Cumbria County Council

LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN TECHNICAL REPORT

Whitehaven

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Cumbria County Council

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WSP

Amber Court
William Armstrong Drive
Newcastle upon Tyne
NE4 7YQ

Phone: +44 191 226 2000

Fax: +44 191 226 2104

WSP.com

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1 STAGE 1: DETERMINING SCOPE

1.1 BACKGROUND

1.1.1. It is the ambition of Cumbria County Council to get more people cycling and walking in Cumbria and that cycling and walking should be the natural choice for everyday short journeys. Cycling and walking more often is good for our health and wellbeing, the environment and the local economy.

1.1.2. During the height of the Covid-19 pandemic, less traffic on our roads resulted in cleaner air and quieter streets, transforming the environment in our towns and cities. Because of this, lots of people discovered, or rediscovered, cycling and walking as a means for exercise and travel. We now have an opportunity to help maintain this interest and ensure people have the choice to take short journeys on foot or by bike, rather than use their cars. The proven way of encouraging more of us to walk and cycle is by providing routes that are coherent, direct, safe, comfortable, and attractive.

1.1.3. To encourage active travel, the County Council has established a cycling and walking programme to seek and secure funding to deliver new or enhanced infrastructure. A key component of this programme is the development of Local Cycling and Walking Infrastructure Plans (LCWIPs) which will identify and prioritise future improvements to the local cycling and walking network over the next fifteen years. LCWIPs are being developed in Barrow-in-Furness, Carlisle, Kendal, Penrith, Workington, and Whitehaven. The Council has complementary workstreams looking at cycling and walking in five strategic corridors around the County aligned to the National Cycle Network. These corridors look to connect places and people and provide longer distance routes supporting the cycling and walking sectors of the Cumbrian tourism economy.

1.2 LCWIP PROCESS

1.2.1. LCWIPs offer a strategic method of identifying cycling and walking improvements required at a local level. They enable a long-term approach to developing networks and routes and form a vital part of the Government's strategy to increase the number of trips made on foot or by cycle. LCWIPs will be instrumental in leveraging funding from national and local streams.

THE LCWIP PROVIDES:

- Plans of the proposed priority networks showing the most important routes and zones for further development, targeting short journeys (to school, work etc).
- A prioritised programme of infrastructure improvements for future development.
- This LCWIP report, setting out the evidence and work completed to support the development of the Plan.
- A basis for securing government funding or developer contributions.

THE LCWIP DOES NOT PROVIDE:

- Exact details of the improvements on each route (these details will be developed as funding comes forward and will be subject to further consultation).
- Specific timeframes for when routes will be delivered.
- Guaranteed funding for delivery, although it will put us in the best possible position to secure funding.
- Network planning for long distance routes.

1.2.2. For Whitehaven, this process and the resulting outputs will represent an evidence-based approach to focus future investment where the most benefit can be realised, over a 15 year period to 2037

1.2.3. The geographical extent of this LCWIP focuses on the urban area of Whitehaven where there is the greatest potential to get more people cycling and walking for short journeys. The LCWIP also includes longer distance connections into Whitehaven from outlying settlements including, Distington to the north and St Bees to the south.

1.2.4. The Whitehaven LCWIP will focus on everyday journeys to work and school, as well as unlocking the potential of more people visiting the area for recreational cycling and walking.

1.2.5. The government has published guidance on the preparation of LCWIPs, setting out the following six stage process:

- **Stage 1: Determine the scope** – establish the geographical context and arrangements for governing and preparing the plan.
- **Stage 2: Gathering information** – identify existing walking and cycling patterns and potential new journeys. Review existing conditions and identify barriers to walking and cycling. Review related transport and land use policies and programme.
- **Stage 3: Network planning for cycling** – identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the improvements required.
- **Stage 4: Network planning for walking** – identify key trip generators, core walking zones and routes, audit existing provision and determine the improvements required.
- **Stage 5: Prioritising improvements** – prioritise improvements to develop a phased programme for future investment.
- **Stage 6: Integration and application** – integrate outputs into local planning and transport policies, strategies, and delivery plans.

1.2.6. The remainder of this document details how the LCWIP has been developed and sets out a prioritised programme for its delivery.

2 STAGE 2: GATHERING EVIDENCE

2.1 ACTIVE TRAVEL CONTEXT

THE CASE FOR WALKING AND CYCLING

2.1.1. The Department for Transport (DfT) announced their Cycling and Walking Investment Strategy (CWIS) in April 2017, outlining the Government's ambition to make walking and cycling the natural choice for shorter journeys or as part of a longer journey, including the aim to double cycling activity by 2025. The benefits of achieving this outcome would be substantial, supporting public health and wellbeing, more vibrant towns and public spaces, and low carbon travel patterns becoming commonplace.

2.1.2. In order to help local bodies that are interested in increasing cycling and walking in their local areas, the DfT published guidance on the preparation of Local Cycling and Walking Infrastructure Plans (LCWIPs) in April 2017.

2.1.3. In early 2020 the Government launched Gear Change: A Bold Vision for Cycling and Walking, announcing a £2bn plan to make England a great walking and cycling nation. The document identified four key themes central to achieving this:

- Better streets for cycling and people;
- Putting cycling and walking at the heart of decision making (transport, place-making, and health policy);
- Empowering and encouraging local authorities - £2bn of dedicated new investment funding only schemes that meet the new standards; and
- Enabling people to cycle and protecting them when they do through changes to the highway code.

2.1.4. This was supported by New Design Guidance - Cycle Infrastructure Design (Local Transport Note 1/20) (July 2020) which set out the framework for cycling to play a far bigger part in our transport system with the quality of cycle infrastructure to sharply improve to be consistent with national guidance. Routes should be:

- Coherent - part of a wider strategic network that provide access to key destinations;
- Direct - reach their destination as directly as possible;
- Safe - of a high quality and designed to standards that meet safety requirements;
- Comfortable - accessible and attractive for all abilities; and
- Attractive - contribute to good urban design by integrating with and complementing their surroundings.

2.1.5. The Government has a plan to accelerate the decarbonisation of transport. The Transport Decarbonisation Plan (TDP) sets out what will need to be done in order to deliver the significant reduction in emissions needed across all modes of transport, putting us on a pathway to achieving carbon budgets and net zero emissions across every mode of transport.

2.1.6. In 2017 Cumbria County Council together with Cumbria's borough councils, national parks, cycling bodies and highways partners endorsed the Cumbria Cycling Strategy (CCS). The Strategy sets the context for the development of cycling in Cumbria in the 5 year period to 2022. A key objective is to improve the county's infrastructure and Cumbria County Council is committed to taking the lead on this aspect.

2.1.7. The Cumbria Transport Infrastructure Plan (CTIP), developed by County Council and Cumbria Local Enterprise Partnership (CLEP), supersedes the Cumbria Cycling Strategy and updates the local strategy context for cycling and walking in Cumbria for the period 2022-2037, The CTIP supports the need for greater levels of walking and cycling in Cumbria, and affirms the County's commitment and ambition in relation to active travel. Increased levels of active travel are particularly recognised as being an essential requirement in order to meet the CTIP Objective of Clean & Healthy Cumbria.

2.1.8. Within Whitehaven there are clear opportunities to better connect people and places with targeted investment in active travel infrastructure. Cumbria County Council shares the CWIS ambition to provide more direct, convenient, safe, and attractive options for local journeys, as demonstrated in the CCS.

CREATING ATTRACTIVE PLACES TO LIVE AND WORK

2.1.9. The CLEP's Industrial Strategy recognises the potential of active travel to enhance not only the tourist economy but also in creating attractive places to live and work. The Strategy sets out a priority to secure the walking, cycling, local highway and public transport improvements that help people better access jobs, training, services, and visitor destinations.

2.1.10. Copeland has an estimated population of 68,041 (2020 estimate, Cumbria Observatory.org.uk) and there are around 34,865 people within the LCWIP study area. Approximately 27,400 (aged 16-64) are employed in Copeland, and there are 2,050 businesses located throughout the Borough. Copeland has the third highest median annual salary in the country at £44,000 but this masks pockets of deprivation and economic inactivity. The nuclear sector and its supply chain is the major employer within the area, accounting for 59% of jobs and 59% of output in Copeland. The Borough accounts for 13% of all employment in Cumbria and is a key part of the Cumbrian economy.

2.1.11. Two thirds of the Borough is located within England's largest National Park - the Lake District which was designated a UNESCO World Heritage Site in July 2017. Copeland is also home to England's highest peak, Scafell Pike, and the deepest lake, Wastwater.

2.1.12. The coastal town of Whitehaven is the administrative seat of the Borough of Copeland and has its own Town Council which formed in May 2015. It is one of 51 'gem towns' as chosen by the Council for British Archaeology in 1964 with over 250 listed buildings. It is also the starting point for the Coast 2 Coast (C2C) cycle route.

2.1.13. St Bees Head is the starting point of the Coast to Coast Walk and hosts an RSPB Nature Reserve. It also has Heritage Coast status meaning that the area is managed to conserve its natural beauty and to improve accessibility for visitors.

2.1.14. Investment in the streets where people live and work could create more attractive places for people to work and live in, reducing traffic and emissions and increasing health and wellbeing.

SUPPORTING HEALTH, WELLBEING AND ACCESS FOR ALL

2.1.15. Active travel can play a crucial role in supporting public health and wellbeing. It is one of the simplest and most effective ways to enable adults and children to meet recommended levels of physical activity. A lack of physical activity is the cause of one in six deaths in the UK and costs the country an estimated £7.4bn per year.

2.1.16. Active Cumbria (2022) reported that 25.9% of people (aged 16+) in Copeland are inactive, while just 0.4% of adults cycle and 11.5% walk for travel at least 3 days per week – below the national averages of 2.3% and 15.1% respectively. Inactivity is calculated to cost Copeland £1.3m per year. Cumbria County Council are encouraging more people to be active as well as using sport and physical activity to help address health inequalities, contribute positively to the economy, and raise the profile of the area.

2.1.17. The connection between health and wellbeing and travel is a core component of the Cumbria Joint Public Health Strategy (2019-2029). This highlights how transport is critical to enable people to access goods and services that are important for health and wellbeing. It encourages physical activity through the promotion of regular walking and/or cycling and covers tackling climate change as well as improving air quality.

2.1.18. Focussing on inclusive design and ensuring Cumbria's active travel networks are accessible for all will be important when developing and delivering schemes through the LCWIP process.

2.1.19. The LCWIP also has a vital role to play in creating longer term behaviour change well beyond its 15-year delivery plan. European countries such as the Netherlands have only been able to facilitate mass cycling (27% of all trips are undertaken by bike) though long term investment (The Dutch 'cycling revolution' can be traced back to a targeted political response in the 1970s). This has engendered generational change to the point where the bicycle is the clear mode of choice for journeys between 2km to 7km.

2.1.20. The Whitehaven LCWIP, supported by local and national policy, guidance, and funding, presents an opportunity to start the process of creating real change for generations to come.

RESPONDING TO THE CLIMATE CRISIS

2.1.21. The Zero Carbon Cumbria Partnership was established in January 2021 and aims for a carbon neutral Cumbria by 2037. Decarbonising the impact of transport is key to achieving this and more cycling and walking will form part of the approach.

2.1.22. Cycling and walking has a much lower carbon footprint compared to other forms of transport. Transport is the largest emitting sector of greenhouse gases, producing 27% of the UK's total emissions in 2019 – 61% of this from cars and taxis. The Zero Carbon Partnership recognises the need for a holistic approach to reducing the County's carbon emissions and that everyone in the County needs to work together and do their part in order to achieve neutrality. Embedding generational behaviour change through an incremental shift to active modes is likely to be a key part of this and is essential in order to enable future generations to live sustainably.

2.1.23. Copeland Borough Council produced its Air Quality Annual Status Report in 2019 which stated that NO^2 levels are well below the annual mean objective of 40µg/m^3. The highest levels have been recorded in the centre of Whitehaven (24.3µg/m^3 annual average). The main cause of pollution is road traffic, but the Whitehaven LCWIP will help to address local air quality issues by improving infrastructure for non-motorised users.

2.1.24. The Borough Council published their Climate & Environment Policy covering the years 2020-2023 in December 2020. The first and third objectives are specific to the Council as an organisation but the second commits to taking '*meaningful action to limit the harmful effects of climate change, and to protect and enhance the environment*'. Policy DS11PU within the draft Copeland Local Plan 2021-2038 stipulates that planning permission will not be granted if proposals give rise to unacceptable levels of air pollution. It also specifies that air quality will continue to be monitored across the Borough and, if necessary, Air Quality Management Areas will be introduced.

IMPROVING THE TOURISM OFFER

2.1.25. Tourism plays a key role in Cumbria's economy, with visitors contributing £3.1bn in 2019, supporting 65,000 jobs, equivalent to 26% of Cumbria's working age population (Cumbria Tourism Strategy 2020-2025).

2.1.26. Cycling and walking investment can play a key role in enhancing the tourism offer. It can increase the number of visitors for travel around the Borough and improved connections to existing networks can provide enhanced cycling and walking experiences.

2.1.27. Whitehaven is an attractive Georgian costal town. It is a key gateway for the visitor economy in the western Lakes, with a number of attractions such as The Beacon Museum, The Rum Story, Rosehill Theatre, and the harbour - which was once the third largest in the UK with trade links all over the world and still has over 400 fully serviced pontoon marina berths.

2.1.28. The town will also soon boast 'The Edge', a community-led activity hub currently under construction.

2.1.29. Whitehaven is both the starting point of the C2C (along with Workington) and the finish of the Reivers Cycle Route, as well as being part of Hadrian's Cycleway, broadly following the route of Hadrian's Wall and taking in the western coast of Cumbria.

2.1.30. The C2C or 'Sea to Sea' is the UK's most popular cycle route, attracting between 12,000 and 15,000 riders each year. The route begins from the harbour, which recently benefited from a £68 million investment including attractive public realm. The traditional way to begin the route is to dip your bike's front wheel in the waters on the slipway marked by a C2C sign.

2.1.31. Hadrian's Cycleway follows the line of the Roman frontier for approximately 170 miles from Ravenglass to South Shields in Tyne & Wear on the eastern coast. The route is currently being considered as part of the Hadrian's Wall Cycling and Walking Corridor project, and could see upgrades as part of the Borderlands Inclusive Growth Deal.

2.1.32. The proposed LCWIP network builds on these established longer distance links and aims to consolidate Whitehaven's position as a premier cycling and walking town.

IMPROVING ACCESSIBILITY AND SOCIAL INCLUSION

2.1.33. Three of the Local Super Output Areas (LSOAs) within the Whitehaven LCWIP study area are ranked within the top 10% most deprived in the UK. These LSOAs are located in Harbour (north), Mirehouse (central) and Sandwith (northeast). A further eight LSOAs rank in the top 30% most deprived. They are Distington (northwest and southwest), Hensingham (centre and south), Kells (west), Mirehouse (north and south) and Sandwith (southwest) as shown in Figure 2.1.

2.1.34. 25% of households in the Whitehaven LCWIP study area are without access to a car or van (Census 2011). Residents can suffer from social exclusion and transport poverty, struggling to access employment and education opportunities, key services, and facilities, as well as being isolated from support networks.

2.1.35. Cycling, and walking in particular, are generally affordable and natural modes of transport that can be made accessible to the vast majority of people. Enabling a greater number of people to walk and cycle to the locations they need to travel to can have significant benefits not just in regard to health, wellbeing, and for the environment, but also in enabling social inclusion, helping connect people to jobs, education, and each other when other modes of transport aren't feasible options. There are very clear and strong opportunities to promote social inclusivity through improved active travel connections.

2.1.36. For those with a car, this can become the default mode of travel for all journeys, resulting in congestion and health issues that could be avoided by using another mode. A high quality network maximising the opportunities offered by the town could also help encourage reduced reliance on the car as mode of travel and a shift to walking and cycling for shorter journeys.

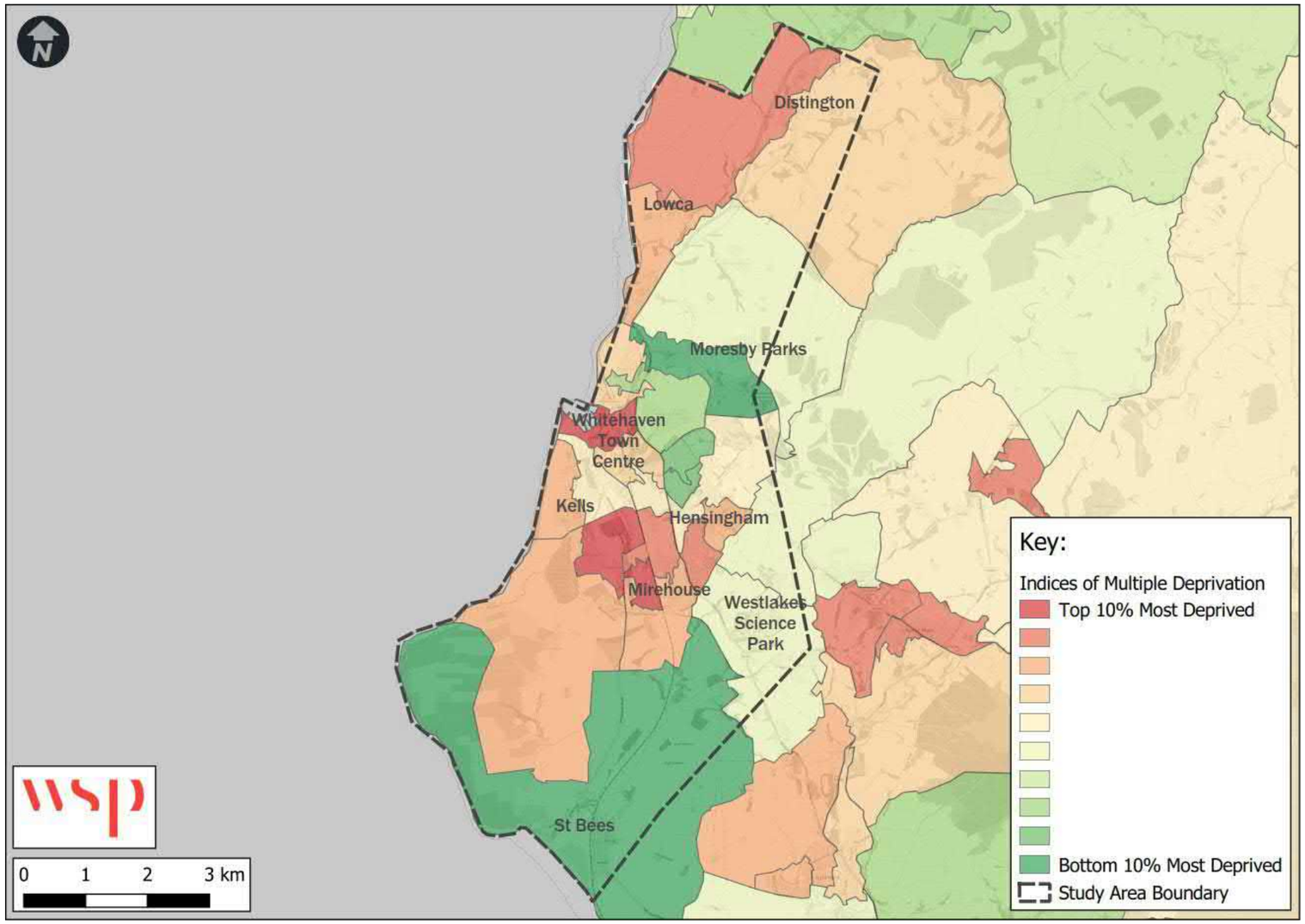


Figure 2.1. Indices of Multiple Deprivation (IMD)

2.2 NATIONAL AND LOCAL POLICY CONTEXT

2.2.1. There are clear opportunities to support environmental, health, social, economic, and sustainable mobility goals that better connect people and places with targeted investment in active travel infrastructure. This is evident in both national and local policy that has guided and shaped the Whitehaven LCWIP process. A summary overview is provided below.

NATIONAL CONTEXT

Gear Change: A bold vision for cycling and walking (DfT 2020)

2.2.2. Sets out Government's vision for delivery of far higher quality cycling infrastructure, focusing on segregated cycle routes with local authorities being expected to deliver a step change in the Level of Service for cycling and walking. It establishes "Active Travel England" that will assess local authorities' performance on active travel, with findings influencing the funding authorities receive across all transport modes. The accompanying Local Transport Note 1/20 Cycle Infrastructure Design sets out new ambitious cycle design standards.

Cycling and Walking Investment Strategy (DfT 2017)

2.2.3. Aims to make active modes a natural choice by 2040. Locally targeted investment via LCWIPs assist to connect people with places – creating vibrant, healthier, and productive places and communities.

Future of Mobility: Urban Strategy (DfT 2019)

2.2.4. Nine principles to address the challenge of transforming towns and cities to meet current and future transport demands. Includes the principle that 'walking, cycling and active travel must remain the best option for short urban journeys'.

UK Net Zero Target 2020

2.2.5. This national target, set by the Government in 2019, will require the UK to bring all greenhouse gas emissions to net zero by 2050, compared with the previous target of at least 80% reduction from 1990 levels.

Everybody Active, Every Day (Public Health England 2014)

2.2.6. Indicates how the built and natural environment impact on the travel choices people make and highlights the necessity for effective urban design and transport systems which create 'active environments' to promote walking, cycling and more liveable communities.

Clean Air Strategy (DEFRA 2018)

2.2.7. Outlines how achieving modal shift is key to delivering emissions reduction. LCWIPs have a part to play in tackling the climate emergency by reducing emissions through the delivery of walking and cycling options for journeys.

Inclusive Transport Strategy (DfT 2019)

2.2.8. An inclusive transport system must provide inclusive infrastructure, with streetscapes designed to accommodate the needs of all travellers. LCWIPs identify improvements to build active travel networks and key routes fit for all users.

LOCAL CONTEXT

2.2.9. Local policy relating to walking and cycling is contained in a range of documents, outlined below. These policy documents show a strong level of support for cycling and walking. Several documents are currently being developed and/or reviewed, including the Copeland Local Plan, making this an ideal time to bring forward and integrate further cycling and walking proposals.

2.2.10. Key local policy documents include:

- Cumbria Transport Infrastructure Plan (2022-2037)
- Cumbria Local Industrial Strategy (2019)
- Cumbria Cycling Strategy (2017-2022)
- Copeland Local Plan Publication Draft (2021-2038)
- Inspiring Eden Economic Recovery Plan (2020)
- Destination Borderlands and the Borderlands Growth Deal (2021-2031)
- Cumbria Rural and Visitor Economy Growth Plan (2017)

2.2.11. Key relevant themes emerging from local policy are set out on the following pages.

Policy support for cycling and walking

Cumbria Transport Infrastructure Plan (2022-2037)

2.2.12. The Cumbria Transport Infrastructure Plan (CTIP) supersedes the Cumbria Cycling Strategy and updates the local strategy context for cycling and walking in Cumbria for the period 2022-2037.

2.2.13. The CTIP recognises the role active travel schemes can play in supporting the local economy, improving health, and access to education, employment and services. The Plan positions active travel centrally in the aim to develop a clean and healthy Cumbria, highlighting the key role it can play in transport decarbonisation and promoting physical and mental health. The LCWIP directly supports the plan by identifying where modern infrastructure can and should be provided in order to maximise travel by active modes for all journey purposes.

Copeland Local Plan

2.2.14. The emerging Copeland Local Plan (2021-2038) is currently at the Publication Draft stage. The draft Plan sets out a number of overarching objectives and policies in support of its vision for Copeland; the Whitehaven LCWIP aims to align with and pay due cognisance to these. Those with direct relevance to the LCWIP are listed below, along with their relevant theme.

Development Standards

- Policy DS6PU – *Design and Development Standards* states that new developments must create layouts that encourage walking and cycling based on 'Active Design' principles and connect the development to existing walking and cycling routes where possible.

Tourism

- Policy T2PU – *Coastal Development along the Developed Coast* relates to opportunities for tourist development which will be supported providing the proposal(s) improve accessibility to the coastal walkways and cycle routes.

Housing

- Policy H6PU – *New Housing Development* stipulates that planning permission will be granted on allocated and windfall sites so long as the layout promotes active travel, linking dwellings with existing footpaths and cycleways.

Connectivity

- Policy CO2PU – Priorities for Improving Transport Networks within Copeland states that the Council will support the allocation and safeguarding of land that facilitates transport priorities within the Borough such as improvements to the local cycle and walking network to encourage active travel.
- Policy CO4PU – Sustainable Travel specifies that proposals must include safe and direct connections to routes that promote active travel.
- Policy CO5PU – Transport Hierarchy requires new developments to promote a hierarchy of users whereby pedestrians are first followed by cyclists.

2.2.15. In order to support the development of the Copeland Local Plan (2021 -2038), the County Council used the West Cumbria Transport Model to understand what impact the proposed level of development would have on the highway network. The Whitehaven Transport Improvements Study (TIS) identified highways and sustainable transport (including walking and cycling) schemes to mitigate the impact of the development. These schemes form part of Copeland Local Plan Infrastructure Delivery (IDP) Plan and were identified as necessary infrastructure need to help facilitate the delivery of the level of growth proposed for up to 2038.

2.2.16. Additionally, further work was undertaken in the Whitehaven Parking Study (2020). The study informed the planning, development, and management of parking in the town centre of Whitehaven and at three railway stations: Bransty (Whitehaven), Corkickle and Askam-in-Furness. The purpose was to inform future design work for proposals to enhance the stations and encourage sustainable modes of travel.

2.2.17. Six packages of improvements were identified, which relate to: off-street parking, on-street parking, pricing/signage, town centre streets, the tourist offer and modal shift.

Growth areas and local plan designations

2.2.18. The emerging Local Plan sets out site allocations for development in Copeland which should be considered when developing active travel networks to ensure their sustainability. Key housing allocations with indicative yields exceeding fifty dwellings in the vicinity of the Whitehaven LCWIP study area include:

- Land at West Cumberland Hospital and Sneckyeat Rd – 127 dwellings;
- Red Lonning and Harras Moor – 370 dwellings;
- Land at Edgehill Park Phase 4 – 120 dwellings;
- Land South and West of St Mary's School – 60 dwellings;
- Former Marchon Site North – 532 dwellings;
- Land Adjacent Abbots Court – 58 dwellings; and
- Land to South West of Summergrove – 80 dwellings.

2.2.19. Key employment allocations in the vicinity of the Whitehaven LCWIP study area include:

- Whitehaven Commercial Park, Moresby Parks, 11ha;
- Sneckyear Rd, Whitehaven, 1.1ha;
- Red Lonning, Whitehaven, 0.6ha; and
- Furnace Row, Distington, 3.1ha.

2.2.20. Key opportunity sites (areas which may be suitable for a variety of uses), exceeding 0.5ha, in the vicinity of the Whitehaven LCWIP study area include:

- Old Dawnfresh Factory, 1.23ha;
- BT Depot, 0.92ha;
- Land at Ginns, 2.98ha;
- Land at Coach Road, 0.63ha;
- Pow Beck, 11.97ha; and
- Marchon South, 31.5ha.

2.2.21. Ensuring these new developments are well connected to the LCWIP network will be essential in order to ensure people can get to and from new areas of the town by active modes of transport, and these sites are included as key origin and destination points in the determination of the LCWIP walking and cycling network maps.

Transport, placemaking and infrastructure schemes

2.2.22. Whitehaven is the largest town within Copeland, hosting a range of national retailers, services and facilities serving a wide catchment area.

2.2.23. This is particularly significant given the relatively rural nature of west Cumbria and emphasises the importance of ensuring there is a principal commercial centre within the region which provides a good range of operators and services which residents need.

2.2.24. A large volume of activity is currently underway to revitalise Whitehaven, aimed at bolstering the town's offer as a place to live, work, study, visit and invest.

2.2.25. Across these projects, there is significant investment in improving connectivity, specifically via sustainable and active modes. These proposals will be central to the development of the Whitehaven LCWIP, as it seeks to create an integrated and connected network across the town and wider borough.

2.2.26. A summary of the key projects being led by Cumbria County Council and partners is provided below, listed by their respective strategy or technical document.

Copeland Infrastructure Delivery Plan Stage 1 – Evidence and Capacity (2020)

2.2.27. The purpose of an Infrastructure Delivery Plan (IDP) is to identify the key infrastructure required to support the growth identified in a Local Plan. The Copeland IDP is currently being refreshed to support the emerging Local Plan; stage 1 provides the baseline status of infrastructure within the Borough.

2.2.28. The section on walking and cycling refers to the existing network of public rights of way and the four long distance recreational footpaths:

- The Cumbria Coastal Way (Silverdale – Gretna);
- The Coast to Coast (St. Bees – Robin Hood's Bay);
- The Cumberland Way (Ravenglass – Appleby); and
- The Furness Way (Ravenglass – Arnside).

2.2.29. In terms of cycling, paragraph 5.21 mentions the Coast to Coast route as well as National Cycle Routes 71 and 72 which provide links from Copeland to Yorkshire (Kirby Knowle) and the North East (South Shields or Tynemouth) respectively.

West Cumbria Corridor Travel Plan (2016)

2.2.30. The West Cumbria Corridor Travel Plan was published in October 2016 and its purpose is to identify sustainable transport measures, which could be developed or improved in order to enable and encourage visitors and residents to travel to work and leisure purposes without the use of car.

2.2.31. The report identifies that West Cumbria has poor health statistics, with 75.9% of adults in Copeland classed as overweight or obese. Walking and cycling activities, enjoyed by people with a wide range of fitness levels, could play an important role in health and wellbeing for people in West Cumbria by addressing the health-related issues occurring due to obesity in the area. The report investigates how active travel opportunities could be developed and further promoted.

2.2.32. In order to identify potential improvements measures, the current issues and barriers to sustainable transport movement have been identified. Those have generally included a low awareness of and lack of information regarding walking and cycling routes and opportunities, gaps in provision of traffic-free routes, and heavy traffic on main roads and fast commuter traffic on some minor roads discouraging walking and cycling.

2.2.33. The priority measures for cycling in West Cumbria include:

- Create traffic free cycle routes on corridors including between St Bees – Whitehaven;
- Create better walk/cycle connections into the Lake District from the Coast;
- Promotion and waymarking on existing quiet routes and bridgeway network;

- Develop network of e-bike hire;
- Encourage and support businesses to set up cycle hire, particularly around hub stations;
- Consider one-way cycle hire provision through business network; and
- Work with providers to develop more events that start and finish in West Cumbria.

2.2.34. The priority measures for walking in West Cumbria include:

- Provide signage to and from villages and stations to the England Coast Path;
- Develop safe walk links from stations to settlements, places of work and visitor attractions; and
- Work with Parish Councils to develop and promote walking routes from villages.

Local Cycle Infrastructure Study (2017)

2.2.35. The Cumbrian Local Cycle Infrastructure Study sets out the infrastructure gaps in the urban cycling network in Cumbria's major towns and recommends the infrastructure and facilities required to make cycling the natural choice for urban journeys. The study focused on schemes that will likely deliver the greatest increase in cycling journeys with special consideration being given to access to employment, education, and training.

2.2.36. The report presents area based urban cycle network plans for Carlisle and the six major Cumbrian towns, including Whitehaven. The purpose of the local cycle network plan is to:

- Map the existing cycle infrastructure;
- Support the production of a network improvement plan; and
- Ensure that the cycle network supports the proposed development sites identified in the area's Local Plan.

2.2.37. Three priority schemes have been proposed as part of the Local Cycle Infrastructure Study for Whitehaven. The schemes are expected to deliver the greatest surge in cycling journeys in the communities and include:

- A package of improvements to the Coast to Coast Cycleway from Whitehaven Harbour to Mirehouse Road, estimated cost up to £1.5m.
- Extension of the traffic free cycle route from Mirehouse to St. Bees, estimated cost £450,000.
- Extension of the traffic free cycle route from Mirehouse to West Lakes Science Park, estimated cost £130,000.

Hadrian's Wall Corridor (2021)

2.2.38. Hadrian's Cycleway (NCN72) is a cycle route following the line of the Roman frontier for 170 miles (274 kilometres) from Ravenglass in Cumbria to South Shields in Tyne and Wear.

2.2.39. The route passes directly through the centre of Whitehaven and is predominantly off-road, providing an attractive north to south greenway for both pedestrians and cyclists away from highly trafficked main roads. This provides a significant opportunity for the LCWIP to build on this popular route, enhancing the existing infrastructure and creating multiple new linkages across the town to encourage use of the route for shorter local trips.

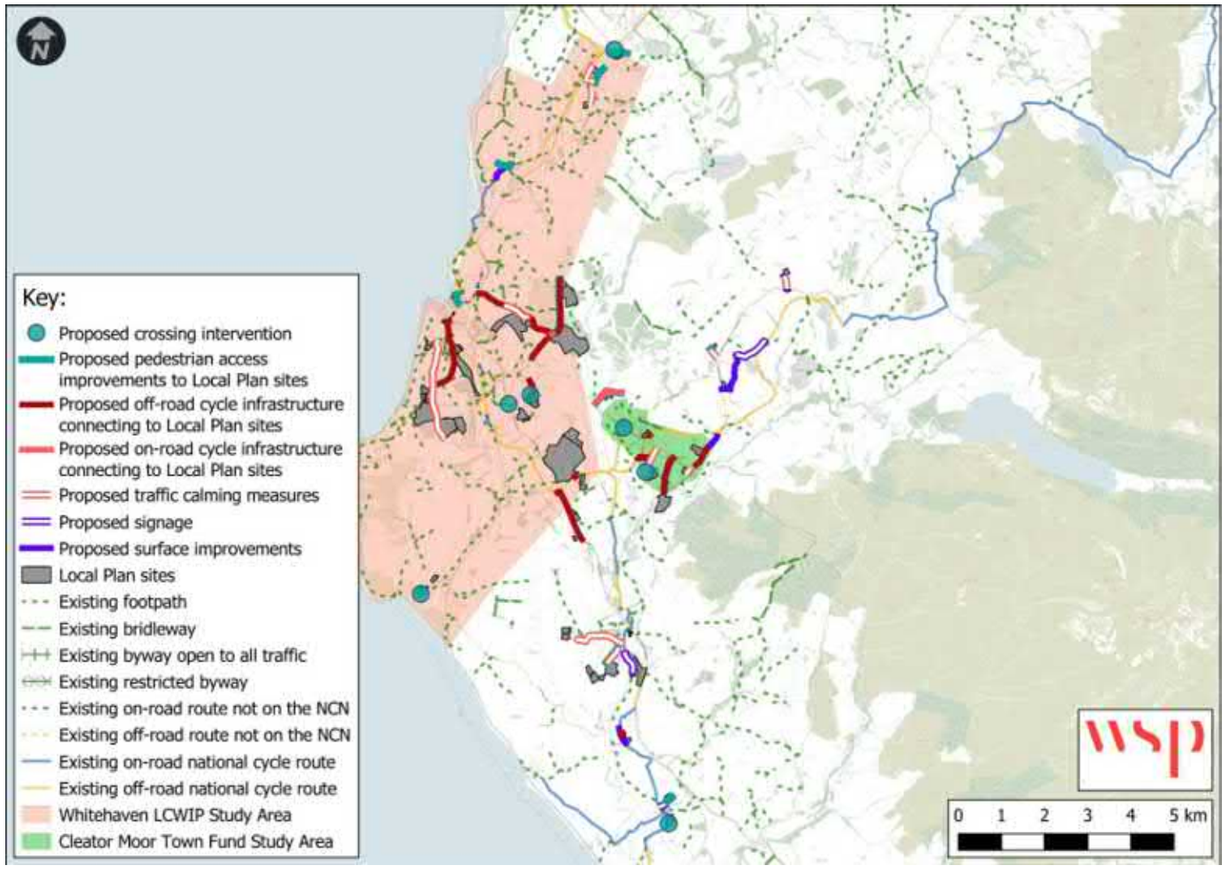


Figure 2.2. Copeland Transport Improvement Study Active Travel Interventions

2.2.40. The route within Whitehaven may also benefit from the emerging Hadrian's Wall Cycling & Walking Corridor project, which aims to create a strategic multi-user route along the corridor, through enhancements to the existing route and entirely new sections where appropriate. This project forms part of the Hadrian's Wall and the wider Roman Frontier investment programme, which is part of the Borderlands Inclusive Growth Deal. This could potentially see UK Government funding invested in the corridor, subject to business case approval.

2.2.41. An Outline Business Case (OBC) is currently being prepared, which will identify route improvements and make the case for investment.

Connecting Cumbria's Hidden Coast (2019)

2.2.42. The Connecting Cumbria's Hidden Coast programme is an innovative and ambitious project for the coastal route in Copeland, between Whitehaven and Millom, which has received funding of £1million from the Government's Coastal Communities Fund and £0.6m from Sellafield Limited, with further partner support from Cumbria County Council, Natural England, Muncaster Castle and the Western Lake District and Coast Partnership.

2.2.43. Largely following the existing route of the designated English Coastal Path, the proposals in phase one include:

- Links to Wheels for All Hub, an inclusive cycling centre;
- 1.4km of new cycle path;
- 1.8km of new or improved footpaths;
- 10 art installations; and
- Digital apps, signage, and maps.

Copeland Transport Improvements Study 2021

2.2.44. The aim of the Study was to identify and develop transport interventions to mitigate the impact of the Local Plan and support delivery of the sites in the Copeland Local Plan.

2.2.45. There is a particular emphasis on identifying improvements that are sustainable and promote health and access for all where possible.

2.2.46. The identified schemes in regards to active travel focus on ensuring that site allocations for development in Copeland can be connected to the existing and proposed LCWIP cycling network in Whitehaven, with a particular emphasis placed on the NCN72 which provides a central 'spine' from which to branch off to various key destinations.

2.2.47. The shortlisted active travel interventions, shown in Figure 2.2, included:

- Pedestrian access improvements to Local Plan sites;
- On-road cycle lanes connecting Local Plan sites;
- Traffic calming measures;
- Crossing improvements; and
- Cycle parking facilities.

2.3 EXISTING CYCLING AND WALKING TRAVEL PATTERNS

2.3.1. The levels of walking and cycling in Whitehaven increased during the COVID-19 lockdown in Spring/Summer 2020. This was in part because roads were less busy and quieter, offering more desirable conditions for cycling. This reduction in traffic emissions also led to improvements in air quality.

2.3.2. Whilst levels of cycling and walking have since fallen back to pre-covid levels, this demonstrates that the potential for cycling and walking exists if the right conditions are put in place. The improvements to active travel infrastructure proposed in the Whitehaven LCWIP could therefore help increase cycling and walking back to the levels observed during March/April 2020.

2.3.3. Pre-Covid Census Journey to Work data (2011) shows that approximately 77.6% of the residents within the LCWIP study area work within Copeland itself (11,746 workers). There is, therefore, potential to encourage greater levels of commuting by bicycle. Only 22.4% of workers travel outside of Copeland for employment, with neighbouring Allerdale being a work destination for the majority (15.8%). The LCWIP study area also attracts a number of employment trips from outside the borough, with ~2700 additional trips per day into the area; the majority of these arriving from Allerdale.

2.3.4. 34.7% of people in the study area travel less than 5km to work (on average twenty minutes on a bike), demonstrating a high potential for active mode travel choices. This is further demonstrated in that 18.3% of workers live less than 2km from their place of work (on average twenty-five minutes on foot), highlighting that walking in particular could be a more viable and attractive mode for residents. Despite these short commuting journeys, 73.7% of residents travel to work by car, whilst 15.1% walk and 0.9% cycle (2011 Census).

2.3.5. Whitehaven town centre is the primary destination for employment and retail/leisure purposes, attracting the greatest volume of trips from the LCWIP study area.

2.3.6. Figure 2.3 illustrates that existing levels of cycling are greatest in St Bees. In the areas surrounding Whitehaven, namely Brantsy (northwest), Hensingham (central and north), Hillcrest (south), Kells (west), Mirehouse (north) and Sandwith (northeast), commuting by bike is much lower, estimated to be only 0-0.5% between LSOA origin-destination pairs.

2.3.7. Figure 2.4 shows that existing levels of walking are greatest in St Bees, Harbour (north), Hensingham (central and south), Kells (west), Mirehouse (central) and Sandwith (northeast). Egremont North has the lowest percentage of residents that walk to work.

2.3.8. Although Whitehaven is hilly, there remains clear potential to build upon current levels of active travel to make cycling and walking more viable and attractive modes in the area for everyday journeys; the provision of segregated and connected infrastructure will be an essential element of this, while the rise in popularity of the e-bike could help overcome topographical constraints.

2.3.9. This is reflected in local policy and strategy, recognising the need to provide high quality safe active travel infrastructure to encourage a shift to healthy and greener modes, and to also ensure that future developments are sustainable and connected to these networks.

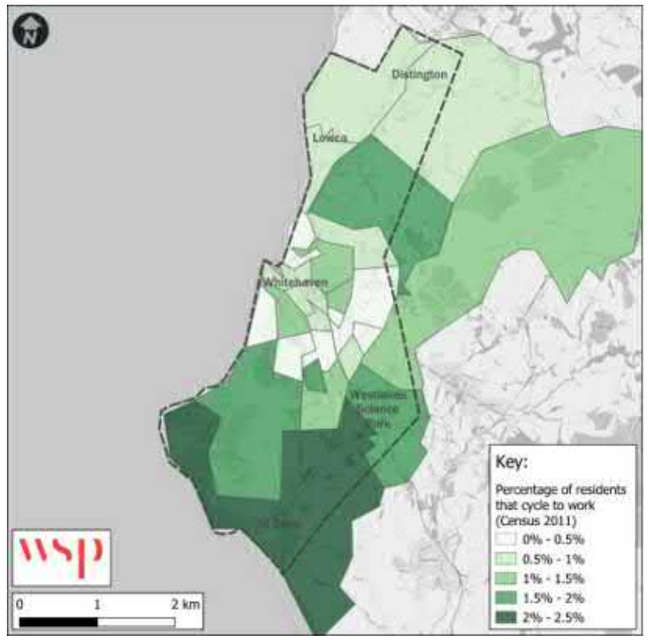


Figure 2.3. Residents who cycle to work (2011 census)

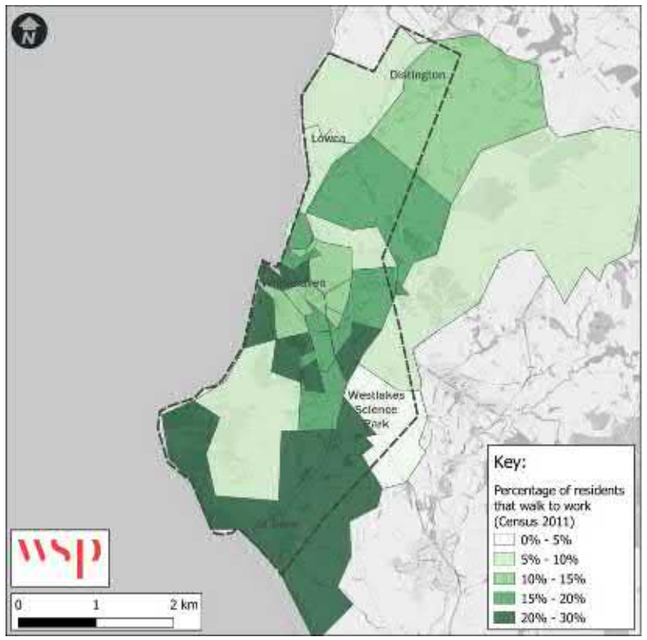


Figure 2.4. Residents who walk to work (2011 census)

Figure 2.5. 2011 Commuter cycle flows. Increased width = higher usage (Source: Propensity to Cycle Tool)

2.3.10. Figure 2.5 shows the estimated routes taken by people cycling to work in Whitehaven and the surrounding areas in 2011, for the top 30% most cycled routes. The link between Whitehaven and Bigrigg, consisting of Loop Road South and Egremont Road, appears to be the most popular route in all current and future scenarios in the Propensity to Cycle Tool (PCT) (see www.pct.bike for further information on the PCT). This route records less than 50 cyclists per day, reflecting the potential growth for cycling within the study area.

2.3.11. Commuter cyclists travelling between Whitehaven and Bigrigg are also using the off-road route which connects Esk Avenue to Crossdale Avenue before passing through Mirehouse.

2.3.12. Elsewhere, cyclists are commuting via Keekle and Moor Row on Cleator Moor Road and Dalzell Street. There are no commuter cycle flows shown to the north of Whitehaven.

Figure 2.6. School cycle flows. Increased width = higher usage (Source: Propensity to Cycle Tool)

2.3.13. While commuting trips are important, they do not represent all cycle trips. Figure 2.6 shows estimated cycle to school trips based on the 2011 school census data. Whilst the reported cycling levels are lower than the national average, the presence of several educational establishments (Distington Community School, Lowca School, St Bridget's CE School, Moresby Primary School, Bransty School, St James' Junior School, St James' CE Infant School, St. Benedict's Catholic High School, Mayfield School, Jericho Primary School, St Begh's Catholic Junior School, Whitehaven School, Hensingham Primary School, St Gregory and St Patrick's. Catholic Community School, Monkwray Junior School, Kells Infant School, St Mary's Catholic Primary, Valley Primary School, Moor Row School & St Bees Village School) demonstrates the importance of connecting routes in Whitehaven.

Figure 2.7. Strava cycle flows. Brighter colours = higher usage (Source: Strava)

2.3.14. Outputs from the Strava global heatmap (www.strava.com/heatmap) show anonymised data collected from people cycling using the Strava mobile app. While the results are typically skewed towards more confident sports/leisure cyclists, the results highlight the importance of the key radial routes such as the A595, and National Cycle Network Routes 71 & 72.

2.3.15. Collisions involving pedestrians and cycle users can be seen as a barrier to taking up or continuing the activity, as they have a negative effect on both perceived and actual safety.

2.3.16. Figure 2.8 shows pedestrian and cycle casualties across the Whitehaven LCWIP area, for the period 2018-2020. For every injury shown on the map, there will be additional injuries and near misses not reported. Table 2.1 presents this data numerically.

Table 2.1. Pedestrian and cyclist accidents by severity: 2018 to 2020

Severity	2017		2018		2019		2020	
	Cycle	Walk	Cycle	Walk	Cycle	Walk	Cycle	Walk
Slight	2	10	5	8	2	8	2	7
Serious	2	5	3	5	1	3	1	3
Fatal	0	0	0	0	0	0	0	0
Total	4	15	8	13	3	11	3	10

2.3.17. The data shows that over the three-year period there were no fatal collisions in the area. However, sixteen serious collisions involving pedestrians were reported and seven involving cyclists.

2.3.18. Plotting the location of collisions can help us to identify 'hotspots', where several incidents have been recorded in a small geographic area. This can assist with identifying those areas of the network where safety may need to be improved for pedestrians and cyclists.

2.3.19. As can be seen from the figures, 'hotspots' or 'clusters' of collisions are typically located along arterial roads or at junctions where there is a higher number of pedestrians and cyclists, namely:

- Queen Street in Whitehaven;
- The junction of B5345 Swingpump Lane / Albion Street / Irish Street;
- Junctions with the A5094 Duke Street in the town centre of Whitehaven;
- Coach Road in the vicinity of St Begh's Catholic Junior School;
- High Lowca;
- The Moresby Road / B5295 roundabout in Hensingham;
- The Sneckyeat Road / Homewood Road junction in Hensingham;
- The A595; and
- The junction of B5345 / Woodhouse Road in Mirehouse.

2.3.20. Improving infrastructure for cycling and walking within the study area could further reduce collisions in future and improve both perceived and actual safety of the route.

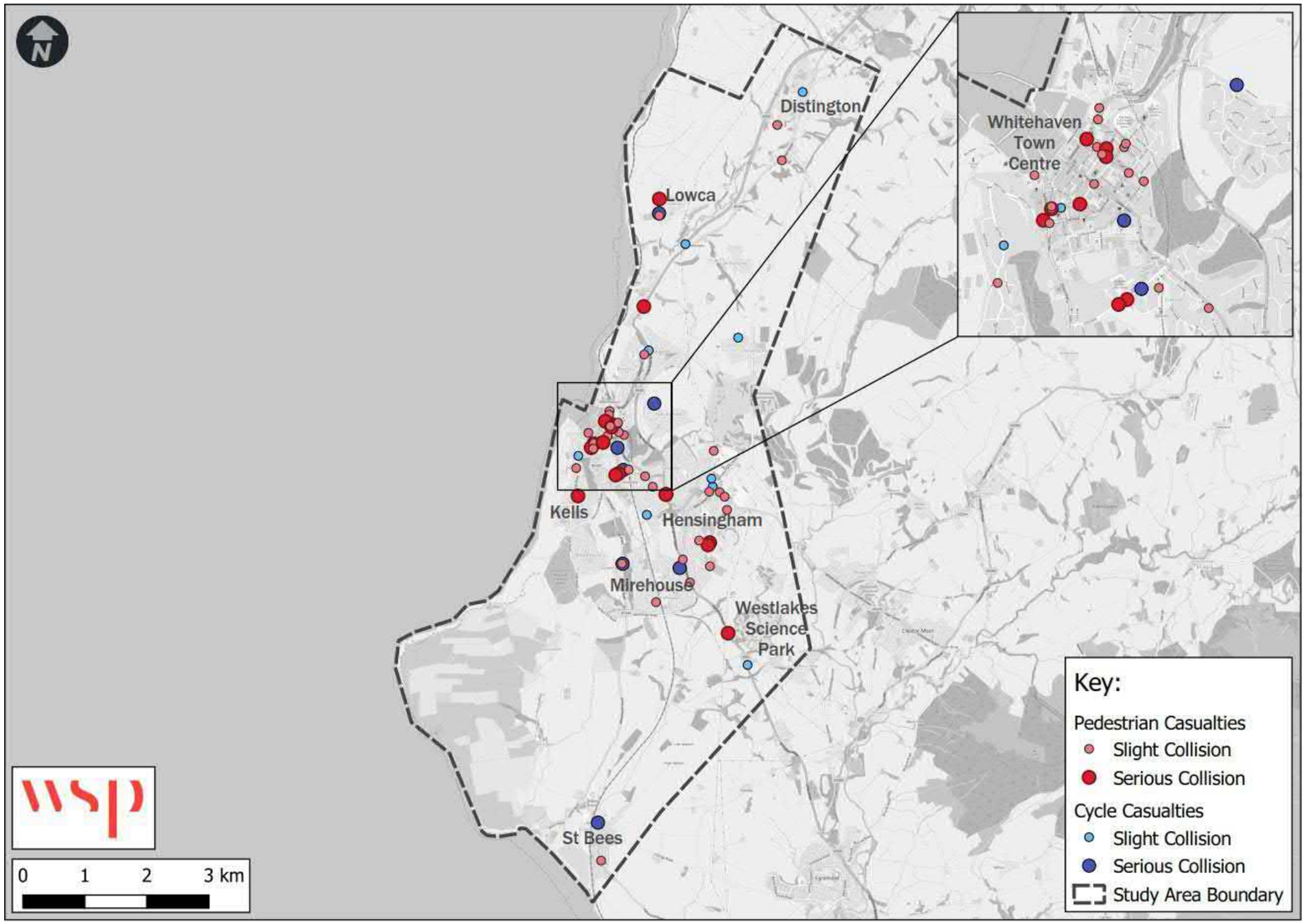


Figure 2.8. Pedestrian & cyclist traffic casualties: 2017-20

2.3.21. Figure 2.9 shows existing active travel provision in the Whitehaven LCWIP area. The map shows the fragmented nature of the cycle network in Whitehaven.

2.3.22. Whitehaven benefits from two strategic cycle links – namely NCN 71 which makes up the western third of the C2C route between Whitehaven and Blencow (Penrith) and NCN 72 which starts in Kendal and makes its way around the Cumbrian coast via Barrow-in-Furness and Whitehaven to Silloth.

2.3.23. Despite this, there is very limited existing off-road or fully segregated provision meaning that sections of these routes fall below the level of provision recommended in latest national guidance.

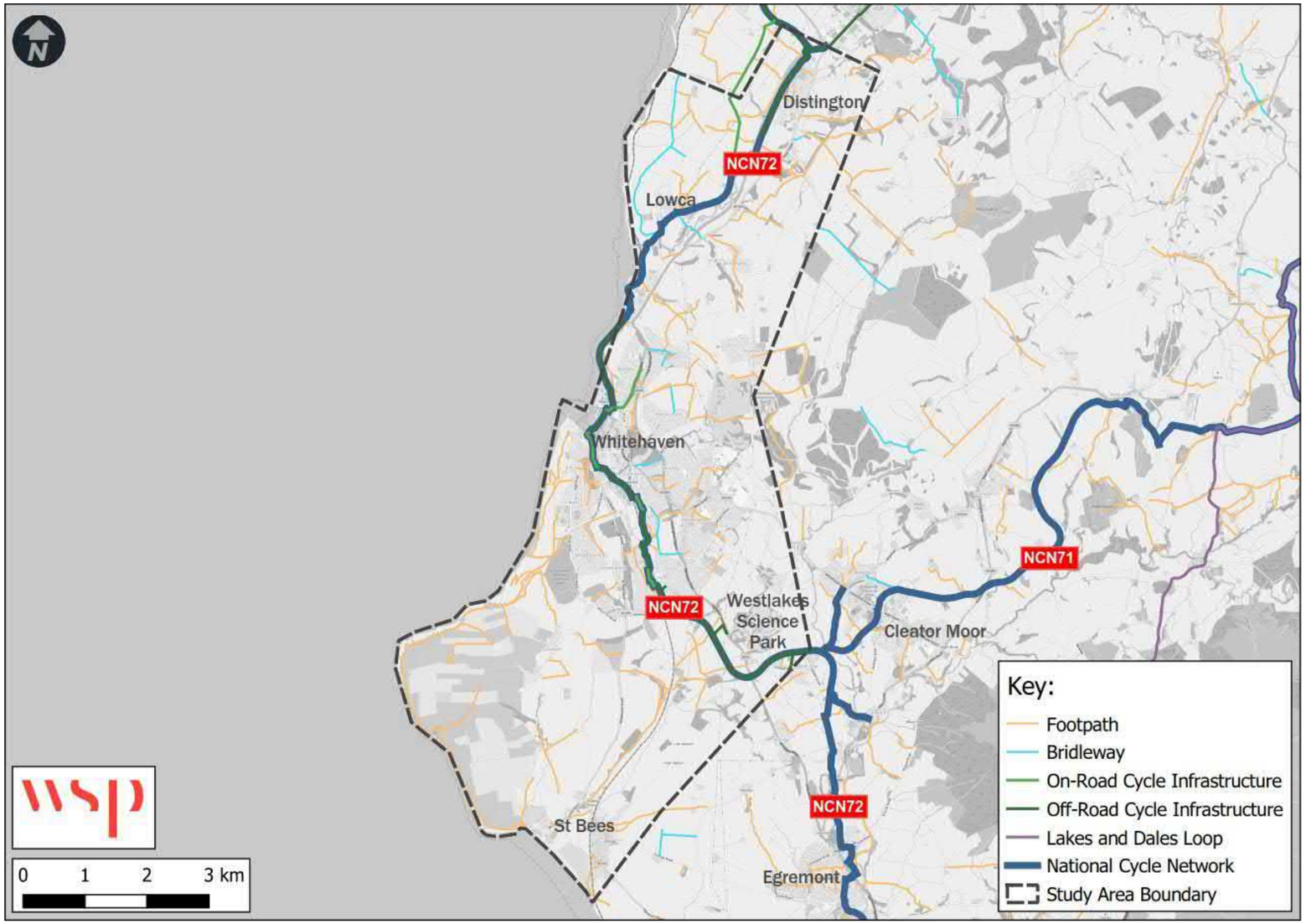


Figure 2.9. Existing and proposed cycle infrastructure

3 STAGE 3: NETWORK PLANNING FOR CYCLING

3.1 CURRENT & FUTURE ORIGINS & DESTINATIONS

3.1.1. The LCWIP Technical Guidance for Local Authorities (DfT, 2017) notes that identifying demand for a planned cycle network should start by mapping the main trip origin and destination points (ODs).

3.1.2. In line with the guidance, census output areas were chosen to represent journey origins from existing residential areas. Additional origins and destinations were identified as shown in Figure 3.1, including:

- Allocated sites included within the draft Copeland Local Plan;
- Public transport interchanges (as above);
- Principal retail areas;
- Employment concentrations;
- Large grocery shops;
- Hospitals;
- Tourist attractions; and
- Educational institutions.

3.1.3. The resultant OD Map is shown in Figure 3.1 opposite.

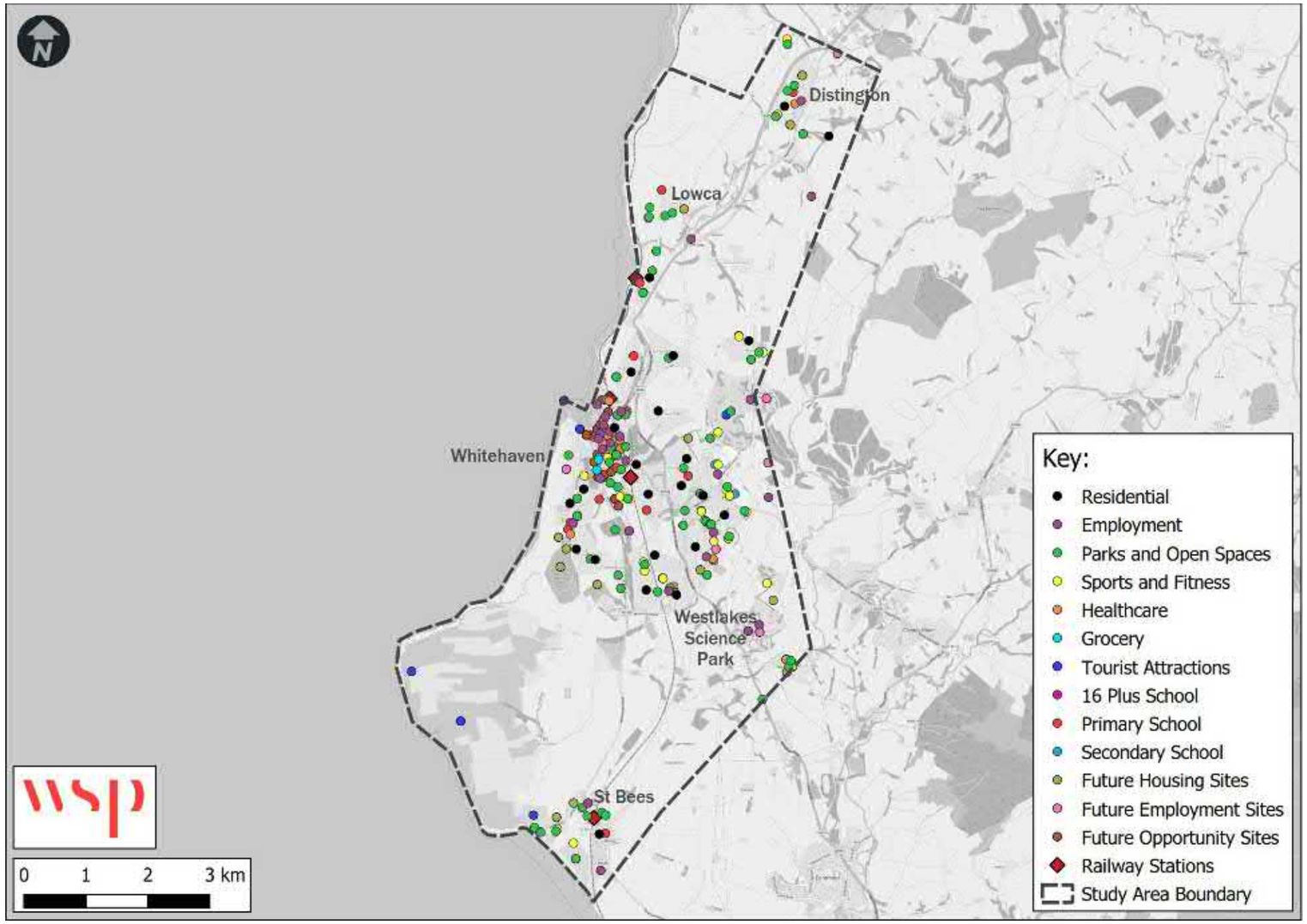


Figure 3.1. Whitehaven OD Map

3.2 CLUSTERING & DESIRE LINES

3.2.1. The guidance recommends that trip ODs in close proximity to each other are clustered together, providing an indication of significant OD areas which will be the focus for many trips.

3.2.2. Once OD clusters were determined, desire lines between every LSOA or allocated housing site and identified cluster were mapped; the lines represent the most direct route between these points, irrespective of the existing network and barriers.

3.2.3. For ease of interpretation, desire lines were aggregated to present the top 10% desire lines. These are used as the basis to inform a schematic network, referred to as the 'Suggested Cycle Network'.

3.2.4. The OD clusters and top 10% desire lines are shown in Figure 3.2.

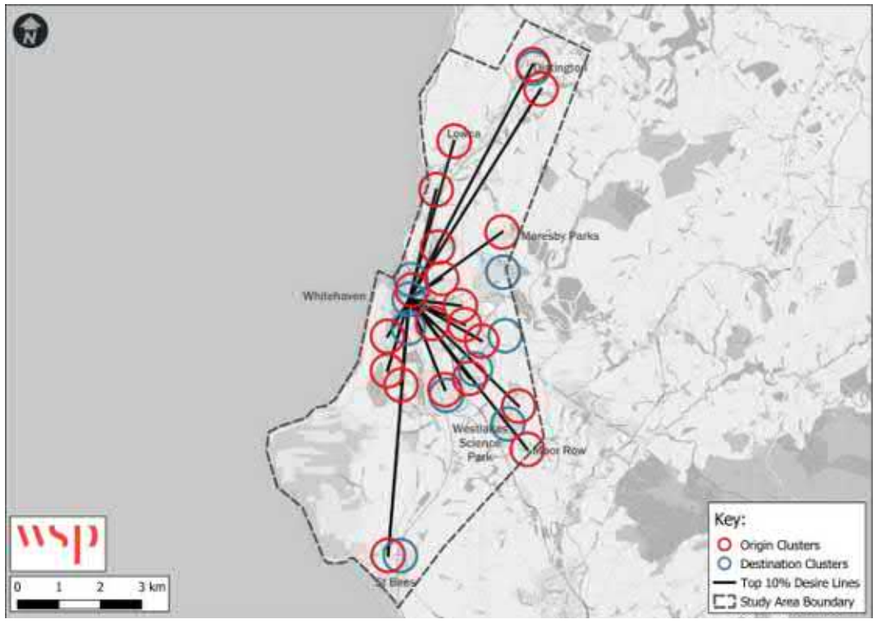


Figure 3.2. OD Clusters and Top Desire Lines

3.3 VALIDATION OF DESIRE LINES

3.3.1. The desire lines were validated through the use of existing data, such as the PCT and Strava, as well as through engagement with key stakeholders.

PCT: GO DUTCH SCENARIO

3.3.2. The desire lines were compared against the PCT Go Dutch scenario outputs, which presents a potential scenario of cycling demand in the future if 'Dutch style' infrastructure was available, as well as a similar attitude toward cycling. The top ten PCT outputs support the identified desire lines within the urban area of Whitehaven, as well as longer distance desire lines to Sellafield.

3.3.3. The PCT outputs are illustrated in Figure 2.5.

STAKEHOLDER FEEDBACK

3.3.4. Two stakeholder workshops were undertaken to review and discuss the identified desire lines. The stakeholder feedback was in support of the desire lines identified, and agreed that the desire lines represented demand for travel by active modes for all trip purposes across the study area.

3.3.5. The 6 desire lines agreed upon to represent the most important connections between people and places are illustrated in Figure 3.3.

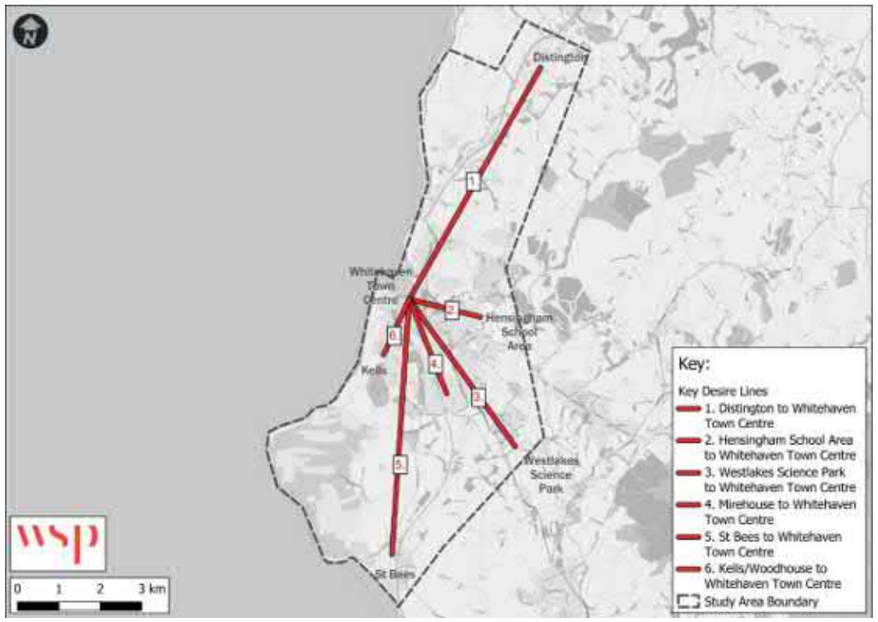


Figure 3.3: Agreed Desire Lines

3.4 ROUTE DEVELOPMENT PROCESS

3.4.1. Having determined the desire lines, the next stage of the process is to identify real on the ground routes that can accommodate these desire lines. This could be through appropriate schemes to upgrade existing roads or paths to the latest standards, or identifying opportunities to create new routes.

PRODUCING THE SUGGESTED CYCLE NETWORK

3.4.2. The first step in the process is to identify the potential routes that might support the cycling desire lines. Potential route alignments were plotted, following the desire lines as closely as possible. The routes selected take into account existing roads, paths and structures where these are available, but do not consider the type of infrastructure that might be required to bring these up to the required standard, nor the existing constraints that might preclude this.

3.4.3. Additional links were identified using the information gathered during the Stakeholder Workshop. Stakeholders identified the town centre, schools, shops, employment areas, community hubs, railway stations and green spaces as some of the most important destinations which should be included within the cycle network. The draft network was refined and then agreed with the Project Delivery Group.

3.4.4. The importance of each link and route needs to be understood in terms of their overall significance in the network – this will largely relate to the numbers of cyclists that each will cater for in the future. The following hierarchy was therefore applied to the links in the network:

- Primary: The primary routes are generally those which align with the agreed desire lines, and are therefore most likely to attract the highest number of cyclists. These are supplemented by forecast flows from the PCT and Strava, as well as local knowledge;
- Secondary: Secondary routes are those with lower expected flows of cyclists, generally those links that connect to specific attractors such as schools, colleges and employment sites, or which add to the 'mesh density' of the overall network;
- Leisure: these are routes that do not align specifically with specific destinations, but are important routes in their own right for leisure purposes, which is a vital part of the Cumbrian economy.

3.4.5. This network is referred to as the 'Suggested Cycle Network', and is the basis of any further route identification work – both that presented here and any carried out as the LCWIP evolves. The routes displayed in the Suggested Cycle Network are those that cyclists would likely wish to use if the right infrastructure for the conditions could be provided, and should always be considered as the first option for any route alignment, with other options identified using the DfT's Route Selection Tool (RST) or similar.

3.4.6. The resultant Suggested Cycle Network is shown in Figure 3.4, with a high resolution image included in Appendix A.

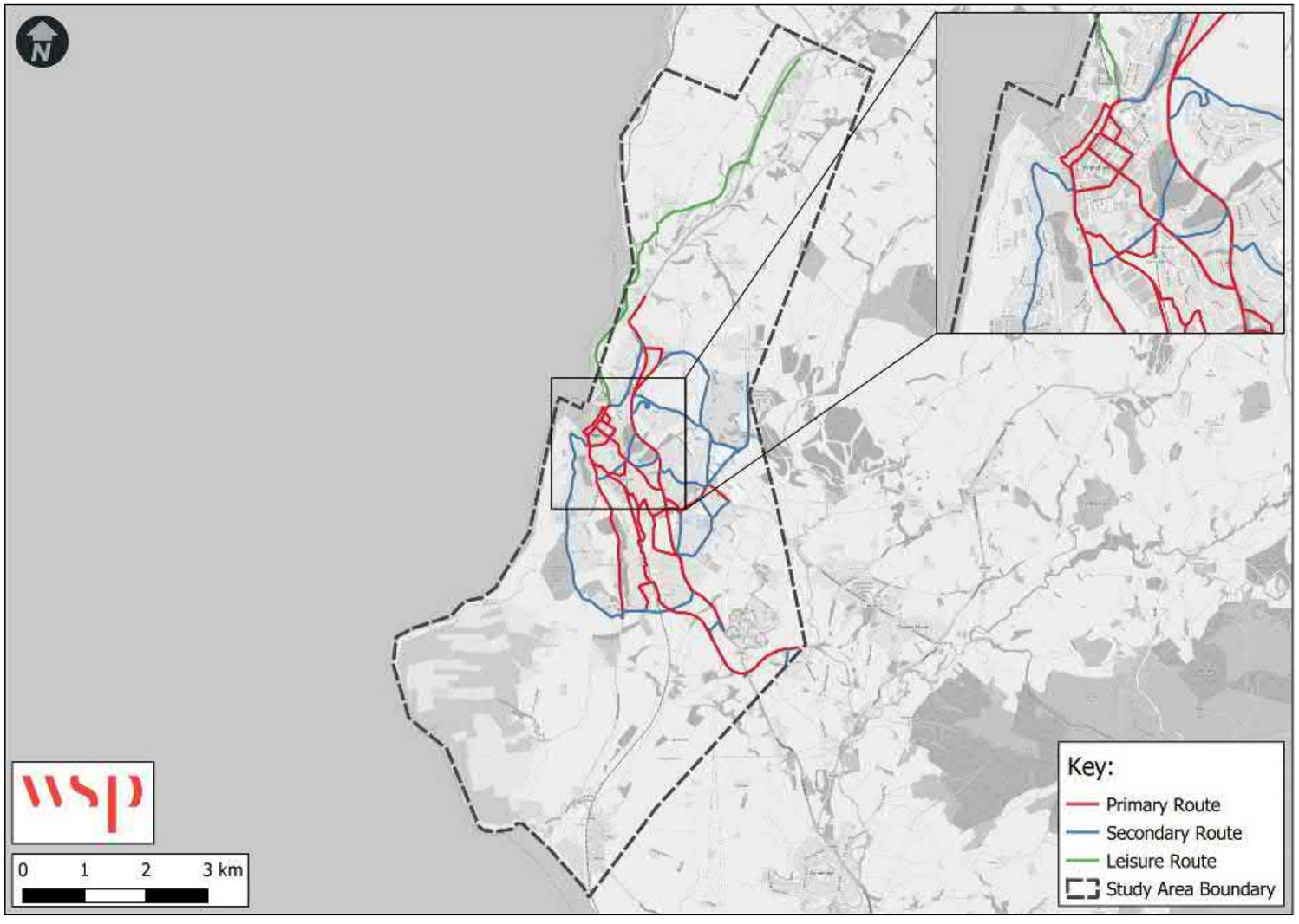


Figure 3.4. Whitehaven Suggested Cycle Network Map

3.5 PRODUCING THE PRIORITY CYCLE NETWORK

3.5.1. Whilst the Suggested Cycle Network presents the basis for a network were money and acceptability of the associated proposals required no object, there is no surety that any of the routes can be delivered without additional consideration of the feasibility of each route.

3.5.2. The LCWIP guidance sets out the process that should be followed in order to determine whether a route can feasibly be made suitable for cycling (i.e. complies with the latest design standards) and therefore should be included in the final cycling network plan and prioritised programme of infrastructure improvements for future investment. This process is illustrated in Figure 3.5.

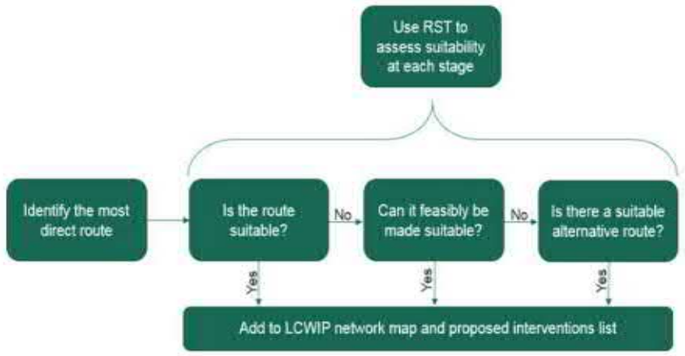


Figure 3.5. Route Selection Process

3.5.3. Ideally, the DfT's Route Selection Tool (RST) should be used to assess the suitability of each route, identify the potential interventions required to make the route suitable, and consider alternative route choices where the route cannot be made suitable. However, this is a time consuming process, and to undertake this process fully for each route identified in the Whitehaven Suggested Cycle Network is not considered feasible.

3.5.4. Alternatively, CCC have initially engaged with key internal and external stakeholders in various forums, including officers and elected members, in order to agree a consensus on which routes may or may not be feasible. This engagement has broadly taken the approach outlined in the DfT's Early Assessment and Sifting Tool (EAST), considering factors such as:

- Identified problems and objectives of the option;
- Degree of consensus over outcomes;
- Expected Value for Money (VfM) Category;
- Implementation timetable;
- Public acceptability;
- Practical feasibility;
- Affordability; and
- Where is funding coming from?

3.5.5. Each targeted stakeholder engagement session also considered whether a route could adequately meet the five core design principles: Coherent; Direct; Safe; Comfortable and Attractive. This high-level consideration is based on the criteria for each core design principle given in the RST, which include:

- Directness compared to likely alternative;
- Gradient of the route;
- Traffic volume and speed and the need to segregate;
- Connectivity of the route;
- The potential of the route to support high quality infrastructure; and
- The number of changes required to junctions along a route.

3.5.6. This initial sifting process resulted in the production of the Whitehaven Priority Cycling Network, which was subsequently presented to the public as part of the first round of public engagement.

3.6 ENGAGEMENT & CONSULTATION: CYCLING

3.6.1. Public consultation has played a key part of the development of the Whitehaven LCWIP with the presentation of draft priority networks and improvements to seek feedback to inform the development of the LCWIP and ensure the plan has public support..

3.6.2. Public consultation took place in two distinct stages. These were:

- Stage 1: 14th July and 6th August 2021; and
- Stage 2: 4th February to 25th February 2022

3.6.3. The consultation reports following the respective consultation phases can be found at https://cumbria.gov.uk/planning-environment/cyclingandwalking

3.6.4. Stakeholder engagement has been undertaken throughout the development of the LCWIP with key stakeholders, primarily through the LCWIP Project Delivery Group (PDG) forum. Members of the PDG are detailed in Stage 6.

STAGE 1 CONSULTATION

3.6.5. The Stage 1 consultation included a survey to obtain feedback on the developing LCWIP and to understand where people would like to see improvements. This included the presentation of a 'Draft Priority Cycling Network' and a request for where improvements to walking should be made.

3.6.6. The questionnaire was split into the following sections:

- Finding out about the respondent and their links to the area.
- Current travel behaviour (cycling and walking journeys and why these are undertaken).
- Public opinion on the current active travel infrastructure provision in Whitehaven.
- Any barriers on active travel routes that may prevent cycling and walking.
- Finding out what would encourage modal shift to cycling or walking for short journeys.
- Levels of support for improvements identified around Whitehaven town centre.
- Open questions to provide insights on improving cycling and walking in Whitehaven.

3.6.7. A total of **316 responses** were received to the Whitehaven LCWIP questionnaire during the consultation period.

3.6.8. These results were considered by CCC and key stakeholders in the ongoing process of refining the Priority Cycling Network map. Not only were new routes considered as a result of this, but feedback was spatially mapped and analysed where this related to a specific place, and used as a criteria in the subsequent prioritisation of schemes (presented in Section 5 of this document).

3.6.9. Note that analysis relating specifically to walking is described in Section 4.

3.6.10. The analysis of the consultation results found that:

- More respondents walk than cycle currently (24% do not cycle, 5% do not walk).
- Respondents feel that the existing walking routes and cycling routes connect with the places they wish to go to (more so for walking routes (42% answering 'yes') than cycling (10% stating 'yes')). Meanwhile 45% answered 'no' for cycling vs 24% for walking.
- Three-quarters of respondents consider that the draft priority cycling network plan either partially or fully connect with the places that people wish to cycle to (73% exactly).
- Respondents were overwhelmingly supportive about the idea of more money being spent on cycling and walking in Whitehaven (93% would like to see this, while 4% would not).
- The main obstacles to cycling in Whitehaven were busy roads (161 respondents), quality of routes (121) and a perceived lack of safety (84). Terrain and geography were also considered by some to be a major barrier to cycling (48 people mentioned this) – which is unsurprising due to the local topography around Whitehaven, which includes suburbs and surrounding villages on elevated ground above the town.
- 71% of respondents currently make journeys by car to places that are within walking or cycling distance (either fully or partially) – most of these being for shopping trips (143 respondents).
- Cycle routes separated from other modes of travel were seen as the most common measure that would encourage more cycling in Whitehaven, being mentioned by 161 respondents. Meanwhile 138 respondents mentioned that direct cycle routes would be encouraging to them.
- There was some indication in the responses, that 'carrot' type measures which incentivise sustainable travel were more likely to encourage sustainable behaviour than 'stick' type measures which seek to de-incentivise alternatives (raising costs for public transport and motoring were not mentioned by many respondents as a means of encouraging walking and cycling). Higher public transport costs received four mentions between the cycling and walking responses, while higher costs of motoring also received four mentions.

3.6.11. A 'You Said, We Did' summary of the consultation results was also produced, and published as part of the leaflet that accompanied Stage 2 of the consultation. This summarised the most common themes, and explained how these have been addressed in the development of the priority cycle network map between Stage 1 and Stage 2 of consultation.

STAGE 2 CONSULTATION

3.6.12. The Stage 2 consultation was a follow up to the Stage 1 consultation and offered a final opportunity to feedback on the proposals prior to finalising the Whitehaven LCWIP.

3.6.13. The questionnaire asked questions targeted around specific themes, including:

- Gauging level of support for the Priority Network Plans (cycling and walking);
- Whether the network and interventions proposed would encourage the respondent to use active modes more often;
- Whether the respondent would support reduced space for cars to prioritise active modes; and
- Inviting general comments on specific parts of the network.

3.6.14. A total of 316 responses were received to the Whitehaven LCWIP Stage 2 consultation.

3.6.15. The analysis of the consultation results found that:

- 94% of respondents strongly agreed or agreed with the Priority Cycling Network Plan;
- 86% of respondents felt that the Priority Cycling Network would encourage them to cycle more often;
- 89% of respondents strongly agreed or agreed with the Walking Network Plan;
- 91% of respondents said that they would support walking and cycling improvements even when this could mean less space for other road traffic.

3.6.16. A ‘You Said, We Did’ summary of the Stage 2 consultation results was also produced. The key themes responded to included:

- Busy roads;
- Quality of routes;
- Feeling unsafe;
- Indirect routes; and
- Unsuitable terrain/geography.

3.6.17. No significant changes were made to the Priority Cycling Network Map as a result of the Stage 2 consultation.

3.7 FINAL PRIORITY CYCLING NETWORK PLAN

3.7.1. Following the two stages of public engagement and consultation, a **Priority Cycling Network Plan** was agreed and approved by the Whitehaven LCWIP Project Delivery Group. This plan is presented in Figure 3.6, with a high resolution image included in Appendix A.

3.7.2. The **Priority Cycling Network** has been designed to prioritise connectivity for commuting and leisure; to help increase active travel in order to reduce car journeys and help to address health inequality in Whitehaven. The Sustrans NCN72, Hadrian's Cycleway forms the core spine network for cycling in Whitehaven and the wider network presented provides key connections in the town, recognising that it is not possible to connect everywhere. The Plan therefore focuses on the most important routes to secure funding for.

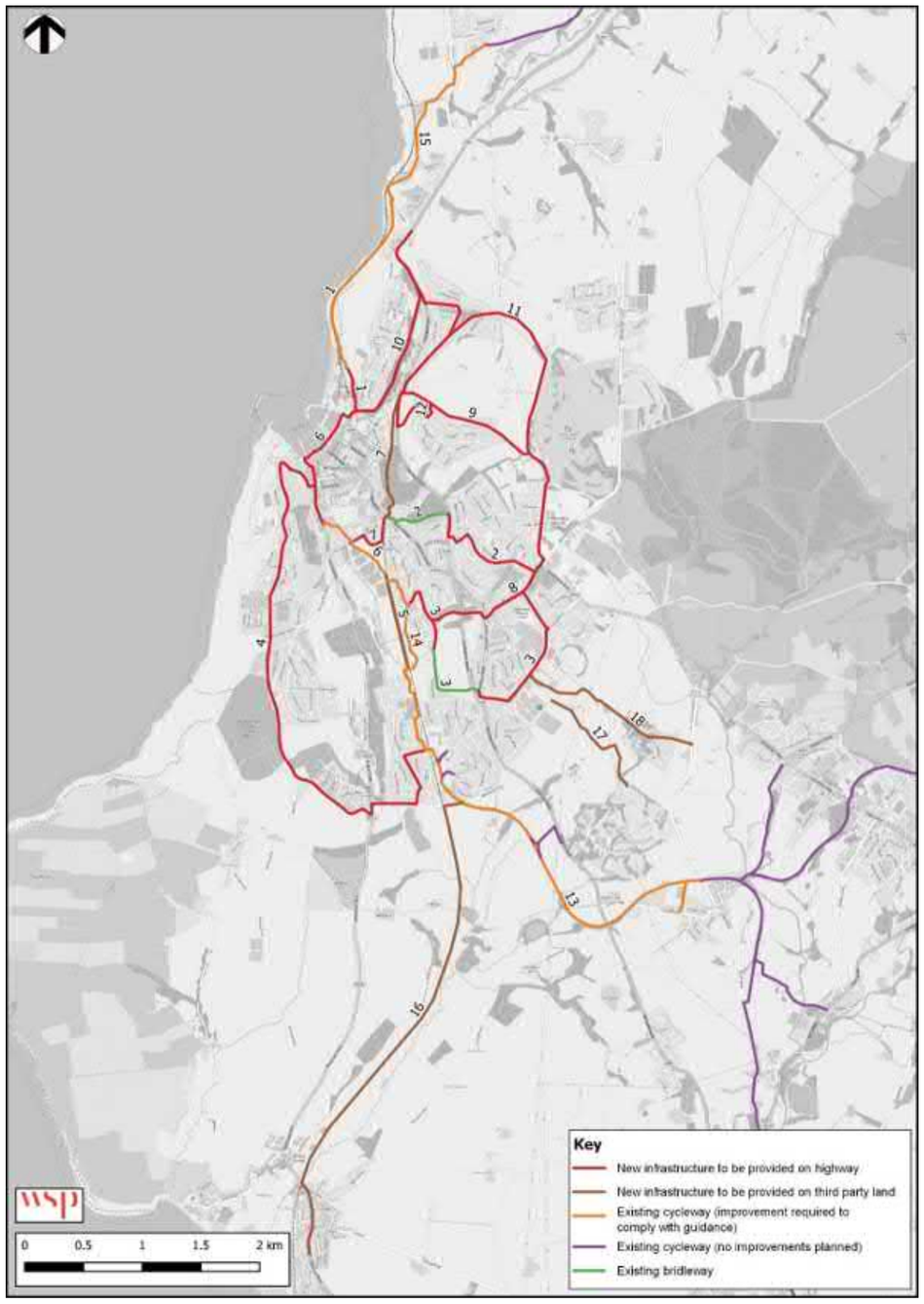
3.7.3. Incorporating NCN72, the priority network provides connectivity from residential areas in Whitehaven to key destinations such as schools, shops, employment areas, community hubs, railway stations and green spaces; with a focus on connections to Westlakes Science and Technology Park to the south, the central retail and entertainment area and to education facilities at the Whitehaven Academy and nearby schools.

3.7.4. The improvements would include segregated cycleways into the town centre where possible, and a mixture of shared use paths, quiet streets and new off road paths to link surrounding residential areas and communities.

3.7.5. The combination of new cycling routes and improvements to existing routes, alongside existing provision, will provide coherent, direct, safe, comfortable and attractive cycle network for the town.

3.7.6. The routes have been developed considering updated guidance from the Department for Transport on Cycle Infrastructure Design. The new standards of design are much higher than in the past and look to include cycle provision that is physically protected from traffic, as well as the separation of pedestrians and cyclists on main routes.

Figure 3.6. Priority Cycling Network Plan



3.8 CYCLING IMPROVEMENTS

3.8.1. The Priority Network Plan has been subdivided into 18 routes. While it is the intention of the LCWIP to deliver the entirety of the network, this will be subject to the availability of suitable funding opportunities. This may result in phasing or combining the delivery of improvements where necessary.

3.8.2. Table 3.1 lists each of the priority improvements identified, detailing:

- Route description – explanation of the proposal;
- Route type – infrastructure type proposed; and
- Total Cost – estimated costs including indirect costs.

IMPROVEMENT TYPES

3.8.3. It should be noted that the improvement descriptions and type provide an indication of the type of improvement that it may be possible to deliver on each route based on the opportunities and constraints present. However, this is subject to further design work, engagement, and consultation to determine the best improvement that can be delivered in each location.

3.8.4. The implementation of improvements are also subject to the securing of sufficient funding.

IMPROVEMENT COSTS

3.8.5. The cost estimates presented here are in the following ranges:

- £0-£1m;
- £1m-£3m;
- £3m-£5m; and
- £5m+

3.8.6. The ranges selected can give an indication of the method of funding that may be required in order to deliver an improvement in its entirety.

Total improvement costs

3.8.7. The overall cost of the delivery of the Priority Cycling Network for Whitehaven is currently estimated at **£57 million** to deliver circa **38km of high quality cycle routes**.

Table 3.1. Cycling Improvements

ID	Improvement Name	Improvement Description	Improvement Type	Cost Range
1	**NCN72 Northern Spur**	Segregated cycleway where width allows. Possible improvements to New Road / Brantsy Road / Brantsy Row junctions.	Upgrades to existing facilities (e.g. surfacing, signage, signals)	£1m - £3m
2	**Thornton Road to Corkickle**	Traffic calming to create a quiet street approach on Thornton Road. Segregated cycleway on Loop Road / A595. Improvements to the Midgey Gill bridleway to create an off road cycleway. Likely includes improvements to Coach Road/Corkickle junction to accommodate cyclists and provide pedestrian crossings.	Low Traffic Neighbourhood / selective road closures (e.g. using planters, cones or similar)	£5m+
3	**Esk Avenue to Richmond Hill Road via Hensingham and West Cumberland Hospital**	A new traffic free link between Whinlatter Road and the A595, if possible. Improved crossing points at A595/Homewood Road roundabout. Traffic calming measures on Homewood Road. The Hensingham Bypass/Homewood Road roundabout will require alterations to accommodate a segregated cycle track and new cycle (and pedestrian) crossings.	Low Traffic Neighbourhood / selective road closures (e.g. using planters, cones or similar)	£5m+
4	**Western Orbital Route**	An opportunity to create segregated Infrastructure alongside new development on Woodville Way and Wilson Pit Road. Traffic calming schemes are likely to be required on High Road and Harbour View. The Mirehouse Road/St Bees Road/Wilson Pit Road junction will require alteration to provide segregated cycle infrastructure, potentially including controlled crossings.	New on-road segregated cycleway (permanent)	£5m+
5	**NCN72 Alternative Route**	New off road cycleway providing a more direct route for NCN72, running parallel to the railway line.	New off-road cycleway (e.g. greenway, canal towpath)	£0 - £1m
6	**Urban NCN72**	Realign sections of the current NCN72 to follow quiet streets, providing suitable on-road facilities with new crossing points where necessary.	Traffic calming (e.g. lane closures, reducing speed limits)	£1m - £3m
7	**Coach Road to Oakbank Road**	Traffic calming and junction improvements on Station Road /The Gardens to create good mixed traffic cycling conditions. Provide and off road cycleway link through Castle Park. Scheme is likely to include improvements to the Station Road/Coach Road junction, likely linked to the Coach Road / Flatt Walks junction.	New off-road cycleway (e.g. greenway, canal towpath)	£5m+
8	**Main Street and Red Lonning**	Shared use cycle and footpath along Red Lonning, with the option of a possible bi-directional cycleway. Traffic calming on Main Street to be considered. Traffic free link between Egremont Road and Whinlatter Road where practicable. Improvements are likely required at the Red Lonning/Red Lonning junction north of St Benedict's Catholic High School, as well as significant changes to the Cleator Moor Rd/Moresby Rd roundabout and the B5295/Main St roundabout to ensure cyclists can safely navigate the junctions.	New on-road segregated cycleway (permanent)	£5m+
9	**Harras Road**	Light segregated cycleway connecting Red Lonning in the east to Hilton Terrace in the west. The Harras Road/Red Lonning junction will likely require changes to incorporate cyclists and ensure continuity between schemes.	Traffic calming (e.g. lane closures, reducing speed limits)	£1m - £3m
10	**New Road and Aikbank Road**	Segregated cycleway on New Road, where possible, with a new crossing over the A595. Traffic calming on Aikbank Road leading onto a traffic free link. The New Road/Loop Road North junction will require alterations to accommodate cyclists and onward connectivity in multiple directions.	New on-road segregated cycleway (permanent)	£3m - £5m
11	**Northern Orbital Route**	Shared use path on Red Lonning with traffic calming and quiet street approach on Victoria Road.	Traffic calming (e.g. lane closures, reducing speed limits)	£1m - £3m

ID	Improvement Name	Improvement Description	Improvement Type	Cost Range
12	**Highlands**	Shared use path on the A595 (subject to approval with National Highways) and traffic calming to promote a quiet streets approach on Highlands.	Traffic calming (e.g. lane closures, reducing speed limits)	£0 - £1m
13	**NCN72 Rural South**	South Whitehaven to Moor Row along NCN72. Targeted upgrades to lighting, accesses, signage etc to comply with guidance.	Upgrades to existing facilities (e.g. surfacing, signage, signals)	£1m - £3m
14	**NCN72 Urban South**	NCN72 through south Whitehaven. Various targeted upgrades such as, vegetation clearance, resurfacing and street scape improvements.	Upgrades to existing facilities (e.g. surfacing, signage, signals)	£1m - £3m
15	**NCN72 Northern Section**	NCN72 to the north of Whitehaven. Various targeted upgrades such as, resurfacing and street scape improvements.	Upgrades to existing facilities (e.g. surfacing, signage, signals)	£1m - £3m
16	**St Bees to Whitehaven**	Proposed new traffic free route from Mirehouse to St. Bees.	New off-road cycleway (e.g. greenway, canal towpath)	£5m+
17&18	**Cycle links from the West Lakes Science Park to the West Cumberland Hospital**	Longer term aspirational routes that could provide a traffic-free cycle route between the West Lakes Science Park to the West Cumberland Hospital, further feasibility studies would be required to determine if either route would be possible.	New off-road cycleway (e.g. greenway, canal towpath)	£3m - £5m

3.9 ESTABLISHING CYCLING INFRASTRUCTURE IMPROVEMENT

3.9.1. The Priority Cycle Network broadly identifies the types of improvements that could be implemented. These have been considered in accordance with Local Transport Note (LTN) 1/20: Cycle Infrastructure Design, which represents a significant national shift in how cyclists are perceived and provided for.

3.9.2. LTN 1/20 is based around five overarching design principles and 22 summary principles that encompass the essential requirements to achieve more people travelling by foot or cycle for more of their trips.

3.9.3. The five core design principles are that cycle routes and networks must be:

- Coherent;
- Direct;
- Safe;
- Comfortable; and
- Attractive.

3.9.4. The principles are based on international and UK best practice and address the factors that determine whether people choose to cycle for a range of trip purposes.

3.9.5. LTN 1/20 sets out an overarching preference for segregation for cyclists from other users, recognising that bicycles have very different requirements from both motor vehicles and pedestrians. The determination of how this segregation is achieved considers factors such as traffic volume and speed, as well as the character of the street.

The improvements included within the LCWIP could include:

NEW ON-HIGHWAY SEGREGATED CYCLEWAY

Segregated Cycleway

3.9.6. A fully segregated cycle track usually runs at carriageway level, with a buffer between the track and the carriageway as well as the footway. The route may be next to, or sometimes completely away from the carriageway. A fully segregated track will generally offer the greatest level of service for cyclists, although they are also the most expensive option and can require significant changes to the highway to incorporate.

Figure 3.7. Segregated cycleway (carriageway height)

Stepped Cycle Track

3.9.7. Stepped cycle tracks run at an intermediate height between the carriageway and the footway, directly adjacent to the carriageway. Although more space efficient than a fully segregated cycleway, a stepped cycle track does not offer the same level of safety and are therefore unsuitable for high speed roads.

Figure 3.8. Stepped cycle track (intermediate height)

NEW OFF-ROAD CYCLEWAY (GREENWAYS, RURAL ROUTES)

Shared use path

3.9.8. A footway converted to legally permit cycling. Can also refer to other places where cyclists and pedestrians are unsegregated, such as a bridleway or Vehicle Restricted Area. Shared use paths are generally unsuitable except where pedestrian flows are very low, as they can result in actual and perceived safety issues for both users. They are therefore most suitable for greenways, PROWs which permit cycling, or rural connections with few people on foot.

Figure 3.9. Greenway (segregated cycle / pedestrian facilities)

UPGRADES TO EXISTING FACILITIES

Light segregation

3.9.9. Vertical infrastructure that can be placed within existing traffic lanes (including cycle lanes) to convert them to protected space. They are easy to install and comparatively cheap, and can be used to trial a new cycle path. Cyclists can leave the path easily but vehicles are prevented from entering. However, light segregation provides only limited protection from motor traffic, with other solutions providing a greater feeling of safety.

Contraflow cycle route

3.9.10. Contraflow cycle lanes are an easy and low-cost way of increasing an areas permeability to cycles, by permitting cycling on one-way streets. Contraflow lanes can take the form of physical segregation such as stepped cycle tracks, wands, planters or parking protected, or can be unsegregated.

Modal filter / Low Traffic Neighbourhood

3.9.11. Removing through traffic can enable cycling in mixed traffic streets by lowering traffic volumes. Encouraging traffic to use main roads can provide benefits for pedestrians and residents as well as enabling cycling. A modal filter typically consists of a bollard, planter, or other barrier that allows pedestrians, cyclists, and occasionally public transport to pass, but not other motor traffic. Low traffic neighbourhoods (LTNs) often deploy modal filters to reduce the volume of motor traffic through an area.

Figure 3.10. Modal filter / LTN

20mph limits/zones and traffic calming

3.9.12. Traffic calming includes features that physically or psychologically slow traffic. 20mph limits refers to 20mph areas enforced by signs only. 20mph zones refers to 20mph enforced by signs and traffic calming.

NEW ROAD CROSSINGS

Continuous footway/cycleway crossing

3.9.13. A method of giving people walking and cycling priority over motor vehicle movements at side junctions. The footway and / or cycleway material continues across the junction, giving a strong visual priority. There are a number of different ways to achieve this depending on the characteristics of the location.

Parallel / Tiger crossing

3.9.14. A parallel crossing is similar to a traditional zebra crossing, but with a cycle crossing provided alongside. Drivers must give way to cyclists and pedestrians using the crossing. As with traditional zebra crossings, parallel crossings can be divided into two parts with a central refuge to improve the ease of use.

Figure 3.11. Parallel 'Tiger' crossing

Signalised Parallel / Toucan Crossing

3.9.15. Signal controlled cycle facilities hold the flow of general traffic to allow cyclists to cross the carriageway. These are usually appropriate where vehicle flows, and speeds are higher. Toucan crossings should be avoided and only used where it is necessary to provide a shared facility. Instead dedicated cycle crossings should be used, and a pedestrian crossing used alongside if necessary

NEW JUNCTIONS

3.9.16. Providing separation between conflicting streams of traffic (including pedestrians and cyclists) is essential to improve road safety as junctions are where most conflicts occur. Junctions are often the most hazardous and intimidating parts of a journey for cyclists, and a junction that does not provide safe facilities may be the reason people will not use the remainder of the route.

Cyclops Junction

3.9.17. The best UK example of segregated junctions are Manchester's CYCLOPS junctions (Cycle Optimised Protected Signals). CYCLOPS junctions are equipped with cycle tracks on each arm of the junction, with signalised pedestrian crossings provided inside the cycle track.

Figure 3.12. CYCLOPS signalised junction

'Dutch' Roundabout

3.9.18. Segregated roundabouts use parallel crossings on each arm of the roundabout to separate pedestrians, cyclists, and vehicles. On entering the roundabout vehicles must give way to pedestrians and cyclists circulating the roundabout. These roundabouts can take on two forms: 'Dutch style' roundabouts with a tight junction geometry lowering vehicle entry/exit speeds and improving their line of sight, and parallel crossing points on traditional roundabouts.

Figure 3.13. ‘Dutch’ Roundabout (Cambridge)

PROVISION OF SECURE CYCLE PARKING FACILITIES

Cycle Stands and Hubs

Cycle parking should be carefully considered against the type of expected user, the duration of their stay, and the need for enhanced security. While Sheffield stands can be sufficient for short stay parking needs, such as local shops or in the town centre, it will seldom meet the needs of longer stay commuters, who will require facilities that are at least covered and well overlooked, if not fully secure lockable facilities. High quality cycle hubs should be considered at strategic locations, such as schools or transport interchanges.

Figure 3.14. Secure cycle hub (Manchester)

4 STAGE 4: NETWORK PLANNING FOR WALKING

4.1 INTRODUCTION

4.1.1. Most roads in the Whitehaven LCWIP study area have footways for people walking, with minimum footway provision having been a core part of design guidance and scheme delivery for many decades. However, there is a still a need to continuously improve conditions for walking, including footway provision where it does not currently exist, helping to unlock increased walking rates within Whitehaven and surrounding settlements.

4.1.2. As set out in this section, key improvements for walking have been identified within the core town centre areas, which are recognised to be in need of investment and regeneration.

4.2 CURRENT & FUTURE ORIGINS AND DESTINATIONS

4.2.1. The LCWIP Technical Guidance notes that identifying demand for a planned walking network should start by mapping the main origin and destination points. Origins and destinations were identified are shown in Figure 4.1.

4.3 IDENTIFYING CORE WALKING ZONES

4.3.1. The next stage of the LCWIP process is to identify Core Walking Zones (CWZs), normally consisting of walking trip generators that are located close together – such as town centres or business parks. An approximate five minute walking distance of 400m is used as a guide to the minimum extents of the Core Walking Zones.

Table 4.1. Whitehaven CWZs

ID	Name
1	Whitehaven Town Centre
2	Kells
3	Mirehouse
4	Hensingham School Area
5	Westlakes Science Park
6	St Bees
7	Distington

4.3.2. Seven CWZs were identified in Whitehaven through a process of GIS analysis and stakeholder engagement. These are shown in Table 4.1, and displayed spatially in Figure 4.2.

4.3.3. Following the identification of the CWZs, key walking routes to each zone were then identified by mapping a 2km isochrone from the centroid of each CWZ, considered to be the maximum desirable walking distance from the CWZs

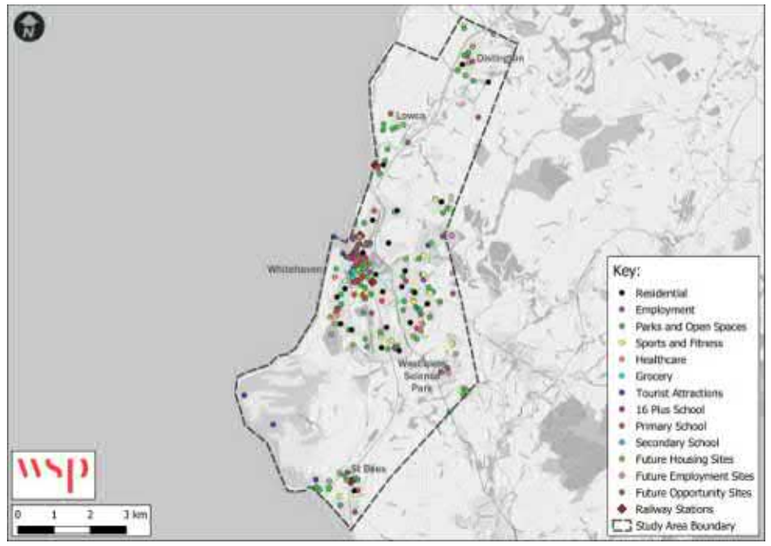


Figure 4.1. Whitehaven OD Map

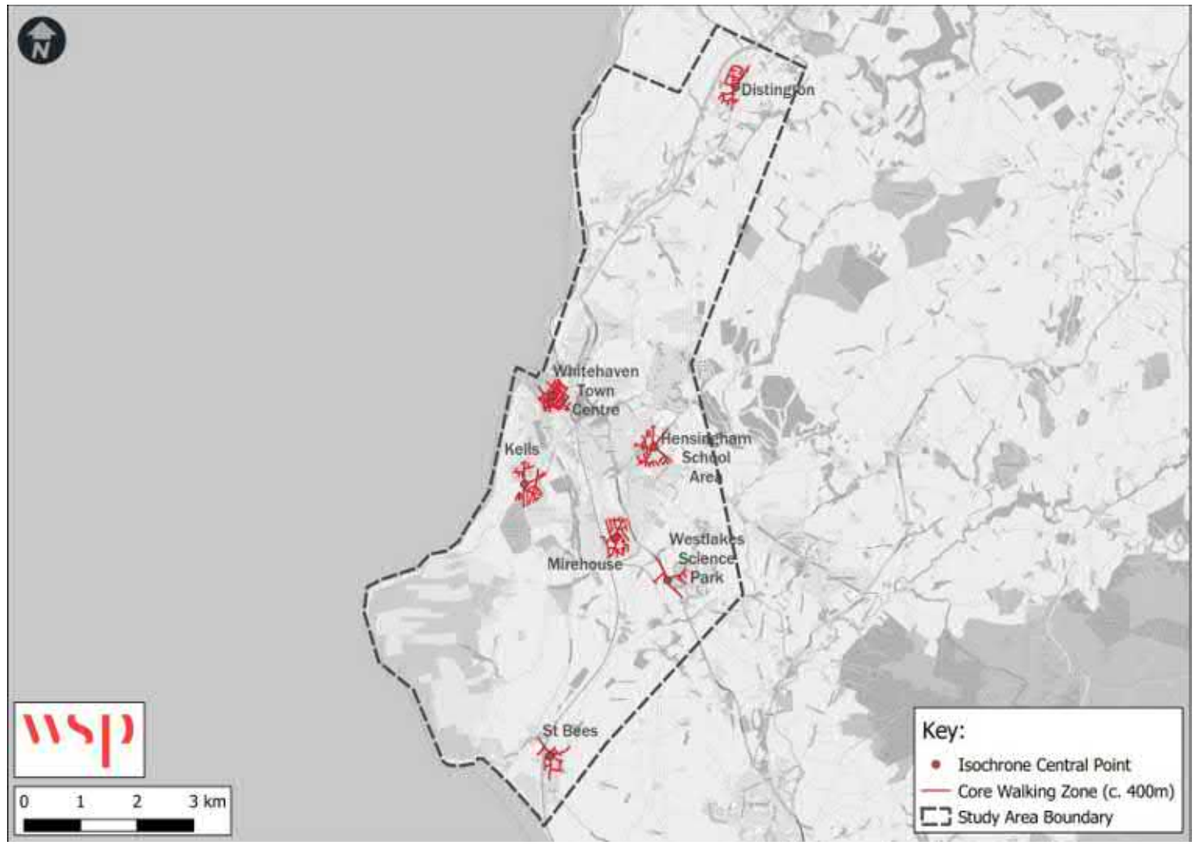


Figure 4.2. Whitehaven CWZ Map

4.4 PRODUCING THE DRAFT WALKING NETWORK

4.4.1. The routes that could serve the CWZs, as identified by the 2km walking isochrones, must then be rationalised to produce a walking network map.

4.4.2. The first step to doing so is to map out the main walking routes, which are those routes identified by the 2km isochrones that most closely follow the desire lines identified through the development of the cycling network, as presented in Section 3. These routes often overlap as a single street can serve multiple CWZs, creating longer corridors used for multiple trip purposes.

4.4.3. The next step is to identify those additional routes that can support the main routes and provide a comprehensive network. Given the subtle choices that lead to people determining where to walk and the freedom offered to pedestrians in comparison with vehicles, the determination of these lesser-used routes is done in conjunction with stakeholders and supplemented by local knowledge.

4.4.4. Additional links were therefore identified using the information gathered during the Stakeholder Workshop. Stakeholders identified the town centre, schools, shops, employment areas, community hubs, railway stations and green spaces as some of the most important destinations which should be included within the walking network. The **Draft Walking Network** was refined and then agreed with the Project Delivery Group.

4.4.5. The importance of each link and route needs to be understood in terms of their overall significance in the network – this will largely relate to the numbers of pedestrians that each will cater for in the future. The following hierarchy was therefore applied to the links in the network:

- Prestige Walking Routes: Very busy areas of towns and cities, with high public space and street scene contribution;
- Primary Walking Routes: Busy urban shopping and business areas, and main pedestrian routes;
- Secondary Walking Routes: Medium usage routes through local areas feeding into primary routes, local shopping centres, etc;
- Link Footways: Linking local access footways through urban areas and busy rural footways.

4.4.6. Additionally, a 'town centre core is identified'; this is defined as a broad area where the number of existing and aspirational ODs indicate a requirement for such a level of permeability that identifying a single route is not practicable.

4.4.7. The resultant draft Walking Network Map is shown in Figure 4.3, with a high resolution image included in Appendix A.

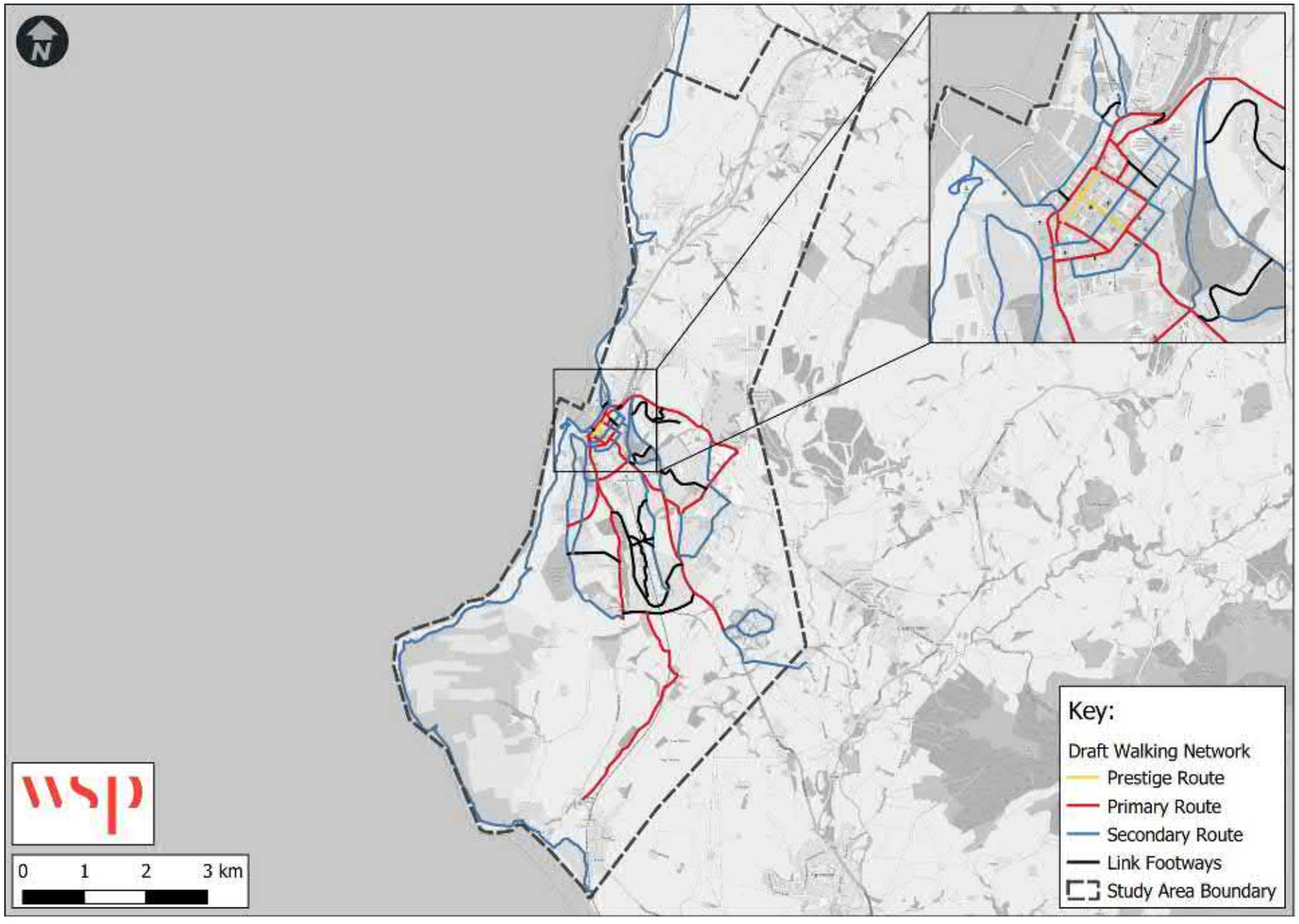


Figure 4.3. Draft Walking Network Map

4.5 IDENTIFYING WALKING PRIORITIES

4.5.1. The entirety of the draft Walking Network Map should ideally be audited to identify where improvements might be required in order to enable more people to walk to where they want to go. However, given the size and complexity of the draft network, this would be a significant undertaking and therefore priority routes need to be identified in the first instance.

4.5.2. Initially, a prioritisation exercise has been undertaken in order to identify which routes should be immediately considered for potential improvements. The seven CWZs were assessed against a number of criteria, under the headings of:

- Effectiveness;
- Policy;
- Economic; and
- Deliverability.

4.5.3. The CWZs were ranked as:

- 1: Whitehaven Town Centre CWZ
- 2: Kells CWZ
- 3: Distington CWZ
- 4=: Mirehouse CWZ
- 4=: Hensingham School Area CWZ
- 6: St Bees CWZ
- 7: Westlakes Science Park CWZ

4.5.4. The Primary Walking Routes leading to Whitehaven Town Centre CWZ were then identified from the draft Walking Network Map. These routes are identified as:

Ref	Corridor
1	Ginns to Kells Road
2	B5345 / Low Road
3	A595 / Egremont Road
4	Main Street
5	Harras Road

4.5.5. The **Whitehaven Priority Walking Network Map** therefore consists of the Whitehaven Town Centre CWZ and the five Primary Walking Routes identified above; this is illustrated in Figure 4.4, with a high resolution image included in Appendix A.

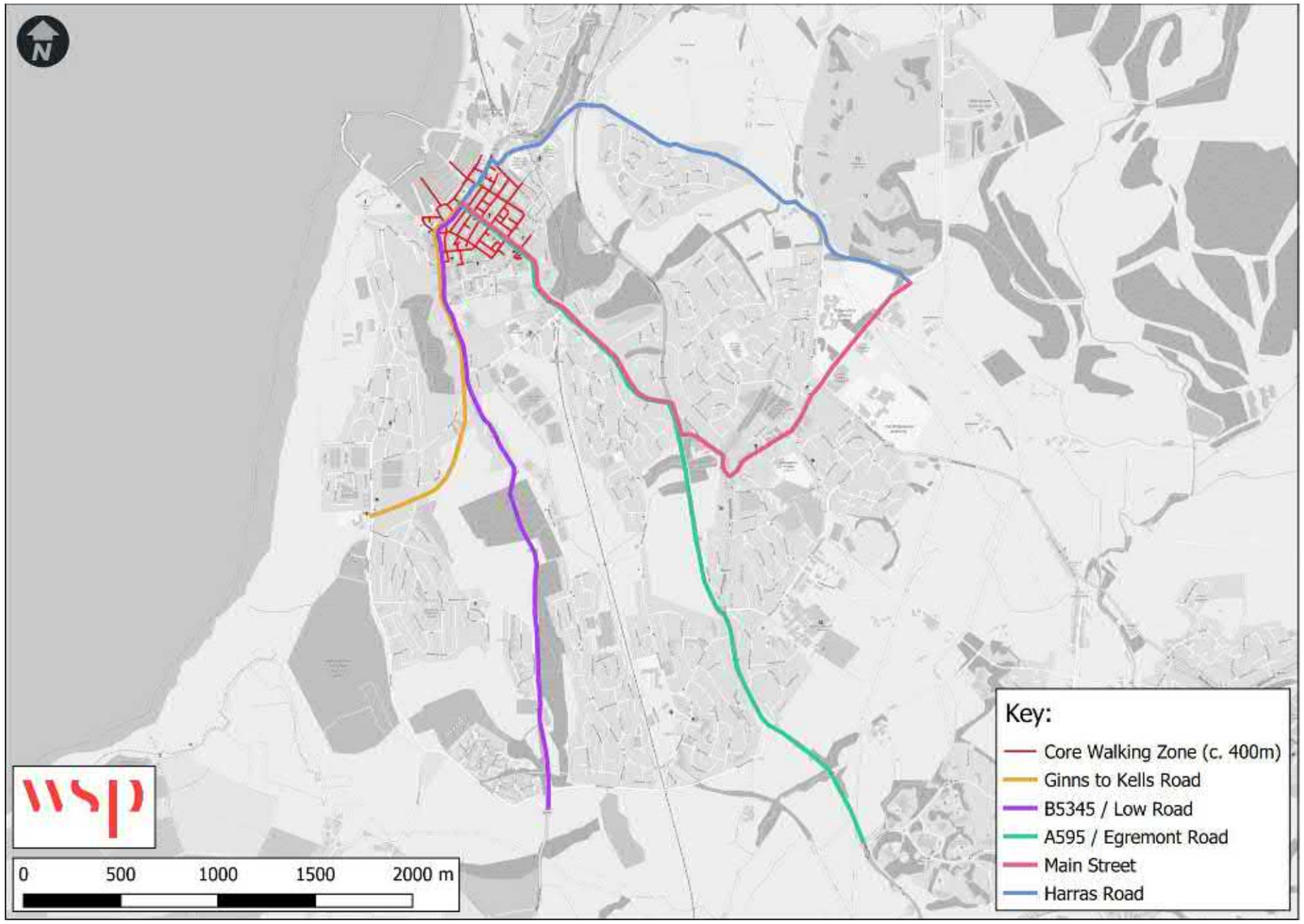


Figure 4.4. Whitehaven Priority Walking Map

4.6 AUDITING KEY WALKING ROUTES AND CORE WALKING ZONES

4.6.1. The next step in the process is to audit the existing walking infrastructure to determine where improvements are needed. Route audits were carried out using the principles of the DfT Walking Route Audit Tool (WRAT). The auditing methodology focuses on five core design outcomes for walking infrastructure:

- Attractiveness;
- Comfort;
- Directness;
- Safety; and
- Coherence.

4.6.2. The assessment particularly considers the needs of vulnerable users who may be elderly, visually impaired, mobility impaired, hearing impaired, with learning difficulties, buggy users, or children in order to ensure that any proposed schemes comply with the Equality Act 2010.

4.6.3. The audit process assigned a 'Red, Amber, Green' (RAG) rating to each of the five core design outcomes, identifying where issues were present, and therefore what intervention might be required to overcome these.

4.6.4. At this early stage in the design process, the proposals identified sit within a package of 13 typical improvements. Where necessary, some bespoke additions have been made, particularly where audited routes fall within other committed or aspirational schemes (e.g. the Hadrian's Wall Walking and Cycling Corridor and the Copeland Transport Improvement Study schemes).

4.6.5. These typical interventions are:

- Attractiveness:
  - Maintenance;
  - Increase surveillance; and
  - Place-based interventions (greening, streetscape, seating etc).
- Comfort
  - Footway widening; and
  - Parking controls.
- Directness
  - New crossing point on desire line;
  - Improve junction (widen refuge, improved timings, fewer refuges); and
  - New access point to buildings / car parks.
- Safety
  - Speed reduction scheme.
- Coherence
  - Drop kerb;
  - Reduced radii;
  - Blended footway; and
  - Wayfinding.

4.6.6. The results of the audits have been mapped out on a route by route basis (including the Core Walking Zone). A summary of the overall package of interventions (the 'scheme') for each route is provided for the purpose of engagement with key stakeholders and the general public.

4.6.7. It should be noted that at this stage in the design process (early concept), these are very high level recommendations which require significantly more detail in order to determine the feasibility of the various discreet elements.

4.7 AUDITING OF ADDITIONAL ROUTES

4.7.1. At this stage in the LCWIP process the Priority Walking Network is considerably reduced in comparison with the draft Walking Network. Going forward, a more comprehensive long term audit process is anticipated to occur in conjunction with additional stakeholder input which will cover significantly more of the wider draft Walking Network Map.

4.7.2. Figure 4.5 illustrates the proposed process that will be followed in order to cover the entirety of the Walking Network. The stages highlighted in red are those presented in this LCWIP document, covering the Primary Walking Routes associated with the highest priority Core Walking Zone. The stages highlighted in blue are those that will need to be undertaken throughout the lifetime of the LCWIP, auditing and determining appropriate improvements for the remainder of the routes identified in the Walking Network Map.

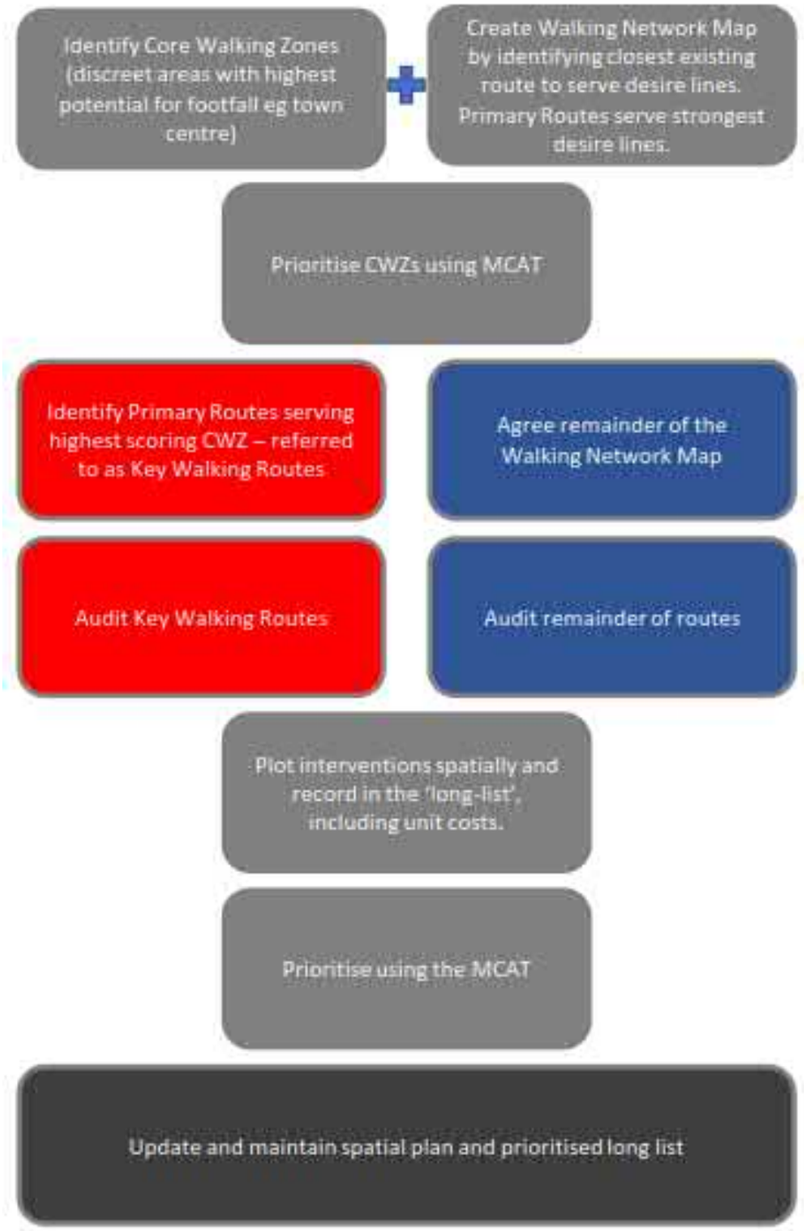


Figure 4.5. Walking Network Map audit process

4.8 ENGAGEMENT & CONSULTATION: WALKING

4.8.1. Public consultation has played a key part of the development of the Whitehaven LCWIP with the presentation of draft priority networks and improvements to seek feedback to inform the development of the LCWIP and ensure the plan has public support..

4.8.2. Public consultation took place in two distinct stages. These were:

- Stage 1: 14th July and 6th August 2021; and
- Stage 2: 4th February to 25th February 2022.

4.8.3. The consultation reports following the respective consultation phases can be found at https://cumbria.gov.uk/planning-environment/cyclingandwalking

4.8.4. Stakeholder engagement has been undertaken throughout the development of the LCWIP with key stakeholders, primarily through the LCWIP Project Delivery Group (PDG) forum. Members of the PDG are detailed in Stage 6.

STAGE 1 CONSULTATION

4.8.5. The Stage 1 consultation included a survey aimed at getting feedback on the developing LCWIP and to understand where people want to see improvements.

4.8.6. A total of **316 responses** were received to the Whitehaven LCWIP questionnaire during the consultation period.

4.8.7. These results were considered by CCC and key stakeholders in the ongoing process of developing the **Priority Walking Network Map**. Feedback was spatially mapped and analysed where this related to a specific place, and used as a criteria in the prioritisation of the CWZs (as described in Section 4.5), as well as in the prioritisation of schemes (presented in Section 5 of this document).

4.8.8. The analysis of the consultation results found that:

- The main obstacles to walking were busy roads (119 respondents) and quality of route (86). Unsuitable terrain and geography were mentioned as a barrier to walking by 41 people, while air quality was the smallest issue raised in terms of number of respondents (8 people).
- Better maintained pavements and footways were seen as the most common measure that would encourage more walking in Whitehaven (123 respondents), closely followed by the presence of more direct walking routes (118 respondents).
- Improvements to cycling and walking routes would encourage respondents to walk and/or cycle more often than they do currently in Whitehaven (all but six of the respondents stating they would either start walking or cycling or do so more often).

4.8.9. A 'You Said, We Did' summary of the consultation results was also produced, and published as part of the leaflet that accompanied Stage 2 of the consultation. This summarised the most common themes, and explained how these have been addressed in the development of the **Priority Walking Network Map** between Stage 1 and Stage 2 of consultation.

STAGE 2 CONSULTATION

4.8.10. The Stage 2 consultation was a follow up to the Stage 1 consultation and offered a final opportunity to feedback on the proposals prior to finalising the LCWIP.

4.8.11. The questionnaire asked questions targeted around specific themes, including:

- Gauging level of support for the Priority Network Plans (cycling and walking);
- Whether the network and interventions proposed would encourage the respondent to use active modes more often;
- Whether the respondent would support reduced space for cars to prioritise active modes; and
- Inviting general comments on specific parts of the network.

4.8.12. A total of 316 were received to the Whitehaven LCWIP Stage 2 consultation.

4.8.13. The analysis of the consultation results found that:

- 89% of respondents strongly agreed or agreed with the Priority Walking Map;
- 86% of respondents felt that the Priority Walking Map would encourage them to cycle more often;
- 91% of respondents said that they would support walking and cycling improvements even when this could mean less space for other road traffic.

4.8.14. A 'You Said, We Did' summary of the consultation results was also produced in regards to Stage 2.

- The Stage 2 consultation confirmed support for the networks presented and therefore, no significant changes were made to the Priority Walking Map as a result of the Stage 2 consultation.

4.9 WALKING IMPROVEMENTS

4.9.1. Following the audits of the priority Core Walking Zone and Primary Walking Routes, high level summaries of the scheme packages proposed for each zone / route were prepared for Stage 2 of the public consultation. The outputs of Stage 2 have then refined these scheme packages.

4.9.2. A summary of improvements determined for each Primary Walking Route and for the Core Walking Zone is presented in Table 4.1, as well as estimated costs (including indirect costs).

ROUTE ASSESSMENT

4.9.3. The table also includes an associated RAG (Red / Amber / Green) rating for each route determined through the audit process, as described in Section 4.6, which has led to the identification of the improvements.

SCHEME DESCRIPTION

4.9.1. It should be noted that the scheme descriptions provide an indication of the type of improvement that it may be possible to deliver on each route based on the opportunities and constraints present. However, this is subject to further design work, engagement, and consultation to determine the best improvement that can be delivered in each location.

4.9.2. The implementation of improvements are also subject to the securing of sufficient funding.

IMPROVEMENT COSTS

4.9.3. The cost estimates presented here are in the following ranges:

- £0-£1m;
- £1m-£3m;
- £3m-£5m; and
- £5m+

4.9.4. The ranges selected can give an indication of the method of funding that may be required in order to deliver an improvement in its entirety.

Total improvement costs

4.9.5. The overall cost of the delivery of the Priority Walking Network for Whitehaven is currently estimated at **£16 million** to improve circa **13.5km of high quality walking routes**. Approximately 3.5km of this will be delivered alongside the Priority Cycling Network at a cost of £9.5 million.

Table 4.1. Walking Improvements

ID	Route Assessment (RAG Rating)					Scheme Description	Cost Range
	Attractiveness	Comfort	Directness	Safety	Coherence		
WR1 Ginns to Kells Road						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Look into ways to increase natural surveillance of the route in isolated locations. Investigate new footway infrastructure on St Bees Road where missing or consider parallel alternative walking routes that could be equally attractive. Look into investing in place-based interventions in areas in and outside of the town centre, such as planting, benches and art displays, etc., to enhance the local area. These could be community led in places. Consider new wayfinding in suitable locations for better clarity.	£3m - £5m
WR2 B5345 / Low Road						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Consider implementing wayfinding on walking routes, particularly where the natural route may be to walk along dangerous roads with no provision. Consider an enhanced maintenance programme to maintain a high level of attractiveness on the busiest walking routes. Undertake an investigation into the provision of new footway and pedestrian infrastructure on the A595 where there is a clear desire to walk. Consider significant changes to the roundabout junction of the A595 / Homewood Road serving the West Cumberland Hospital so that it provides controlled pedestrian crossing facilities (as well as aligning with the proposed cycling network). Minor junction improvements at A595 / A5094 to improve signal timings and potentially reduce the number of pedestrian phases, helping people cross quicker and easier. Addition of pedestrian phases at the signalised junction of Coach Road / A5094, better providing for people with mobility impairments. Minor junction improvements to Lowther Street and Scotch Street junction - consider removing guard rail and providing scramble (diagonal) crossings to help people cross quicker and easier.	£5m+

Table 4.1. Walking Improvements (Continued)

ID	Route Assessment (RAG Rating)					Scheme Description	Cost Range
	Attractiveness	Comfort	Directness	Safety	Coherence		
WR3 A595 / Egremont Road						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Consider implementing better wayfinding on key walking routes, particularly where these overlap with the priority cycling network. Investigate possibilities at reducing the speed limit from national speed limit (60mph) around Red Lonning in order to make the new development in the area better to walk to. Greater enforcement of parking restrictions to reduce indiscriminate parking, preventing people from having to walk in the carriageway. Consider footway resurfacing and potential for widening between Whitehaven fire station and the west end of Moresby Road. Consider minor place-based interventions to increase the attractiveness of the route, particularly at local shops and key destinations along the route. Consider future-proofing roundabout junction at Red Lonning / Moresby Road / Moresby Parks Road with new pedestrian crossing facilities if pedestrian movements are likely to increase due to ongoing development in the area. Consider implementing priority crossings at both mini roundabout junction on Moresby Road.	£3m - £5m
WR4 Main Street						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Consider implementing better wayfinding on key walking routes, particularly where these overlap with the priority cycling network. Investigate possibilities at reducing the speed limit from national speed limit (60mph) around Red Lonning in order to make the new development in the area better to walk to. Greater enforcement of parking restrictions to reduce indiscriminate parking, preventing people from having to walk in the carriageway. Consider footway resurfacing and potential for widening between Whitehaven fire station and the west end of Moresby Road. Consider minor place-based interventions to increase the attractiveness of the route, particularly at local shops and key destinations along the route. Consider future-proofing roundabout junction at Red Lonning / Moresby Road / Moresby Parks Road with new pedestrian crossing facilities if pedestrian movements are likely to increase due to ongoing development in the area. Consider implementing priority crossings at both mini roundabout junction on Moresby Road."	£5m+

Table 4.1. Walking Improvements (Continued)

ID	Route Assessment (RAG Rating)					Scheme Description	Cost Range
	Attractiveness	Comfort	Directness	Safety	Coherence		
WR5 Harras Road						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Consider an enhanced maintenance programme to maintain a high level of attractiveness on the busiest walking routes. Consider parking controls within Harras Park residential area to reduce indiscriminate parking, preventing people from having to walk in the carriageway. Consider reduced kerb radii to Red Lonning industrial estate and on Wellington Row, including pedestrian side road priority treatments. Consider reducing the speed limit on Red Lonning where there is a desire to walk between residential areas and recent developments. Look into possible new footway provision on Red Lonning Road where this does not currently exist. Investigate the feasibility of new pedestrian crossings near Harras Park residential area. Consider a new street/road design for the rail tunnel access to Park View which better caters for pedestrians, potentially considering one way restrictions or signals.	£1m - £3m
CWZ1 Duke St / Scotch Street / Lowther Street / Irish Street						Investigate opportunities for blended crossings or continuous footways at side streets, reinforcing pedestrian priority. Consider an enhanced maintenance programme to maintain a high level of attractiveness on the busiest walking routes. Undertake a traffic impact assessment to understand the implication of reducing one way streets to a single lane (potentially incorporating bus stops / loading areas where necessary), allowing for ease of movement into and around the town centre. Consider additional controlled and pedestrian priority crossing points at key locations, particularly on Duke Street. Extend minor public realm features out from the town centre along these key routes to enhance the sense of arrival and improve the streetscape.	£3m - £5m

4.10 TYPES OF IMPROVEMENTS

4.10.1. Improvements were developed according to the latest design standards, with key improvement types shown below.

MAINTENANCE

4.10.2. Where this is highlighted as an issue, the route likely requires immediate maintenance to bring it to standard, and it may be that a longer term programme of maintenance needs to be developed in order to ensure that this route is maintained to a standard commensurate with its importance in the active travel network.

INCREASE SURVEILLANCE

4.10.3. Increased surveillance can increase both the perception of and actual level of safety for users. This can be through technology, such as CCTV or 'help' points, or natural surveillance such as that afforded by good sightlines (which could be linked to maintenance), higher levels of activity, additional access points and permeability, or police patrols where deemed necessary.

PLACE-BASED INTERVENTIONS (GREENING, STREETSCAPE, SEATING ETC)

4.10.4. These are measures that enhance the look and feel of an area, including tree planting, street art, paving, seating, and other features to make public spaces more attractive. This is likely to be very bespoke to each area where required, but can be as simple as planting, such as trees or rain gardens (perhaps as part of Sustainable Urban Drainage Systems), or could be significant changes involving use of materials, sculpture, art installations, or water features.

Figure 4.6. Public Realm

FOOTWAY WIDENING

4.10.5. While minimum footway width guidance has changed over the decades, Transport for London's Pedestrian Comfort Guidance is based on the level of comfort that width provides to users, rather than generic recommendations. However, widening the footway can be problematic, particularly where superfluous carriageway doesn't exist. Where this is recommended, it may be most feasible where undertaken alongside cycle schemes which also require significant changes to the highway.

PARKING CONTROLS

4.10.6. Where indiscriminate parking creates an issue for pedestrians, this could be due to various issues and a bespoke solution is likely to be required. This could be through provision of dedicated bays on carriageway, appropriate parking permit schemes, or perhaps greater enforcement of existing restrictions.

Figure 4.7. Buildouts with SUDs

NEW CROSSING POINT ON DESIRE LINE

4.10.7. Where across a major road, this is likely to be a new dedicated crossing point. A more detailed study would be required to determine the exact type and what additional changes may be required in order to implement it.

IMPROVE SIGNALS (WIDEN REFUGE, IMPROVED TIMINGS, FEWER REFUGES)

4.10.8. This category also includes changes to other junction types, such as roundabouts, that may not offer facilities for other road users at all. Altering any junction is likely to incur significant costs, and additional feasibility work including a traffic impact assessment is likely to be required.

Figure 4.8. Improved signalised junction (Enfield)

NEW ACCESS POINT TO BUILDINGS / CAR PARKS

4.10.9. This is likely to include new access points on desire lines where these have not been provided as part of the development. These may require third party agreement.

SPEED REDUCTION SCHEME

4.10.10. Any speed reduction scheme needs to be self-enforcing, and the methods employed to do so effectively will be bespoke to the specific location. This could be through enforcement cameras (including average speed limit zones), or through physical traffic calming measures, but could also be through a wider scheme which changes the fundamental purpose and feel of a street, including public realm, parking controls, and reduced kerb radii.

Figure 4.9. Raised table junction

DROP KERB / TACTILE PAVING

4.10.11. Dropped kerbs provide level access for pedestrians between the footway and carriageway. They are essential for the majority of wheelchair users to provide them with an accessible means of crossing a road safely and coherently. Tactile paving helps people with sight impairments understand the street and crossing points.

4.10.12. It is very important for visually impaired people that tactile paving is present, correct and adheres to standards as it can communicate to visually impaired pedestrians' information about the environment that they are in.

4.10.13. These should now be provided as standard, but many locations still lack them where these need to be retro-fitted.

REDUCED RADII

4.10.14. Manual for the Streets highlights the importance of kerb radii in inducing vehicle speeds and affecting pedestrians' ability to cross minor roads on their desire line. Where it is safe to do so, a reduced kerb radii can be carried out in conjunction with other interventions (such as a speed reduction scheme or blended footway) to create a low speed environment where pedestrians are afforded priority over vehicles.

BLENDED FOOTWAY

4.10.15. 'Blended footways' describe a footway which continues over the minor arm of a priority junction, enforcing the highway code (rule 170) through good design. These can be implemented through various techniques, including at carriageway level, raised tables (footway level), use of materials, and the positioning of road markings. The appropriate design solution will need to be determined in each instance.

Figure 4.10. Blended Footway

WAYFINDING

4.10.16. This intervention encompasses all of the ways in which people orient themselves and navigate from place to place. Wayfinding improvements could be as simple as directional and distance signage at key junctions, but could also be larger maps or even interactive screens where appropriate (such as a town centre).

Figure 4.11. Information and wayfinding (Sheffield)

5 STAGE 5: PRIORITISATION

5.1 OVERVIEW

5.1.1. Stage 5 of the LCWIP process involves prioritisation of improvements to create a programme of cycling and walking schemes and provide high level costings.

5.1.2. The guidance states that priority should be given to improvements that are most likely to have the greatest impact on increasing the number of people who choose to walk and cycle, and therefore the greatest return on investment. Other factors may also influence the prioritisation of improvements such as the deliverability of the proposed works or opportunities to link with other schemes.

5.2 PRIORITISING SCHEMES

5.2.1. A prioritisation framework has been produced to ensure consistency when prioritising walking and cycling infrastructure improvements. The framework includes the following criteria:

- **Effectiveness** - based on the potential number of walking or cycling trips that might use the route.
- **Alignment with policy objectives** – considering the Cumbria Transport Infrastructure Plan, local priorities and alignment with ongoing workstreams.
- **Economic factors** – including scheme cost, value for money and likelihood of attracting funding.
- **Deliverability issues** – including engineering constraints, land ownerships and level of stakeholder support.

5.2.2. The full assessment criteria and scoring methodology applied is provided in Table 5.1.

5.3 PRIORITISED LIST OF CYCLING INTERVENTIONS

5.3.1. The results of the prioritisation exercise for Cycling schemes are summarised in Table 5.2.

DELIVERY TIMESCALES

5.3.2. The improvements have been organised into four distinct categories. These are:

- **Funded:** These improvements are already funded;
- **Priority 1**: These improvements are targeted for delivery within 5 years (by 2027/28) subject to funding;
- **Priority 2:** These improvements are targeted for delivery within 8 years (by 2030/31) subject to funding; and
- **Priority 3:** These improvements are targeted for delivery post 2030/31 subject to funding.

5.3.3. The improvements have been assigned to the delivery categories as follows:

Funded

5.3.4. These are improvements that from an integral part of the LCWIP network and have already secured funding. At this point, no sections have secured funding in Whitehaven.

Priority 1

5.3.5. These are improvements which have already seen funding bids submitted as early opportunities have become available, including the NCN72 within the central urban area.

Priority 2

5.3.6. These are improvements which constitute the core of the LCWIP network. These are located along the most feasible and deliverable sections of the Priority Network and build upon the improvements delivered through the Priority 1 phase. These include key routes building from the NCN72, creating spurs and additional linkages.

Priority 3

5.3.7. These are improvements that extend the network further along more complex or expensive sections that are likely to take longer to come forward. These include sections such as Whitehaven to Lowca, and Thornton Road to Corkickle.

5.3.8. It is recognised that the delivery timescales do not all align with the prioritisation framework scoring also undertaken. The delivery timescales have been determined based on key factors affecting deliverability, as well as geographical proximity to one another, ensuring that the overall network comes forward in a planned coherent way. The prioritisation framework scoring can help inform the strategic rationale for a section when appropriate funding opportunities are identified.

5.4 WALKING IMPROVEMENTS

5.4.1. While the walking improvements could be delivered in isolation, where these overlap with the Priority Cycle Network it is expected that the improvements would be delivered together (assuming funding is available), with any scheme delivering high quality active travel routes.

5.4.2. In Whitehaven, approximately a third of the Primary Walking Routes overlap with a Priority Cycle Network improvement. As the intention is to deliver the walking improvements and cycling improvements together, the delivery timescale assigned to each route is determined by the priority cycle improvements it aligns with.

5.4.3. Where routes do not align with priority cycle improvements (such as the B5345 / Low Road or A595 / Egremont Road Primary Walking Routes), these could be delivered on an entirely separate basis, potentially on a street or area basis or through small, localised improvements depending on complexity and funding availability. For this reason, those routes that do not align with a priority cycle improvement have not been prioritised. It is expected that these will be delivered on an ad-hoc basis as funding become available.

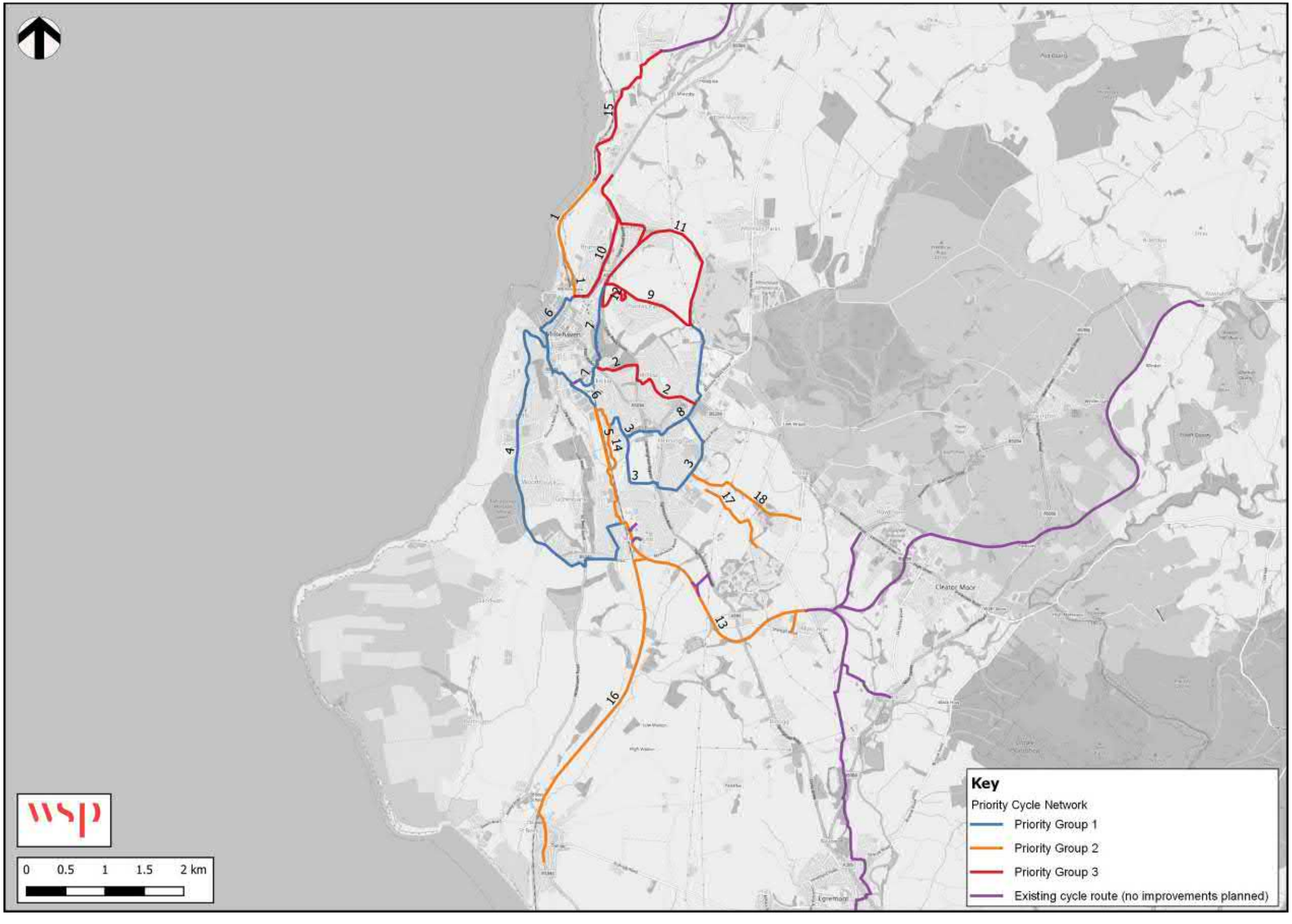
Table 5.1 – LCWIP Prioritisation criteria and scoring

Ref	Category	Criteria	Definition	Source	Low (0)	Intermediate (1)	High (2)
1	**Effectiveness**	**Catchment population**	Population within the corridor or CWZ	Experian Mosaic	< 4,000 people	4,000 - 8,000 people	> 8,000+ people
2	**Effectiveness**	**Propensity to Cycle**	Forecast number of journeys to work using the corridor in the Government Target Near Market scenario (LSOA)	PCT (2011 Census)	< 50 cyclists	50 - 100 cyclists	> 100 cyclists
3	**Effectiveness**	**Walking as a method of travel to work**	Method of travel to work (Datashine) LQ is the Location Quotient and describes how far from the national average (LQ =1) the measure is.	Datashine (2011 Census)	LQ <1	LQ 2-3	LQ 4 +
4	**Effectiveness**	**Existing employment**	Number of workplace zone centroids within the corridor or CWZ	WSP OD mapping	< 5 Workplace Zone Centroids	5 - 10 Workplace Zone Centroids	> 10 Workplace Zone Centroids
5	**Effectiveness**	**Attractor score**	Attractors within the corridor or CWZ (excluding airports / train stations, hospitals, industrial estates, education establishments)	WSP OD mapping	< 10 attractors	10 - 19 attractors	> 19 attractors
6	**Effectiveness**	**Education**	Number of schools / colleges / universities within the corridor (a 500m radius)	WSP OD mapping	No schools	1 - 4 schools	5 or more schools
7	**Effectiveness**	**Transport interchanges**	Proximity to a transport interchange (train stations, bus stations or park and ride sites)	WSP OD mapping	> 1km from a transport interchange	500m - 1km from a transport interchange	< 500m from a transport interchange
8	**Effectiveness**	**Development sites**	Number of future housing / employment sites within the corridor or CWZ (500m radius)	WSP OD mapping	No sites	1-3 sites	> 3 sites
9	**Effectiveness**	**Leisure and Tourism**	Access to green and blue space (Parks, Coasts, Local tourist destination sites)	WSP OD mapping	No sites within 500m radius	1-3 sites within 500m radius	> 3 within 500m radius
10	**Policy**	**Alignment with ongoing workstreams**	Does the corridor or CWZ align with other schemes or other planned transport improvement?	CCC	No	----------	Yes
11	**Policy**	**Safety**	Number of hotspots involving pedestrians or cyclists in the previous 5 years within the corridor (500m radius)	DfT (STATS19)	< 5 hotspots	5 - 10 hotspots	> 10 hotspots
12	**Policy**	**Car ownership**	Percentage of households with no car / van	2011 Census	< 25% of households	25% - 40% of households	> 40% of households
13	**Policy**	**Health**	Lowest Health Deprivation and Disability criteria in the IMD (i.e. most deprived LSOA) within the corridor or CWZ	IMD	>= 6 deciles of health deprivation and disability in the IMD	3< & >6 deciles of health deprivation and disability score in the IMD	<= 3 deciles of health deprivation and disability in the IMD
14	**Policy**	**Air Quality**	Does the route travel through an Air Quality Management Area?	CCC	No (or no route option will travel through the AQMA)	----------	Yes
15	**Economic**	**Scheme Cost**	Total scheme cost estimates for package of interventions	Cost estimates	> £5 million	£2 - 5 million	< £2 million
16	**Economic**	**Value for Money**	Assessment of scheme benefits vs costs	Based on current/future demand and costs	Low demand relative to high cost	Medium demand relative to medium costs	High demand relative to low costs
17	**Deliverability**	**Scheme Feasibility**	Known land ownership issues or scheme dependencies	CCC	Land ownership, environmental or other issue unlikely to be overcome	Dependent on another scheme or third party land, or environmental constraints, likely to be overcome	No issues, scheme feasible to be undertaken
18	**Deliverability**	**Public Acceptability**	Likelihood of support or opposition for the scheme	CCC	Likely to be opposition	Neutral / unknown	Likely to be supported
19	**Deliverability**	**Political Acceptability**	Likelihood of support or opposition for the scheme	CCC	Likely to be opposition	Neutral / unknown	Likely to be supported
20	**Deliverability**	**Timescales**	Timescales for delivery	CCC	Long (deliverable within 15 years)	Medium-term (deliverable within 4-10 years, where there is a clear intention to act, but delivery is dependent on identifying funding or other issues)	Short-term (deliverable within 3 years and funding identified)

Table 5.2. LCWIP Priorities: Cycling

Rank	ID	Name	Effectiveness	Policy	Economic	Deliverability	Cost	Delivery Timescales	Associated Walking Routes
1	6	Urban NCN72	12	6	3	7	£1m - £3m	**Priority Group 1**	**WR1 / WR2 / WR6**
2	4	Western Orbital Route	13	4	0	6	£5m+	**Priority Group 1**	
4	3	Esk Avenue to Richmond Hill Road via Hensingham and West Cumberland Hospital	11	3	1	5	£3m - £5m	**Priority Group 1**	
7	7	Coach Road to Oakbank Road	9	2	1	6	£3m - £5m	**Priority Group 1**	
11	8	Main Street and Red Lonning	8	2	0	6	£5m+	**Priority Group 1**	
3	14	NCN 72 Urban South	8	5	3	5	£1m - £3m	**Priority Group 2**	
5	1	NCN72 Northern Spur	6	4	3	6	£0 - £1m	**Priority Group 2**	
7	5	NCN72 Alternative Route	5	5	3	5	£0 - £1m	**Priority Group 2**	**WR5**
13	16	Whitehaven to St Bees	7	2	0	5	£5m+	**Priority Group 2**	
13	13	NCN72 Rural South	4	3	3	4	£1m - £3m	**Priority Group 2**	**WR4**
17	17&18	Cycle links from the West Lakes Science Park to the West Cumberland Hospital	3	1	1	5	£1m - £3m	**Priority Group 2**	
5	2	Thornton Road to Corkickle	10	2	0	7	£5m+	**Priority Group 3**	
9	9	Harras Road	6	3	3	5	£1m - £3m	**Priority Group 3**	
9	15	Whitehaven to Lowca	6	4	3	4	£1m - £3m	**Priority Group 3**	
11	11	Northern Orbital Route	8	0	3	5	£1m - £3m	**Priority Group 3**	
13	10	New Road and Aikbank Road	7	1	1	5	£3m - £5m	**Priority Group 3**	
16	12	Highlands	5	1	3	4	£0 - £1m	**Priority Group 3**	

Figure 5.1. Whitehaven Priority Cycling Network – Prioritised Delivery Plan



6 STAGE 6: INTEGRATION & APPLICATION

6.1 INTEGRATING THE LCWIP

6.1.1. The final stage of the LCWIP process considers how the LCWIP should be integrated into local policy, strategies and plans, as well as practical applications of the outputs of the LCWIPs.

GOVERNANCE

6.1.2. An LCWIP Project Team has been established to produce the LCWIPs, consisting of officers from Cumbria County Council's Infrastructure Planning team. Technical assistance was provided by WSP in the development of the first phase of the Whitehaven LCWIP between 2020 and 2022.

6.1.3. The LCWIP Project Team report to the Cycling and Walking Programme Delivery Group (PDG). Individual PDGs have been set up for each LCWIP study area. The PDGs maintain an overview of the project and provide support and technical direction during the delivery of the programme to ensure that the objectives and key milestones are met. The group includes a range of internal and external stakeholders to ensure a coordinated approach that will maximise success.

6.1.4. Members of the Whitehaven LCWIP PDG include representatives from the following:

- Cumbria County Council;
  - Cycling and Walking Team;
  - Copeland Area Manager & Community Development Officer;
  - Highways & Transport Traffic Management Team;
  - Highways & Transport Copeland Network Manager;
- Copeland Borough Council.

6.1.5. The Whitehaven Cycling and Walking Project Delivery Group reports to the Directorate Management Team of the Economy and Infrastructure Directorate.

6.1.6. The governance structure for the Cumbria LCWIP programme is presented in Figure 6.1.

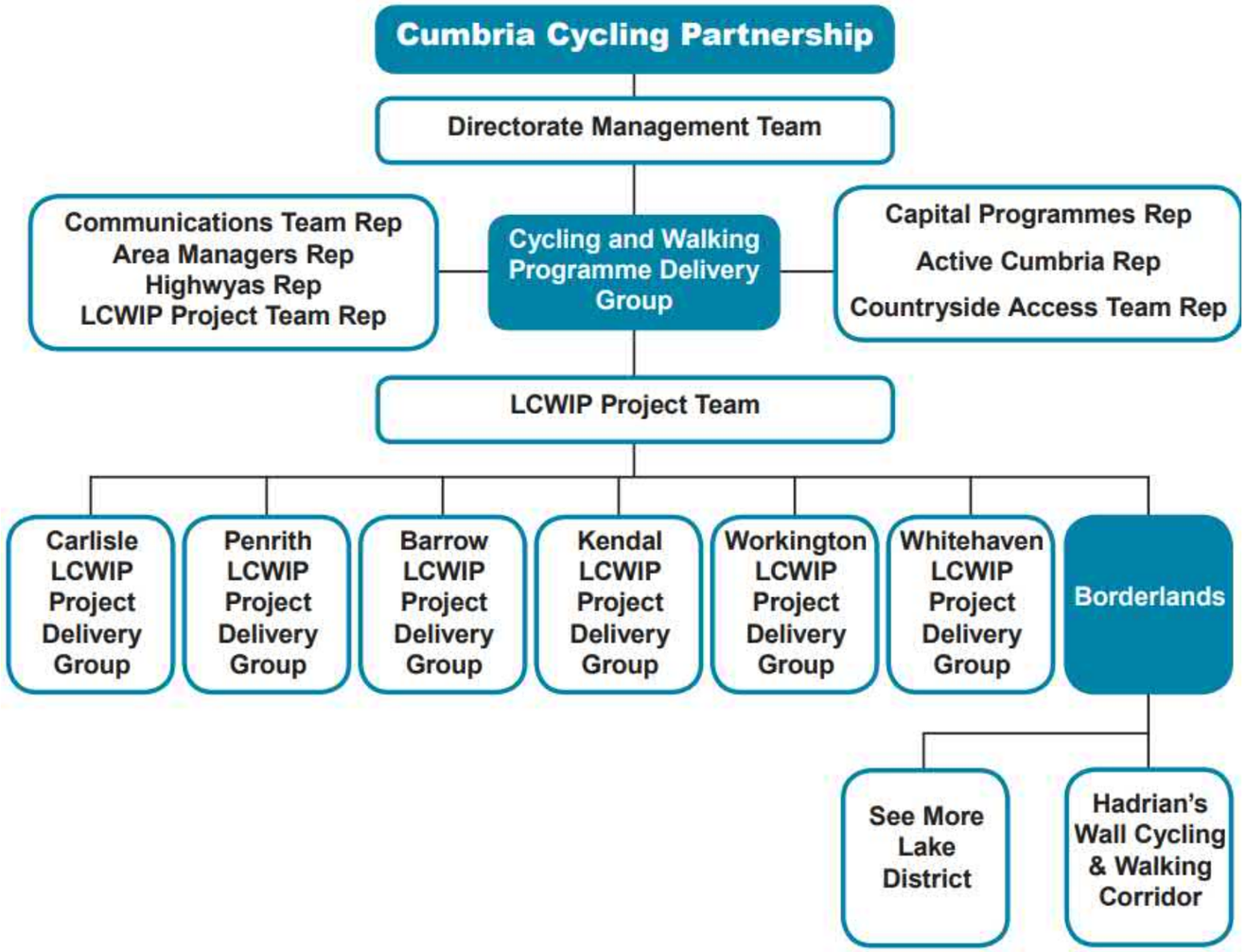


Figure 6.1. Cumbria LCWIP Governance Structure

STAKEHOLDER ENGAGEMENT & PUBLIC CONSULTATION

6.1.7. Effective engagement with stakeholders is integral throughout the development and delivery of an LCWIP to provide the opportunity for local people to express their views and input to the proposals. It is also imperative to engage with more vulnerable user groups, in particular those with protected characteristics as defined in the Equalities Act 2010. This will ensure that all relevant issues are considered when identifying interventions and it should increase support for the LCWIPs.

6.1.8. Key consultees include:

- County Councillors;
- County Council Officers;
- City / borough and Borough Councils;
- Town Councils;
- Parish Councils;
- Local businesses
- Education providers;
- Police;
- Cycle and walking clubs and organisations; and
- Disability groups.

6.1.9. Two rounds of public consultations have been undertaken to date on the Whitehaven LCWIP:

- Jul-Aug 2021: Consultation on draft networks;
- Feb 2022: Consultation on updated draft networks ahead of their finalisation.

6.1.10. Further consultation will be undertaken as priority schemes are developed following identification of appropriate funding opportunities. Community input will be central to the development of LCWIP proposals.

INTEGRATION

6.1.11. The PDG will be responsible for the integration of the LCWIP outputs into local policy. This will help ensure that emphasis is given to cycling and walking within both local planning and transport policies, strategies and delivery plans. Reflecting the LCWIP in local policy will also help to make the case for central government funding

6.2 SECURING FUNDING & SCHEME DELIVERY

6.2.1. The LCWIP sets out the case for future funding for cycling and walking infrastructure. As set out in the section above there are a number of compelling reasons for central government to invest in active travel infrastructure in Whitehaven.

6.2.2. The PDG will seek to identify appropriate funding sources to deliver the aspirations of the LCWIP. This will include local contributions, developer contributions, central government funding opportunities and other innovative funding mechanisms as appropriate to the scale of improvements.

6.3 MONITORING AND EVALUATION

6.3.1. Monitoring and evaluating the benefits of investment in delivering the LCWIP schemes will be critical, and will enable us to make the case for future investment in our streets. Monitoring and Evaluation will be undertaken in accordance with the methodology outlined in the CTIP and will be cognisant with the specific requirements from any emerging funding stream.

6.4 REVIEWING & UPDATING THE LCWIP

6.4.1. It is anticipated that LCWIPs will be reviewed every 3 to 5 years to reflect progress made. LCWIPs may also be updated if there are significant changes in local circumstances, such as the publication of new policies or strategies, major new development sites, or new sources of funding.

6.5 PROMOTION AND BRANDING

6.5.1. The Cumbria LCWIP programme will be supported by a package of marketing and promotional activities to maximise awareness and usage of our active travel networks.

6.6 DELIVERY OF PRIORITY SCHEMES

6.6.1. The schemes outlined in this document represent almost £73m investment in 38km of high quality cycling and walking routes, as well as an additional 10km relating solely to walking routes.

6.6.2. This equates to almost £105 per person per year over a 20-year time period, based on the resident population. It would bring active travel spending up to levels seen in leading countries such as the Netherlands, and leading cities in the UK.

6.6.3. This demonstrates a step-change in the focus on active travel in Whitehaven, and will be highly dependent on successful funding bids to central government. There are a number of factors which strengthen the likelihood of increased central government funding for active travel in Whitehaven, including:

- Increased overall funding for active travel, with £2bn for cycling announced and further spending announcements likely over the lifetime of this LCWIP
- Recognition of the need for increased funding and regeneration outside London and core cities to “level up” the country, especially to regenerate town centres and seaside towns
- The need for a green recovery from the Coronavirus crisis and the need to tackle the climate crisis.

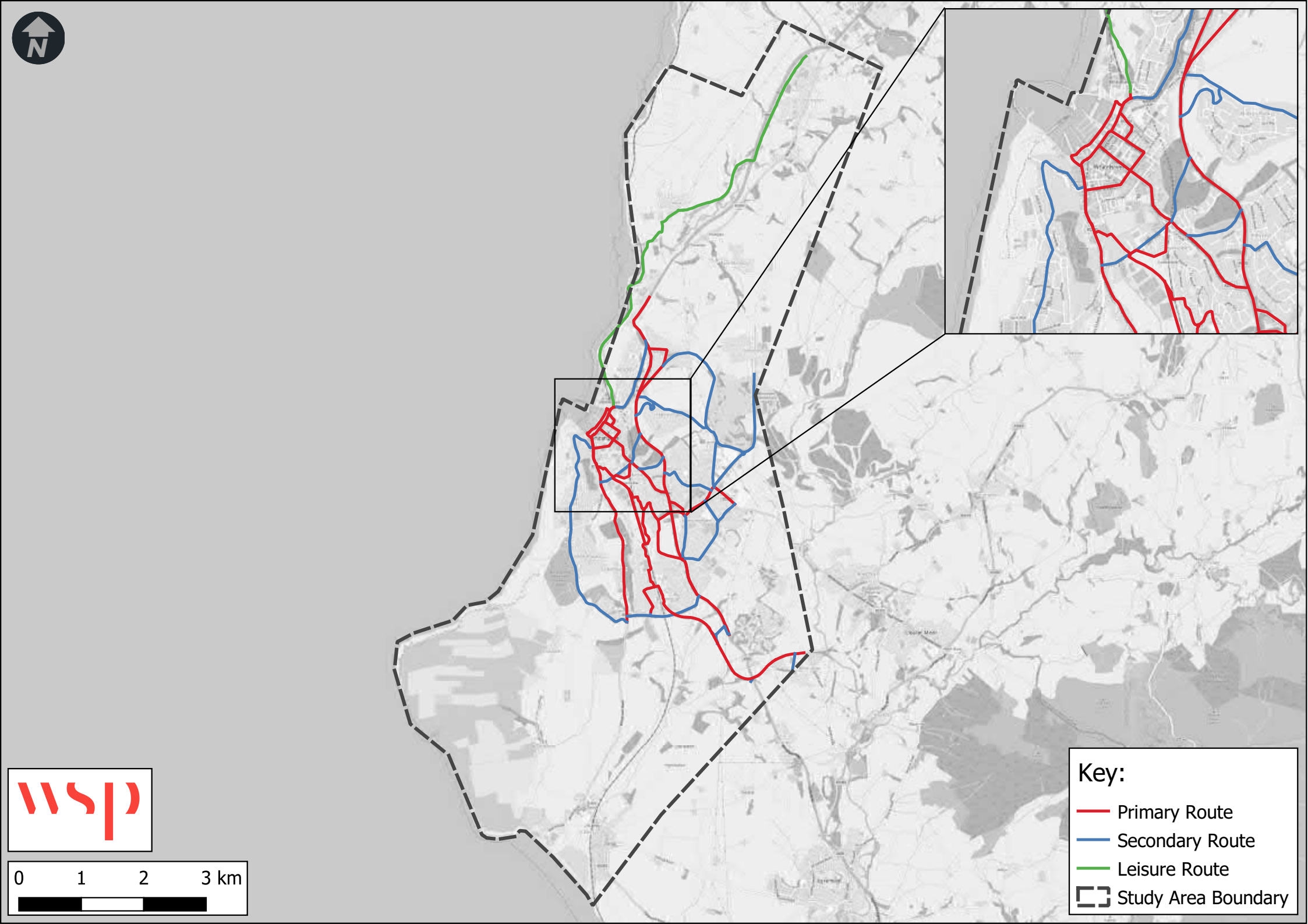
6.6.4. The priority improvements identified will deliver a range of benefits to public health, local economy and tourism, land value uplift, decongestion, road safety and carbon savings – all of which are expected to be significant. Most walking and cycling schemes represent very good value for money, providing greater benefit to society than the cost of the scheme.

6.6.5. This LCWIP has identified priority walking and cycling networks to be delivered across Whitehaven, and has selected the priority schemes to be delivered within the first fifteen years of the programme.

6.6.6. These schemes will help to deliver significant local benefit, and align with wider investment in strategic routes across the county.

Appendix A

LCWIP NETWORK PLANS


N
wsp
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Key:
Primary Route
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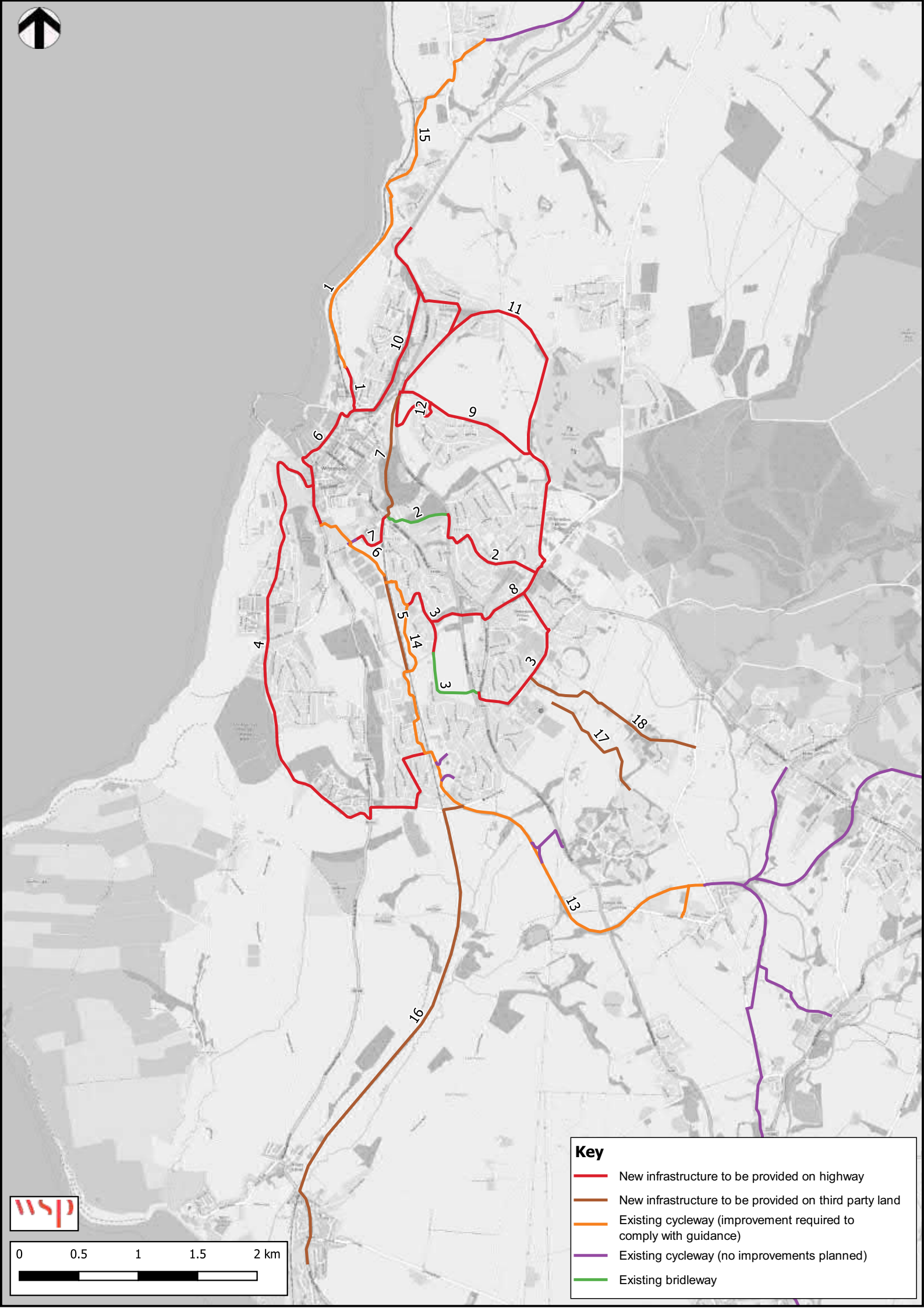
Leisure Route
Study Area Boundary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13
16
Key
New infrastructure to be provided on highway
New infrastructure to be provided on third party land
Existing cycleway (improvement required to comply with guidance)
Existing cycleway (no improvements planned)
Existing bridleway
0
0.5
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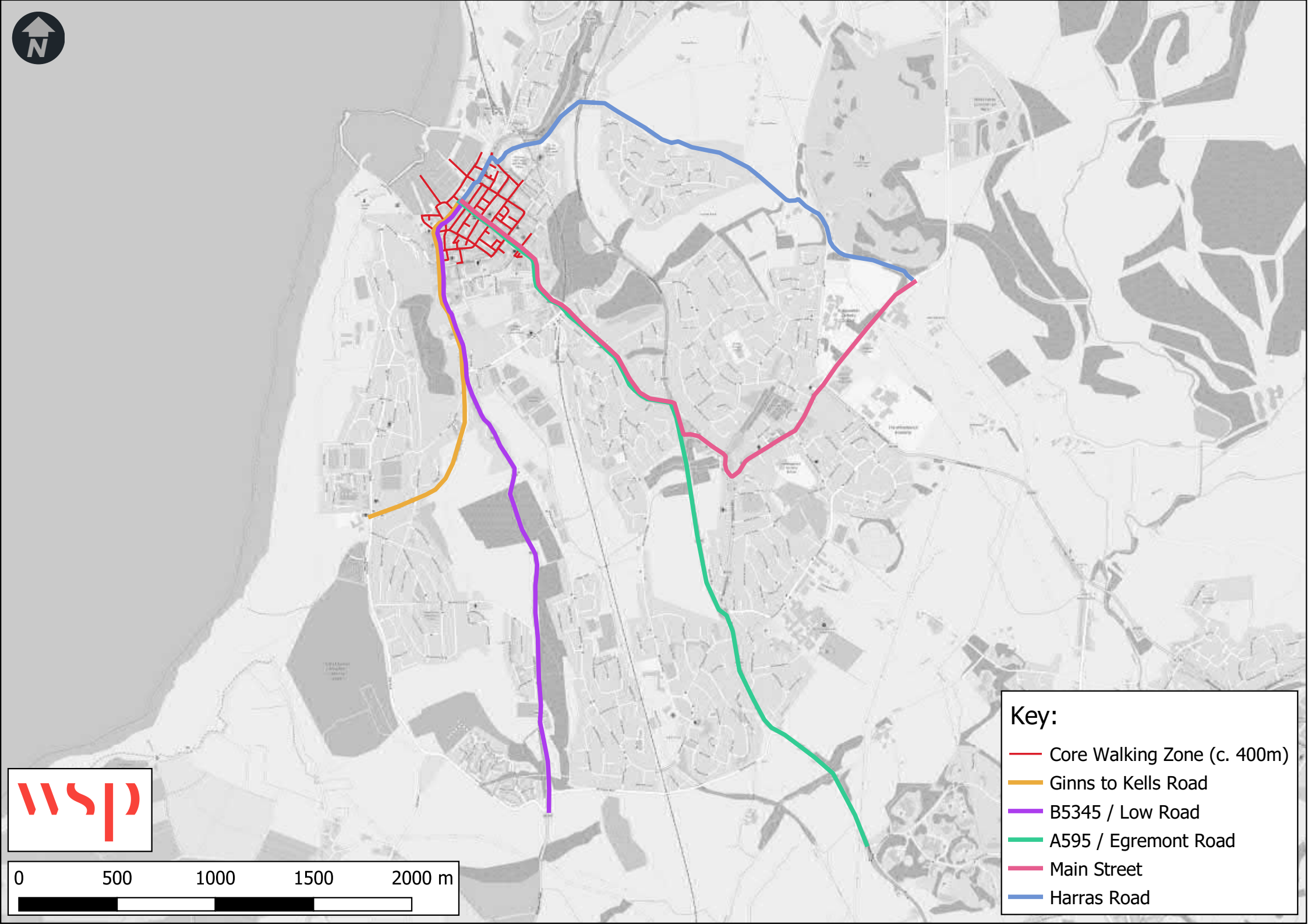
2 km


N
Key:
Core Walking Zone (c. 400m)
Ginns to Kells Road
B5345 / Low Road
A595 / Egremont Road
Main Street
Harras Road
wsp
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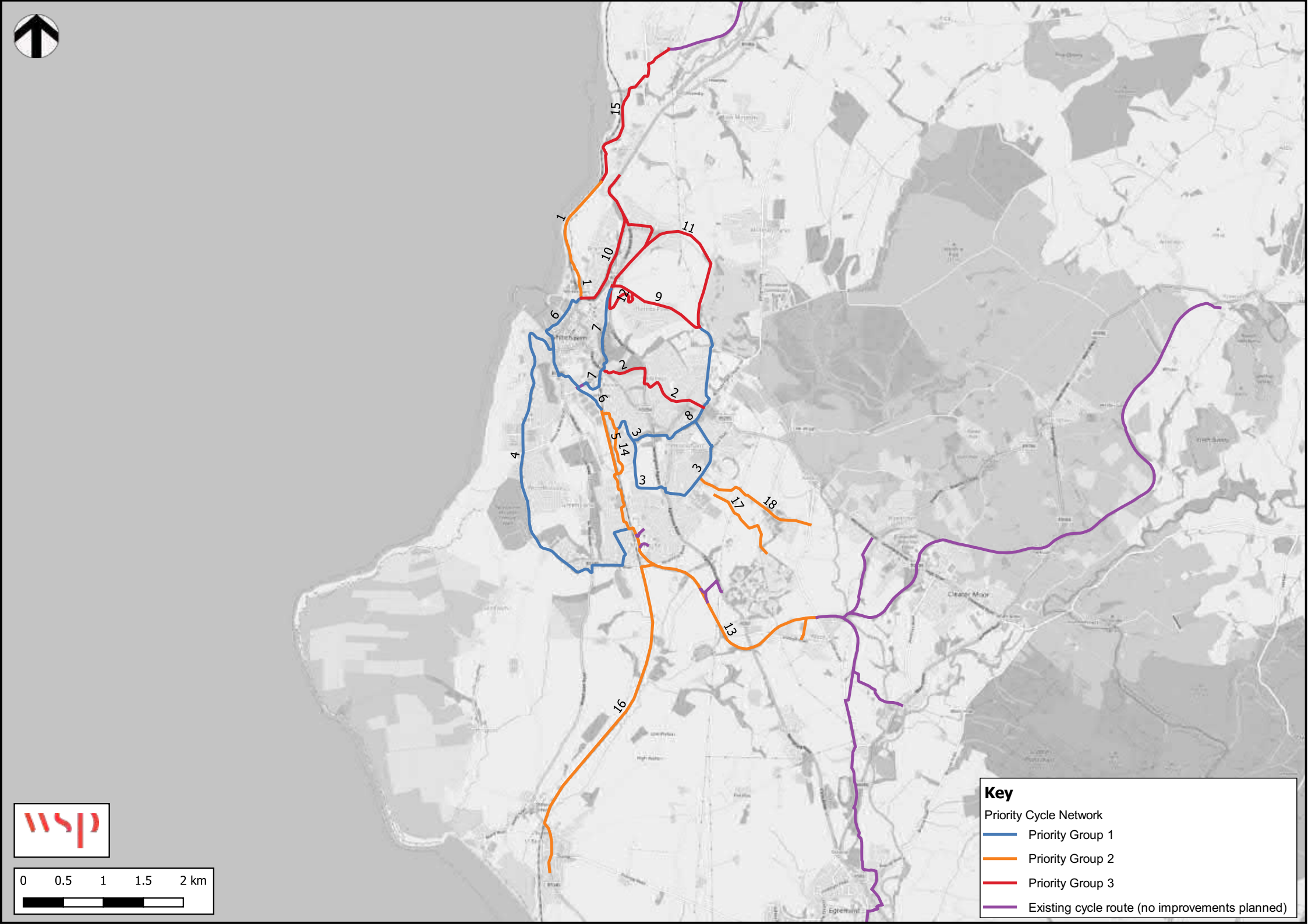
500
1000
1500
2000 m

Appendix B

PRIORITISED NETWORK PLANS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17
18
13
16
Key
Priority Cycle Network
Priority Group 1
Priority Group 2
Priority Group 3
Existing cycle route (no improvements planned)
0
0.5
1
1.5
2 km

Amber Court
William Armstrong Drive
Newcastle upon Tyne
NE4 7YQ

wsp.com