

TARGETS AND MEASURABLES – Strategy Action Plan

Policy What do we want to achieve?	Action What will we do?	Targets & Measurements How will we do this & how will we measure progress?	Delivery Date for expected completion
<p>Objective:</p> <p>Place – create the best conditions and infrastructure for walking, cycling and mobility aid across Fenland particularly for access to places of education and employment.</p>			
Create a high-level strategy for a consistent and connected network of cycling and walking routes within each Fenland town to link residential areas with places of education and employment.	Develop an up-to-date and supported strategy for walking, cycling and mobility aid users	<ul style="list-style-type: none"> Final Strategy adopted by FDC Cabinet Annual review of strategy & schemes Continued public & stakeholder engagement 	Quick Win - Completion by March 2022
	Influence the emerging Fenland Local Plan to ensure walking and cycling are at the centre of new developments	<ul style="list-style-type: none"> Highlight and share the adopted Fenland Cycling, Walking and Mobility Improvement Strategy with Planning Policy colleagues developing the Fenland Local Plan. Review draft contents of Fenland Local Plan to ensure synergy with the Fenland Cycling, Walking and Mobility Improvement Strategy. The Fenland Cycling, Walking and Mobility Improvement Strategy to be referenced in the Fenland Local Plan. The emerging Fenland Local Plan is expected to be finalised & adopted by FDC by 2023 	Short Term - by 2023
Develop - walking and cycling exemplar infrastructure within our Market Towns.	Identify gaps in the existing network & improvement requirements for existing routes.	<ul style="list-style-type: none"> Undertake route audits & review existing schemes Undertake public & stakeholder engagement to identify network requirements and preferred interventions. By online survey, engagement at events (in partnership with the Hereward Community Rail Partnership) and contact with key individuals and groups. Complete 5 route/scheme reviews per annum Achieve 100 no. survey responses per annum. 	QW – by Autumn 2022

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	Enable, encourage and deliver new infrastructure and improvements to existing routes	<ul style="list-style-type: none"> Identify, assess and publish recommended schemes. Develop a baseline position and indicative costs to support/source funding for recommended schemes. Encourage relevant local authorities and stakeholders to deliver recommended schemes where funding available. Explore alternative funding opportunities to deliver schemes. Deliver 50 route improvement schemes by 2037 (approx. 2 per annum) Attend and contribute to 3 strategy engagement events per annum. 	Long term
	Improve safety and security for pedestrians, cyclist and mobility aid users.	<ul style="list-style-type: none"> Review lighting provision, secure cycle parking and suitable access provision as part of route audits. Include results in scheme recommendations. Engage with residents and visitors to understand issues and concerns. Establish satisfaction data using online surveys. Recommend and enable 2 safety/security improvements per annum. Achieve 100 no. survey responses per annum. Achieve a 2% increase in satisfaction rates per annum through online surveys. 	Ongoing
	Ensure new and existing infrastructure facilitates mobility aids users.	<ul style="list-style-type: none"> Encourage feedback from disability organisations to identify and deliver mobility improvements. Progress 1no. Mobility enhancement scheme per annum. Engage with 2 (minimum) disability organisations per annum. 	Ongoing
Maintain a consistent and ongoing approach to network improvements	Ensure minimum planning requirements for walking, cycling and mobility are incorporated in to housing developments. Encourage	<ul style="list-style-type: none"> Provide consultation advise to planning applications. Submit consultee comments regarding walking, cycling and mobility to large housing applications (over 50 dwellings). Signpost developers, businesses and homeowners to funding opportunities and grant providers that help with walking, cycling and mobility improvements. 	Ongoing - as required

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relating to walking and cycling routes and access to places of education and employment	enhanced provision where possible.	<ul style="list-style-type: none"> Provide a minimum of 5 consultee responses to planning applications per annum. Share funding & grant opportunities with 10 recipients per annum (when available) 	
	Develop a governance and review structure for local transport strategies including the Fenland Cycling, Walking and Mobility Improvement Strategy.	<ul style="list-style-type: none"> Incorporate strategy review to the Transport and Access Group (TAG) remit. Add Fenland Cycling, Walking and Mobility Improvement Strategy monitoring to TAG Action Plan & Agenda. Submit review amendments to the strategy to FDC Cabinet for approval. Review progress against target delivery quarterly. Review strategy and scheme content annually. Publish strategy report via TAG webpage annually & submit to FDC Cabinet. 	Quick win Ongoing - quarterly
<p>Objective:</p> <p>People – ensure everyone has access to good quality routes, giving them confidence to make walking and cycling their first choice for local journeys.</p>			
Enable – Walking and Cycling with safety and confidence for people of all ages	Identify, cost and deliver education and training projects to improve walking, cycling and mobility confidence. Include opportunities for multi modal journey involving bus and rail travel to enable a wider reach using sustainable travel methods.	<ul style="list-style-type: none"> Secure funding to enable schools to roll out cycling proficiency training across Fenland. <p>Delivery of the following TAG projects:</p> <ul style="list-style-type: none"> Work with the TAG to develop the Transport Champion programme Secure funding, recruit and train Transport Champions for each town. Work up and cost the Travel Buddy programme. Secure funding, recruit and train Travel Buddies for each town. Enable/Support 12 schools to deliver cycle training by 2027 Recruit 16 volunteer Transport Champions by 2027 Establish Travel Buddy programme by 2027 	Short Term - by 2027

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	Identify, promote and deliver schemes to support access to essential walking, cycling and mobility equipment such as bicycles, safety wear and mobility aids.	<ul style="list-style-type: none"> Set out proposals and secure funding for equipment grant schemes Deliver grant scheme project by 2030 	Medium Term - 2025 to 2030
	Identify safety and security matters such as theft, antisocial behaviour and crime and direct these to the relevant authority. Highlight and promote infrastructure and route improvements to reduce issues and improve safety such as lighting provision and secure cycle parking.	<ul style="list-style-type: none"> Promote highways reporting tool. Work with key partners to deliver community projects Include safety and security improvements in scheme recommendations Include details in annual strategy report 	Ongoing
	Engage with young people to promote walking, cycling and multi modal journeys.	<ul style="list-style-type: none"> Secure funding for uniformed organisations such as Scouts to complete badges linked to travel and community impact. Facilitate multi-mode travel workshops, including bus and rail, with schools and youth groups. Engage projects in partnership with the TAG and the Hereward Community Rail Partnership. Deliver 5 workshops and 20 badge awards by 2027. 	Short Term

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Facilitate opportunities to travel and demonstrate making local walking and cycling journeys	Facilitate integrated transport journeys especially to railway and bus stations.	Work the Hereward CRP, Fenland TAG and transport providers to identify and promote integrated journeys. Support the development of the TAG Travel Buddies project aimed at improving confidence and enabling independent, multi modal journeys. Promote walking and cycling routes and journeys on social media. Promote 5 integrate routes per annum Once launched, facilitate 5 supported travel journeys per annum through the TAG Travel Buddies programme.	Ongoing
Encourage mobility and walking and cycling as a first choice for local journeys.	Highlight and promote walking and cycling as a greener, healthier modes of travel.	Work with partner groups relating to health, wellbeing and active lifestyles to promote walking and cycling as a first choice for local journeys. Annual engagement with Everyone Health and Active Fenland to explore opportunities to link projects and promotion.	Ongoing.
	Engage with disability groups to explore options to encourage mobility and travel.	Liaise with Age UK and healthcare providers to discuss options and opportunities specifically related to improving provision for mobility aid users. Include details in annual strategy review	Ongoing
Objective: Promotion – demonstrate opportunities for access and mobility demonstrating freedom through local travel			
Communication through a range of mediums and media to promote routes and	Promote routes and opportunities for walking and cycling locally. Provide route information and wayfinding tools to enable more journeys on foot, by bicycle or using mobility aids.	Source funding for the production of walking and cycling maps for each Fenland town. Undertake regular review and update of existing maps. Develop an annual communications programme for walking and cycling. Promote 5 routes per annum on social media. Deliver walking & cycling maps for each Fenland town by 2027.	Ongoing Short Term - 2027

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opportunities for local travel.	Identify and promote walking and cycling multi-modal journeys for special events and festivals.	Work in partnership with event organisers to promote journey options and deliver travel surveys to identify mode choices. Use social media to promote local events and relevant methods of travel. Enable/deliver travel surveys at 5 local events per annum. Publish travel choice data from surveys annually	Ongoing
Commission and deliver exemplar mobility projects and good practice examples	Deliver special projects to promote walking, cycling and mobility e.g. Whittlesey Heritage Walk.	Identify potential projects through stakeholder engagement and partnership liaison. Seek funding opportunities and support project delivery. Support delivery of 2 mobility projects per annum	Ongoing
	Engage with partner organisations to support mobility projects. Highlight and promote good examples	Liaise with Everyone Health, Active Fenland and disability groups to understand and promote existing projects. Provide advice on funding opportunities linked to transport to aid projects. Engage annually with identified partner organisations. Promote 5 good practice examples per annum.	Ongoing
Evaluate cycling, walking & mobility aid requirements across Fenland and evidence progress against strategy targets.	Continue engagement with members of the public and stakeholders regarding walking, cycling and mobility aids use in Fenland. Ongoing opportunity for public focused support and responses,	Provide and promote regular opportunities to submit views and observations relating to walking, cycling and mobility. Complete annual online survey & publish results.	Ongoing
	Review and update recommended walking, cycling and mobility improvement schemes to ensure these best	Delivery of route review audits. Complete annual review of 5 walking & cycling routes.	Ongoing

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	reflect the needs of users and available opportunities.		
	Demonstrate progress and publish updates to the Fenland Cycling, Walking and Mobility Improvement Strategy.	Develop an annual report to be made widely available and shared with stakeholders. Use DfT, ONS and CCC traffic monitoring data to measure any shift in travel choice. Complete annual report	Ongoing