specified)
	Current Funding Levels	Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	Larger, aspirational schemes dependent on additional funding
27. Support School Travel Plans	<ul style="list-style-type: none"> • Continue to support School Travel Plans • Encourage all schools to undertake an annual 'School Travel Health Check' to highlight potential for improving walk to school opportunities. 	Achieve 100% of Bristol schools implementation of a School Travel Plan (dependent on School support)		
28. Investigate scope of Neighbourhood Partnerships to help bring forward Safer Routes to School schemes	Offer discussion of Safer Routes to School issues at Neighbourhood Partnership meetings			
29. Support and develop walking initiatives such as 'walking buses', 'Walk to School Month', 'Walk on Wednesdays' and 'Step Up' – Action needed	Continue to support and develop school travel walking initiatives			
30. Tackle parking issues around schools through school travel plans, information and enforcement – action needed	Continue to look at parking issues through school travel plans, etc.	Approach to pavement parking to consider specific issues of parking around schools		
31. Implement Routesafe trial for School Crossing Patrols	Implement trial			

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PROPOSED Action	Short Term (To March 2012)	Medium Term (To March 2014)		Longer Term (No Date Specified)
	Current Funding Levels	Current funding Levels	If enhanced funding available (e.g. LSTF ¹)	Larger, aspirational schemes dependent on additional funding
32. Investigate enhancements aimed specifically at commuter pedestrian trips	Consider specific commuter pedestrian needs (potential links to Showcase Walking Routes)	Appropriate walking indicator to be defined through development of Joint Local Transport Plan 3		
33. Support walking initiatives for walking for health or leisure	• Support walking initiatives for walking for health or leisure		Expand support to walking initiatives for walking for health or leisure (e.g. 'Walking for Health Bristol')	

¹ Local Sustainable Transport Fund – additional government funding for small local transport schemes up to 2015

Appendix 2 Further information

Encouraging walking

There are many measures that can encourage and promote walking. Box 2 below lists key issues including those raised through stakeholder meetings

Trends and statistics

National trends

The National Travel Survey 2008 reported that between 1995/97 and 2008, average walking trips per person fell 24% from 292 to 221 per year. In the same period, the average annual distance walked also fell by 4% to 193 miles per year.

Local trends

Data collected through the school census shows that levels of walking to school are increasing. Walking to school has increased from 54% to 60% during the period 2006/7 to 2010/11.

The Bristol Quality of Life survey shows that levels of walking to work in Bristol have remained at around 17% for the period from 2005 – 2008.

Policy context

Walking is included in many national and local policy initiatives, to further not just transport objectives but also wider health, equality and quality of life objectives.

Key national and local policies, which guide this walking strategy, are set out below.

National

- Delivering a Sustainable Transport System, DfT, 2008
- Active Travel Strategy, DfT, 2010
- Low Carbon Transport: A Greener Future, DfT, 2009
- Delivering sustainable, low carbon, travel: An essential guide for Local Authorities, DfT, 2009
- Smarter choices – changing the way we travel, DfT, 2004
- Making smarter choices work, DfT, 2007
- Manual for Streets, DfT, 2007.

Local

- 20:20 Plan – Bristol's Sustainable City Strategy, Bristol Partnership, 2010
- Corporate Plan 2008–2011
- Joint Local Transport Plan 2 2006–2011 (and emerging JLTP3 2011-2026)
- Bristol Development Framework
- Environmental Access Standards 2006
- Emerging Movement and Access Strategy.

Ways to encourage walking

Measures include:

- Better maintenance of facilities and furniture including: bins, toilets, seating and signage
- Good footway condition / quality including: width, gradient, maintenance and drainage
- Removal of obstructions including: street/path clutter (e.g. signage, advertising, equipment, vegetation, stiles and fences in the countryside) and parked cars, including pavement parking
- Better safety / security provisions including: adequate lighting, CCTV, etc.
- Cleanliness including: regular street cleaning, graffiti removal, vandalism repairs and protection
- Slower motor traffic speed, reduced severance and noise and improved air quality
- Pedestrian priority at junctions
- Land use policies providing for direct access between walking destinations (e.g. residences, employment, leisure and service areas) including: diverting routes, and private spaces
- Installing new footways
- Provision of specific walking policy documentation, and monitoring / reporting successes, planned and required improvements.
- Improving and changing general perceptions including the perception that walking is less effective or time efficient than other modes such as car, public transport or cycling
- Improving crime and disorder hotspots, and socially deprived or excluded areas – make areas safer and more inviting
- Promoting a positive image of walking through the media
- Better understanding or knowledge of existing route network, information, support provided and policy / marketing of existing and future works.
- Projects to get particular groups walking more e.g. Walking for Health and other initiatives including the Ramblers "Get Walking, Keep Walking"