

MERSEYSIDE CYCLE CAMPAIGN
Cycling For All



MADE TO MOVE

15

STEPS TO TRANSFORM
MERSEYSIDE INTO A BETTER
PLACE TO LIVE AND WORK

PROPOSED BY A COLLECTIVE OF MERSEYSIDE
COMMUNITY CYCLING GROUPS



OUR GOAL

To make cycling and walking the number one choice for as many short trips as possible. We must put people first, create world class streets for walking , build one of the world’s best cycle networks, and bring about a genuine culture of cycling and walking.

OUR 15 STEPS

WE MUST:

1

Publish a detailed and ambitious, walking and cycling infrastructure plan in collaboration with districts and key stakeholders in 2019.

2

Establish a ring-fenced, 10 year, £826,000,000 (Greater Manchester = £1.5 billion) infrastructure fund, starting with a short term LCR Mayor’s Active Streets and Transforming Cities fund to kick-start delivery for walking and cycling. With over 386 (Greater Manchester = 700) miles of main corridors connecting across Liverpool City Region, this is the scale of network we need to aim for.

3

Taking a Vision Zero approach, ensure all upcoming public realm and infrastructure investments, alongside all related policy programmes, have walking and cycling integrated at the development stage.

4

Deliver year on year reductions to the risk per kilometre travelled, by establishing a task force to improve safety on roads and junctions to take significant steps towards the adopted Vision Zero target.

5

Develop a new, total highway design guide and sign up to the London Design Guide. Designers must cycle the areas with new schemes and involve those who cycle regularly.

6

Develop a mechanism to capture and share the value of future health benefits derived from changing how we travel.

7

Work with industry to find alternatives to heavy freight and reduce excess lorry and van travel in urban areas including actively opposing the creation of a road through Rimrose Valley.

8

Deliver temporary street improvements to trial new schemes for local communities.

9

Partner with schools and local authorities to make cycling and walking the first choice for the school run, and take action on traffic and parking around schools including in cycle lanes.

10

Call for devolved powers to enforce moving traffic offences, and develop strategies for reducing anti-social driving, through public spaces protection orders and enforcement against parking in cycle lanes.

11

Prioritise investment based on the measurement of people movement, rather than motor-traffic, and integrate with a new street satisfaction index.

12

Ensure local communities are engaged and supported in the development and use of new infrastructure and programmes.

13

Deliver greater levels of public access to bikes across Liverpool City Region, working with the private sector and voluntary groups to deliver low cost and innovative solutions.

14

Work with local businesses to help shape our new network and achieve a culture-shift on commuting.

15

Launch our own version of a 'Summer Streets' festival, creating low car town and city centres to trial street closures on the network.

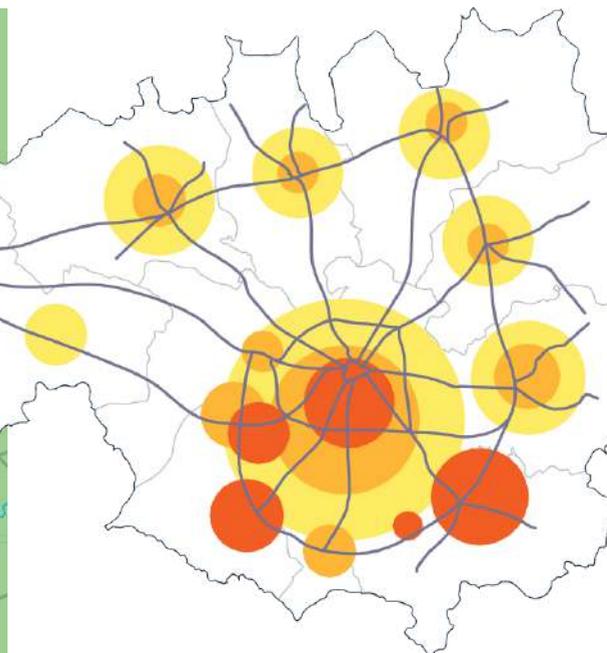
Creating a great Cycling city

We must create a vision for walking and cycling in the city region, focusing on a dedicated network that will transform the quality of the public realm, making a fairer, greener, healthier and more prosperous city. Transport and infrastructure policies must be integrated and adopt the new design standards so a 12 year-old could travel safely and without fear. With segregated cycling routes on main roads and junctions, supported by traffic-calmed cycling routes, we will ensure access for all the community. It also means improving better ways to make short journeys for walking much easier. By shaping places for people to walk, cycle and spend time we will reduce car dependency and improve air quality, revitalise town centres, boost businesses and connect communities.

The cycling and walking infrastructure plan must be devised with key stakeholder engagement, a people focused approach based on guiding principles that address barriers to cycling with meaningful space on key routes. The transforming cities fund represents an opportunity to deliver a sustained funding programme that will begin to address the appalling record on Merseyside roads, which currently has the highest percentage of pedestrians and cyclists killed or seriously injured for any metropolitan area in the country.

A Tale of Two Cities

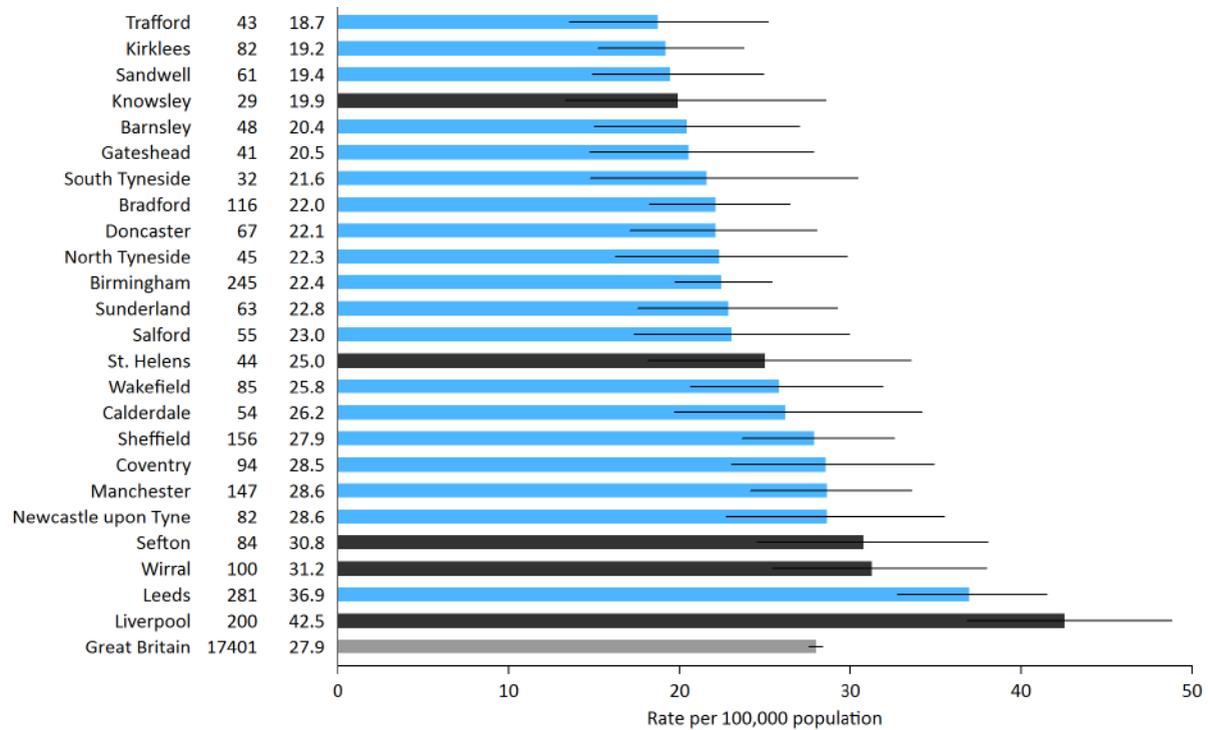
The current proposed Merseyside cycling and walking plan (below left) is confusing and disjointed. It is dependent upon existing infrastructure which is poor and lacks ambition compared to the Greater Manchester plan, Beeline project (below right) which creates significant arterial safe and direct routes for walkers and people on bikes



Transforming Merseyside

Merseyside has the highest pedestrian/cyclist KSI rates for any metropolitan area in the country. This must change making journeys safer to schools, workplaces and high streets safer by ensuring a commitment to adopt the 15 Made to Move steps

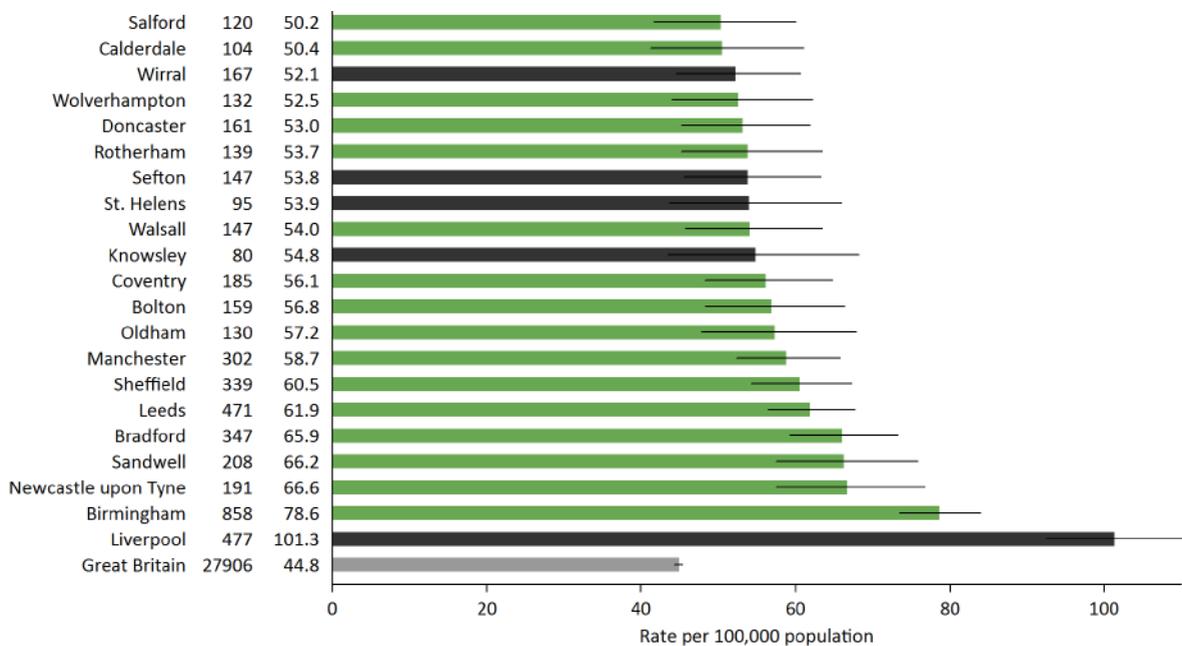
Cyclists reported killed or seriously injured Metropolitan Boroughs 2013-17



The error bars indicate the likely random variation (the 95% confidence intervals)

www.wacm.org.uk

Pedestrians reported killed or seriously injured Metropolitan Boroughs 2013-17



The error bars indicate the likely random variation (the 95% confidence intervals)

www.wacm.org.uk

New innovative and inclusive design

Merseyside is known for innovation and we aspire to change local travel behavior with new design standards and ambitious schemes that encourages high-quality infrastructure that are Safe, Direct, Comfortable, Coherent, Attractive and Adaptable.

This is important not just for cyclists but for all users of streets, public spaces, parks and watersides, where investment in cycling has the potential to improve the quality of place. Cities right across the world have already used this approach; and now it's Merseyside's turn.

The future must not be like the past and success is dependent on whether the infrastructure that is delivered is of high quality and fit-for-purpose when built. A strategic overview of routes is also required to ensure cycling provision is seamless across boundaries

Cycling and walking offer an outstanding return on investment, returning at least £5.50 for every £1 invested

(Made to Move, GM)





Walking and cycling innovation schemes in Merseyside should be as good as anywhere else in the world



Safe Junctions and living streets

We must commit to producing a network that a 12-year old would choose to use.

It also means planning for growth in walking and cycling, cultivating a healthy urban living environment and creating a city where people are proud to live, work, start businesses and meet new people. Our daily commutes, school run and shopping trips make up most of our journeys. As such, it makes sense to focus efforts on our local high streets and junctions. To do this we need to revitalise town centres and create safe communities to move around in, where everyone can enjoy green spaces and breathe clean air.

Two thirds of all collisions take place at junctions; this increases to three quarters of all cycling collisions.

(Made to Move, GM)

Our priority needs to identify improvements to areas and high streets to make them accessible for walking and cycling. Everybody should be able to cross the road safely, directly and without delay. Junctions pose the greatest danger on the roads. We must undertake a review all important junctions, rating them in terms of the level of service they provide to people walking and cycling.

Designers of cycle schemes must experience the roads on a bike

When designing cycle schemes, planners and designers must experience the roads and design with the support of people who cycle regularly. Those who design a scheme must travel through the area on a bike to see how it feels. We strongly recommend that designers and engineers also try cycling on some existing facilities, to understand why they do or do not work.

