



Gloucestershire County Council

ACTIVE TRAVEL STRATEGY





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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Gloucestershire County Council (GCC) has identified the need for an Active Travel Strategy that creates a link between health and transport policy, and environmental priorities, considering relevant aspects such as climate change, economy, and road safety with the overarching goal of enabling more active travel.

The purpose of this strategy is to set an ambitious future plan for active travel priorities within the County, ensuring that Gloucestershire can meet its climate and health objectives while promoting social equity and improving overall quality of life. Drawing on an evidence base of active travel data, an analysis of policy gaps and opportunities, and health and wellbeing data, this strategy is set out under the following chapters:

1. Executive summary
2. Building a healthier, greener more connected Gloucestershire
3. Developing the strategy and its objectives
4. Objectives and Interventions
5. Implementation plan and delivery of the active travel strategy

With the overarching goal of making travel in Gloucestershire healthier, more active, and accessible for all, this report sets out the strategy's vision and objectives in detail.

Vision for the Gloucestershire Active Travel Strategy

"To promote a Gloucestershire where walking, wheeling, and cycling is easy and accessible for everyone. By creating a connected active travel network, we aim to support healthier, safer and more active lifestyles, as well as improving air quality, and local access within our communities."

Objective 1: Make walking, wheeling and cycling an easy and accessible choice for everyday journeys

- Ensure accessibility for all through inclusive design underpinned by an understanding of barriers and enablers
- Maintain high-quality, accessible footways and cycle paths for all ages and abilities
- Expand 20mph limits and zones and road safety measures
- More facilities to enable people to cross busy roads

Objective 2: Support the health and wellbeing of our communities by promoting behaviour change in active travel uptake

- Increase secure cycle parking across town centres, transport hubs, schools and residential areas
- Expand Safer routes to School and other behaviour change initiatives
- Improve links to parks, play areas, and open spaces
- Enhance integration with public transport networks through cycle hubs and hire schemes

Objective 3: Encourage communities to help us increase the number of journeys made by active travel

- Engage with schools, colleges, and youth groups
- Bike/e-bike hire schemes, repair hubs and training
- Work with employers to encourage workplace active travel plans, cycle-to-work incentives and facilities and tourism opportunities
- Establish community partnerships for designing and co-delivering neighbourhood improvements
- Support the integration of active travel within local and neighbourhood planning processes including age-friendly design

Objective 4: Improve information and awareness of our active travel network

- Maximizing the use of ThinkTravel platform to promote sustainable travel for commuting and leisure, improving information on access routes, new facilities, active travel events and initiatives
- Enhance wayfinding and signage to key destinations
- Promote recreational routes as gateways to everyday active travel, supporting physical activity, wellbeing, and mental health

1

BUILDING A HEALTHIER, GREENER MORE CONNECTED GLOUCESTERSHIRE



1 BUILDING A HEALTHIER, GREENER MORE CONNECTED GLOUCESTERSHIRE

Gloucestershire County Council's Active Travel Strategy (GCC ATS) establishes a clear and coordinated link between transport, public health, and environmental priorities. It recognises the role of active travel in improving air quality, supporting local economic vitality, enhancing road safety and reducing inequalities in access to opportunities. Through this strategy, Gloucestershire County Council aims to create a county where everyone can thrive, with places and communities that support healthy lives, protect the natural environment and reduce health inequalities.

The strategy sets out a long-term framework for delivering active travel across Gloucestershire. It establishes the Council's four strategic objectives and provides the structure, evidence base and delivery mechanisms required to achieve them. In doing so, the strategy will:

- Strengthen integration between transport, health, planning and environmental policy to ensure active travel is embedded across decision-making
- Support delivery of climate, environmental, safety and social equity outcomes through increased active travel uptake
- Provide a coordinated approach to infrastructure delivery and behaviour change programmes
- Establish clear funding, governance and monitoring mechanisms to ensure long-term delivery and accountability

The Gloucestershire Active Travel Strategy provides a holistic framework for increasing levels of walking, wheeling and cycling across both new and existing communities, helping the county meet its environmental and health commitments while improving overall quality of life.

1.1 AIM OF THE ACTIVE TRAVEL STRATEGY

The ATS aims to increase levels of walking, wheeling, and cycling for everyday journeys, supporting wider ambitions for improved public health, social equity, and environmental sustainability. By integrating transport, health, and environmental priorities, the GCC ATS positions active travel as a key driver for cleaner air, safer streets, stronger communities and improved quality of life across Gloucestershire.

The strategy seeks to create safe, inclusive and accessible environments for all users. It supports the Council's Vision Zero approach to road safety and promotes the delivery of high-quality infrastructure and programmes that are inclusive by design. The ATS also recognises the importance of access to green and open space, recreation, and local services. Active travel is not only a means of transport but also a key contributor to physical health, mental wellbeing, and social connection. The strategy therefore promotes improved access to parks, open spaces and community assets, ensuring opportunities are available to all residents, including those in rural and more deprived areas.

Finally, the ATS embeds a robust approach to monitoring and evaluation, enabling Gloucestershire County Council to track progress, demonstrate outcomes, guide future investment, and celebrate success. This will ensure that active travel contributes to play a central role in delivering the county's long-term health, environmental and accessibility ambitions.

1.2 ACTIVE TRAVEL IN GLOUCESTERSHIRE

Active Travel Participation and Transport Benefits

Active travel plays an important role in supporting healthier communities, reducing emissions and improving access to everyday destinations. It also contributes to a more efficient transport system by reducing congestion and pressure on the road network, helping to improve journey reliability for all users.

Nationally, active travel accounted for around 31% of trips in England in 2024 (29% walking and 2% cycling)¹. In Gloucestershire, Sport England's Active Lives Survey shows high levels of engagement with active travel: between November 2023 and November 2024, 89.8% of residents reported participating in some form of walking, including 83.1% for leisure and 50.2% for travel. Over the same period, 39.8% of residents reported participating in cycling, with 27.6% cycling for leisure and 12.6% for travel². These participation rates indicate that Gloucestershire already benefits from high levels of walking, particularly for leisure, providing a strong foundation for increasing walking and wheeling for everyday journeys. Building on this engagement can help normalise active travel as part of daily routines while delivering wider health and environmental benefits.

Data presented in the Gloucestershire Local Transport Plan (LTP)³ provides a complementary perspective, focusing on how people travel for everyday journeys rather than overall participation, particularly commuting. Census-based commuting flow data shows that private car use continues to dominate travel patterns across the county. For example, in Cheltenham, around 78–79% of inbound and outbound commuting trips are made by car, while walking and cycling together account for only a small proportion of journeys. This contrast between relatively high levels of engagement with walking and cycling and their lower mode share for functional trips highlights a key opportunity for the ATS. There is clear potential to shift a greater proportion of short, local journeys away from car use by improving connectivity to employment areas, town centres, schools and transport interchanges. Achieving this will require targeted, place-based interventions that respond to differing urban and rural contexts, address barriers such as road safety and severance, and make walking, wheeling and cycling the most convenient and reliable choice for everyday travel.

In many parts of Gloucestershire, particularly rural areas, active travel will form part of a wider multimodal journey rather than a complete end-to-end trip. Longer travel distances, dispersed settlements and limited public transport provision mean that walking, wheeling and cycling are often most effective when integrated with public transport services and transport hubs. This includes walking or cycling to bus stops and railway stations, using secure cycle parking and cycle hubs, and supporting onward travel through facilities such as cycle hire, e-bike hire and park-and-ride or park-and-stride sites where appropriate. Improving connections between active travel networks, public transport services and key interchange locations will therefore be an important part of enabling sustainable door-to-door journeys across the county.

¹ NTS 2024: Active travel - GOV.UK

² Active Lives | Results

³ ltp-policy-document-final-v132-2.pdf

What we mean by Active Travel in Gloucestershire

While walking, wheeling and cycling are commonly the focus of active travel strategies, it is important to recognise the diversity of users and journeys across the county.

Active Travel in Gloucestershire includes:

- Walking and wheeling, including the use of wheelchairs, mobility scooters and pushchairs
- Cycling in all its forms, including adapted cycles and cargo bikes
- Equestrian users, including horse riders and handlers, particularly in rural areas where bridleways and green corridors form an important part of the network

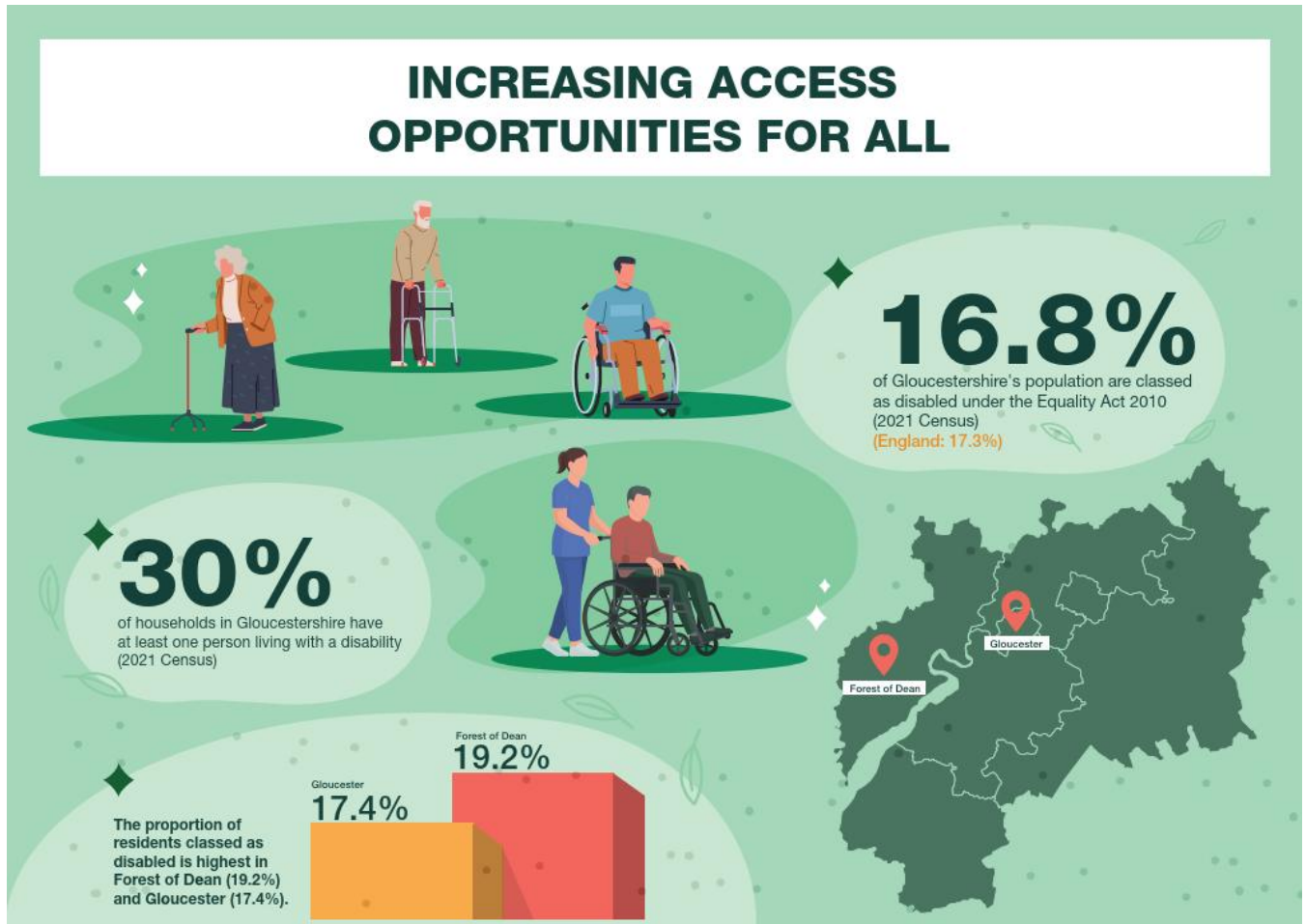
Under the Highways Act 1980⁴ and other statutory rights of way provisions⁵, bridleways and greenways often permit shared use by walkers, cyclists, mobility users and equestrians. The GCC Rights of Way and Countryside Access Improvement Plan⁶ provides an important framework for improving connectivity, accessibility and the quality of rural access routes. This presents a clear opportunity to build on existing rights of way priorities, adopting a more inclusive, network-wide approach that supports safe, comfortable and well-designed shared environments for a wide range of users across both urban and rural areas.

⁴ <https://www.legislation.gov.uk/ukpga/1980/66/contents>

⁵ <https://www.gov.uk/right-of-way-open-access-land/use-public-rights-of-way>

⁶ Countryside Access and Rights of Way Improvement Plan

Active Travel Users Ensuring inclusive active travel requires understanding which groups currently face barriers to participation. According to the 2021 Census 16.8% of Gloucestershire's population are classed as disabled under the Equality Act 2010, with 6.4 % reporting their day-to-day activities are 'limited a lot' and 10.4 % 'limited a little'. Among adults aged 18-64, around 21,700 people have impaired mobility due to a physical disability or health condition⁷.



Evidence nationally and locally shows that disabled people, older adults, women, children, and some ethnic minority groups are underrepresented in active travel⁸, and often face greater barriers to walking, cycling and wheeling. These barriers stem not only from inaccessible infrastructure, but also from safety concerns, traffic dominance, lack of confidence, exposure to harassment, and unequal access to supportive programmes.

This matters because:

- These groups are the least represented yet have the most to gain from safer, more accessible streets and inclusive active travel environments.
- Exclusion from active travel perpetuates wider health, social and economic inequalities, particularly for those with limited access to a car.

⁷ <https://www.gloucestershire.gov.uk/media/gjkb2xaf/health-briefing.pdf>

⁸ New report highlights inequality in active travel - Tewkesbury Green Party

- A lack of inclusive design, engagement or support can actively discourage participation, reinforcing patterns of low activity among vulnerable users

This highlights the need for GCC to address the needs of underrepresented users, not just by providing accessible infrastructure but by ensuring routes, policies and programmes are inclusive from the outset. This requires step-free and well-maintained routes, consistent surfacing, safe crossings, reduced traffic speeds and good lighting, but also targeted engagement, safety initiatives, travel confidence programmes and design that reflects the lived experience of diverse users. In doing so, the ATS will help ensure that disabled people, older adults, women, children and minority communities are not excluded from active travel and can participate safely and confidently.

What this means for the Strategy

The data shows that Gloucestershire has strong foundations for active travel, particularly in walking. However, participation is uneven, and many residents do not yet experience the same level of access, safety or confidence when choosing to walk, wheel or cycle.

For the strategy, this means to actively address the conditions that drive those inequalities, therefore prioritising:

- Reducing geographical and demographic disparities, ensuring all districts and communities have the conditions needed to support everyday active travel.
- Embedding inclusive design and decision-making, so infrastructure, policies and programmes work for groups who are underrepresented or excluded
- Making active travel a viable, attractive and safe choice for all residents, not just those who are already active or confident

By focusing on these strategic priorities, the ATS aims to create a network and system that delivers consistent, inclusive and equitable active travel opportunities across the county.

1.3 ACTIVE TRAVEL AND HEALTH

Active travel as a public health intervention

Active travel is a powerful public health intervention that delivers significant physical, mental and social benefits while also reducing environmental harms. Regular walking, wheeling and cycling are associated with lower rates of obesity, cardiovascular disease, type 2 diabetes, and depression. Evidence shows that people who build physical activity into their daily routines can reduce their risk of heart disease by up to 35%, type 2 diabetes by around 40%, and depression by around 30%⁹.

Encouraging everyday walking and cycling can also help address physical inactivity, which contributes to one in six deaths in the UK and costs the NHS over £900 million each year¹⁰. By

⁹ Working Together to Promote Active Travel A briefing for local authorities

¹⁰ Physical activity: applying All Our Health - GOV.UK

making active travel an easy and attractive choice for short, everyday journeys, Gloucestershire aims to help residents prevent long-term illness and improve wellbeing.

Supporting healthy ageing and independence

Active travel plays a particularly important role in supporting healthy ageing. The ability to access services, amenities and green spaces through walking and wheeling helps older adults maintain physical function, cognitive health and independence, while reducing social isolation. As driving becomes more difficult with age, inclusive and well-connected active travel networks become essential to sustaining quality of life.

Expanding safe, connected and accessible routes around homes, schools, local centres and healthcare facilities helps embed healthy habits from an early age and supports lifelong mobility. These benefits extend beyond individuals, contributing to safer streets, stronger communities and reduced pressure on health and social care services.

How transport environments enable health benefits

The health benefits of active travel are strongly influenced by the environments in which people move. Safer, quieter and more accessible streets increase the likelihood that people of all ages and abilities will choose to walk, wheel or cycle. There is well established evidence that measures commonly associated with active travel delivery such as lower traffic speeds, reduced traffic volumes and safer street design can generate direct health benefits. For example:

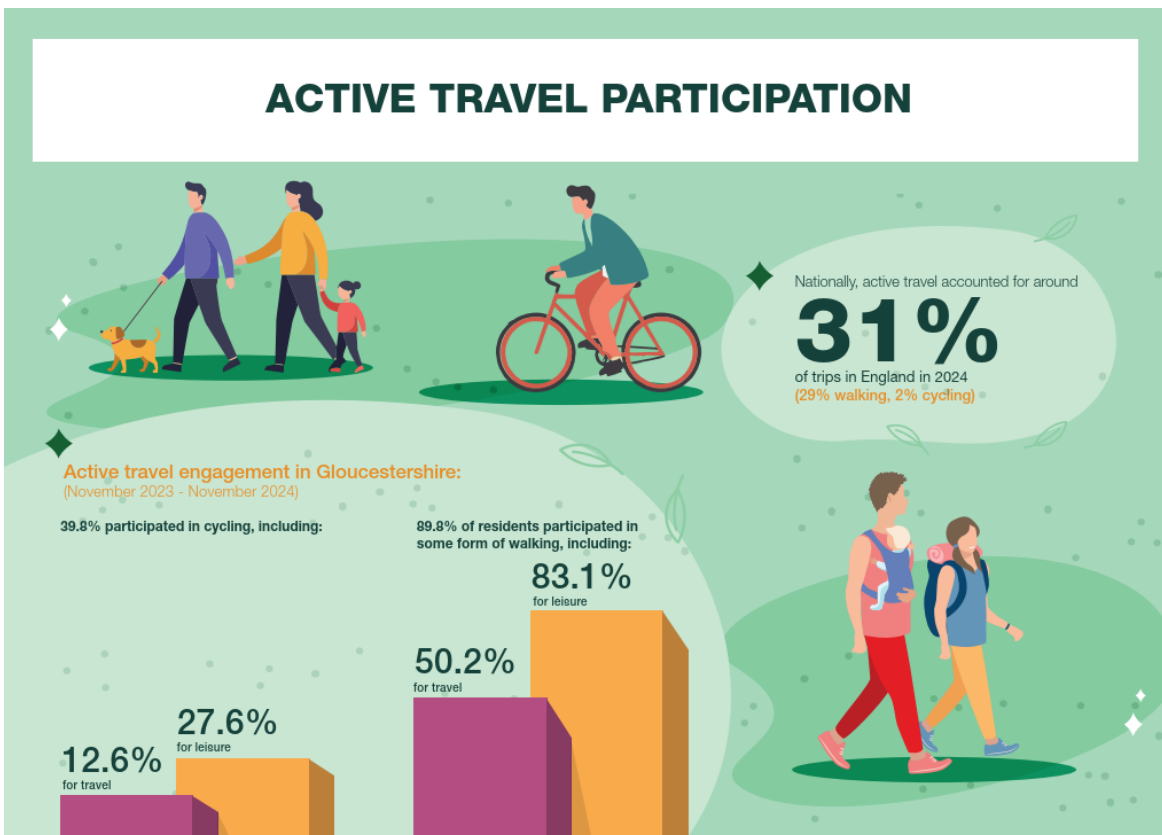
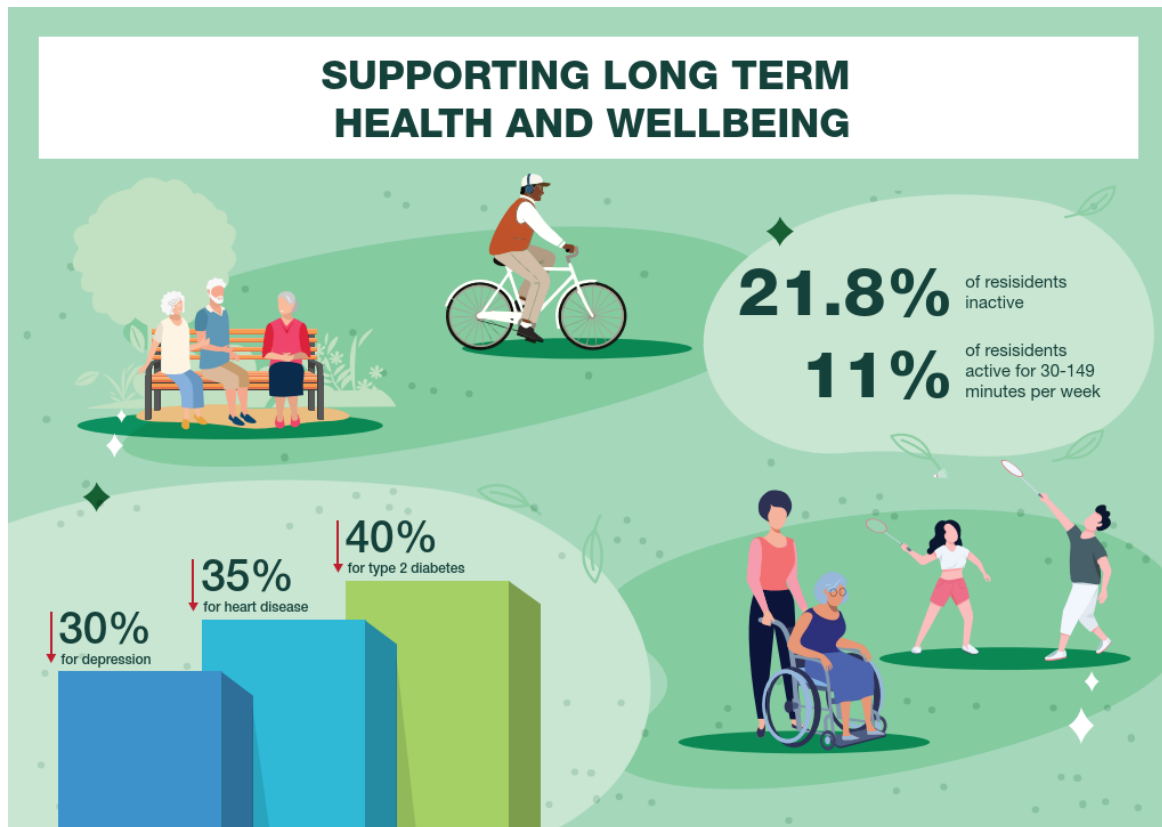
- Lower vehicle speeds reduce the likelihood and severity of injury or fatality in the event of a collision¹¹.
- Reduced congestion and traffic volumes improve air quality, lowering the risk of respiratory and cardiovascular diseases¹².

Interventions such as 20mph limits, traffic calming and reallocation of road space create the conditions in which active travel becomes safer, more attractive and more accessible, particularly

¹¹ <https://researchbriefings.files.parliament.uk/documents/POST-PB-0065/POST-PB-0065.pdf>

¹² <https://researchbriefings.files.parliament.uk/documents/POST-PB-0065/POST-PB-0065.pdf>

for children, older adults, disabled people and those who are currently underrepresented in walking and cycling.



Health and Wellbeing in Gloucestershire

Local policy, including the Gloucestershire Joint Health and Wellbeing Strategy 2020-2030, highlights the importance of improving opportunities for physical activity, ensuring inclusive access to services and public spaces, and addressing wider determinants of health such as air quality, road safety and social connectivity. Active travel is identified as a key mechanism for supporting healthier lifestyles, reducing inequalities and improving wellbeing across the county.

Overall, Gloucestershire performs relatively well against a number of health indicators. In 2021, 83.1% of residents reported their health as good or very good, slightly above England average (82%)¹³. Adult physical activity levels are also higher than the national average, with 67% of adults meeting recommended activity levels of at least 150 minutes per week¹⁴ (England: 64%). However, activity levels among children and young people are slightly below average, with 46.2% achieving at least 60 minutes of activity per day (England: 47.8%)¹⁵. Obesity rates are lower than the national average for both adults (24.9% vs. 27.3%)¹⁶ and children at Reception and Year 6.

While these averages present a broadly positive picture, they conceal significant health inequalities between communities and places. Outcomes vary considerably by district, settlement type and socio-economic group. In particular, rurality presents distinct barriers to active travel, including longer journey distances, limited public transport alternatives, and safety concerns on higher-speed rural roads. These factors can restrict access to everyday services, employment and social opportunities, especially for people without access to a car.

Demographic change is also a key consideration. Gloucestershire has an ageing population that is growing faster than the national average¹⁷, increasing the importance of accessible, safe and inclusive environments that support walking and wheeling for everyday journeys. Disability remains a significant consideration for active travel planning, with around 30% of households including at least one disabled person. Designing routes that are safe, legible and comfortable for people with different physical, sensory and cognitive needs is therefore essential to ensuring active travel delivers equitable health benefits.

Road safety and air quality remain key areas where targeted intervention could deliver substantial health gains. Gloucestershire's Killed or Seriously Injured (KSI) rate of 59.06 per 100,000 people is higher than the national average of 43.2 per 100,000¹⁸. Whilst air quality has improved in recent years and a number of Air Quality Management Areas (AQMAs) across Gloucestershire have been or are in the process of being revoked in line with UK legal limits, air quality monitoring indicates that nitrogen dioxide (NO₂) concentrations are highest in Cheltenham (28 µg/m³) and Gloucester (26 µg/m³) based on 2021 annual mean data¹⁹, both exceeding the World Health Organization (WHO) guideline level of 10 µg/m³²⁰. Particulate matter concentrations also exceed WHO annual

¹³ health-briefing.pdf

¹⁴ Active Lives | Results

¹⁵ Active Lives | Results

¹⁶ Local indicators for Gloucestershire (E10000013) - ONS

¹⁷ About Gloucestershire and its population

¹⁸ Casualty statistics | Highways

¹⁹ <https://compliance-data.defra.gov.uk/datasets/Defra::nitrogen-dioxide-annual-mean-local-authority-2021/explore?location=51.841963%2C-1.684190%2C8.60>

²⁰ <https://www.who.int/news-room/feature-stories/detail/what-are-the-who-air-quality-guidelines>

guideline levels across the county. PM₁₀ concentrations are highest in Tewkesbury (18 µg/m³) and the Forest of Dean (17 µg/m³)²¹, exceeding the guideline of 15 µg/m³, while PM_{2.5} concentrations exceed the WHO annual guideline of 5 µg/m³ across all districts²². This indicates that there are still important opportunities to improve air quality further through reducing traffic emissions and increasing active travel.

Opportunities to improve health and wellbeing in our Districts

The following summarises core health indicators assessed throughout the ATS and presents key health and wellbeing data at a District level. This analysis is used to identify where targeted active travel interventions can help address local health challenges, reduce inequalities, and deliver the greatest benefits for communities across Gloucestershire.

Table 1-1 - Core Health Indicators

Indicator	Data and statistics
Health Status and Wellbeing	Life expectancy and reported health outcomes are generally higher in the Cotswolds and Tewkesbury, while Gloucester and Forest of Dean report lower levels of good health, higher rates of poor health, and higher preventable mortality. Premature Mortality (Under 75s, Circulatory Diseases): As of 2023, Gloucestershire's mortality rate from circulatory diseases (72.4 per 100,000) is broadly in line with the England average (77.4 per 100,000). However, Gloucester records significantly higher rates (102.5 per 100,000), while Tewkesbury (62.8 per 100,000) and Stroud (57.3 per 100,000) perform considerably better than the national average²³.
Healthy communities	Adult activity levels (on average 60+ minutes per day) are lowest in Gloucester and the Forest of Dean (63–64%), while child activity is lowest in Forest of Dean (40%). Obesity: Childhood obesity is highest in the Forest of Dean (12.2% at Reception, 23.0% at Year 6), while Gloucester records the highest adult prevalence (31.3%)²⁴. Mental health: An estimated 121,777 people aged 18-64 in Gloucestershire were predicted to be living with a mental health condition in 2020²⁵. It should however be noted that 2020 coincided with the COVID-19 pandemic, which is likely to have influenced mental health outcomes.

²¹ <https://compliance-data.defra.gov.uk/datasets/pm10-annual-mean-local-authority-2020/explore?location=51.822525%2C-1.571873%2C7.83>

²² <https://compliance-data.defra.gov.uk/datasets/Defra::pm2-5-annual-mean-local-authority-2021/explore?location=55.059974%2C-3.316939%2C5.65>

²³ Microsoft Power BI

²⁴ Gloucestershire Adult Mental Health Needs Assessment

²⁵ https://www.gloucestershire.gov.uk/media/peiicuph/mh-2020_final.pdf

Disability and care	30% of households in Gloucestershire had at least one person living with a disability in the 2021 Census. The proportion of residents classed as disabled is highest in Forest of Dean (19.2%) and Gloucester (17.4%). Forest of Dean also reports the highest proportion of unpaid carers (9.7%) and is the only district to exceed the county and national average²⁶.
Road Safety:	Cotswold records the highest number of fatalities and serious injuries, accounting for 22% of countywide road casualties. Cheltenham has the lowest rate at 12%. Gloucester and Tewkesbury both represent 17–18% of County casualties. Pedal cyclists and pedestrians: KSI rates between 2019-2023 were 24% and is about the same as the UK average at 25%.
Air Quality:	NO₂ concentrations are highest in Cheltenham (28 µg/m³) and Gloucester (26 µg/m³) based on 2021 annual mean data, both exceeding the WHO annual guideline level of 10 µg/m³. PM₁₀ concentrations are highest in Tewkesbury (18 µg/m³) and Forest of Dean (17 µg/m³) (2020), exceeding the WHO annual guideline of 15 µg/m³. PM_{2.5} concentrations exceed the WHO annual guideline level of 5 µg/m³ across all districts.

²⁶ <https://www.gloucestershire.gov.uk/media/vujm4lpj/equality-profile-2024-refresh.pdf>

2

DEVELOPING THE STRATEGY AND ITS OBJECTIVES



2 DEVELOPING THE STRATEGY AND ITS OBJECTIVES

2.1 DEVELOPING THE ACTIVE TRAVEL STRATEGY AND ITS OBJECTIVES

This chapter sets out the process used to develop the Gloucestershire ATS objectives and interventions. It explains how evidence, local context and strategic priorities have been brought together to define a set of focused, deliverable actions that respond to Gloucestershire's specific transport, health and environmental challenges.

The development of the strategy has been informed by an assessment of local travel patterns, health and wellbeing data, rural and urban accessibility issues, and existing gaps in provision. This evidence-led approach ensures that the objectives respond to real local needs and opportunities, and that interventions are targeted where they can deliver the greatest benefit.

2.2 ALIGNMENT WITH TRANSPORT, HEALTH AND CLIMATE POLICIES

A Draft Policy Review was undertaken to ensure the GCC ATS aligns with national and local policies, strategic objectives and ambitions. This alignment has helped shape both the direction and content of the ATS, ensuring that walking, wheeling and cycling are positioned as central to supporting wider outcomes such as reducing transport emissions, improving population health, enhancing safety and accessibility, and creating more liveable, well-connected places.

The review included a structured gap analysis of existing transport, health, climate and place-based policies. The following table provides a summary of the key policy opportunities, with the detailed findings presented in Appendix A.

Plans	Guidance	Processes
Gloucestershire Local Travel Plan 2020-2041	Local Transport Note (LTN) 1/20	Equalities Impact Assessment (EqIA)
Gloucestershire County Council Road Safety Policy 2021-2040	Gear Change: A bold vision for cycling and walking (DfT 2020)	
Gloucester Climate Change Strategy 2023-2024		
Gloucestershire LCWIPs		
Cycling and Walking Investment Strategy 3 (DfT 2025) (CWIS3)		
Gloucestershire Joint Health and Wellbeing Strategy 2020-2030		
Gloucestershire's Economic Strategy 2024-2034		
One Gloucestershire Integrated Care System (ICS) (Interim 2022)		

 Strongly aligns with objectives
 Aligns well with general objectives
 Some alignment

Policy opportunities identified through a gap analysis for the GCC ATS:

The policy opportunities set out below summarise where the ATS can strengthen, complement or add value to existing transport and health strategies across Gloucestershire:

- Enhance connections to nature, town centres, local amenities, leisure spaces, not just commuter routes
- Strengthen integration with other transport modes (i.e. interchanges, bus stops, rail stations)
- Improve connectivity to and within rural settlements, focus on improving road user safety
- Position infrastructure as a way to support public health, active lifestyles and community connection
- Include behaviour-change programmes and strategies in schools, workplaces, and community areas
- Consider measurable and actionable walking, wheeling and cycling targets to set ambition and monitor outcomes
- Use localised health and travel data and needs, instead of relying on national guidance where possible
- Active travel schemes should recognise and highlight the value of connecting green spaces, providing places of rest and quiet areas with wellbeing benefits

3

OBJECTIVES AND INTERVENTIONS



3 OBJECTIVE 1 - MAKE WALKING, WHEELING AND CYCLING AN EASY AND ACCESSIBLE CHOICE FOR EVERYDAY JOURNEYS

3.1 OVERVIEW

The purpose of this objective is to improve walking, wheeling and cycling for all users across the network, making active travel a viable choice for travel in daily life. It recognises the diverse needs of residents and visitors with mobility impairments, users of wheeled devices including pushchairs, recumbent cycles, cargo bikes, and wheelchairs, walking aids, older people, families, and people traveling for everyday errands. By investing in routes that are safe, inclusive, and well-connected, this theme supports the Active Travel Strategy's vision of active travel being 'easy and accessible for everyone'.

3.2 NEED

Walking, wheeling and cycling are among the most affordable and convenient sustainable travel modes²⁷ and should be viable for everyday journeys. A notable proportion of Gloucestershire's population has access needs as a result of disability, long-term health conditions or age-related mobility changes, and this is expected to increase as the population continues to age.

To ensure equitable access, the active travel network must accommodate a wide range of users, including people using wheeled devices, mobility aids, cargo bikes and those with sensory or cognitive impairments. Without targeted improvements to accessibility, many residents may continue to rely on private vehicles for short trips, limiting the health, environmental and social benefits of active travel.

Creating environments where walking and wheeling are routine, comfortable, and inclusive for people of all ages and abilities is therefore essential²⁸. This requires both an understanding of the barriers that currently prevent uptake and a commitment to delivering infrastructure that is safe, legible and reliable in everyday use.

3.3 INTERVENTIONS

To make walking, wheeling and cycling an easy and accessible choice for everyday journeys, this objective focuses on creating safe, inclusive and high-quality environments for all users. Interventions under this objective are intended not only to improve network accessibility, but also to reduce health inequalities by prioritising communities and population groups who currently face the greatest barriers to active travel, including disabled people, older adults, children, and residents in rural or more deprived areas.

²⁷ The third cycling and walking investment strategy (CWIS3) - GOV.UK

²⁸ Working Together to Promote Active Travel A briefing for local authorities

Ensure accessibility for all through inclusive design underpinned by an understanding of barriers and enablers

Ensuring accessibility for all goes beyond physical condition alone and requires a clear understanding of the barriers that influence whether people feel able and willing to walk, wheel or cycle. GCC will place a strong emphasis on inclusive design that responds to the needs, behaviours and lived experiences of a wide range of users, including disabled people, older residents, families with young children, and those who are new or less confident in using active travel.

Inclusive design will be embedded at the earliest stages of scheme development, using evidence, engagement and local insight to shape solutions that work in practice as well as in theory. This includes understanding barriers such as perceived safety, severance caused by busy roads, route continuity, confidence, legibility and access to everyday destinations, and ensuring that schemes are designed to remove or reduce these barriers wherever possible.

Equality Impact Assessments (EqIAs) will be used to help identify how proposed schemes may affect people with protected characteristics and other underserved groups. Applying EqIAs early in the design process will help ensure that accessibility considerations influence route selection, layout, priority and user interactions.

By focusing on barriers, enablers and lived experience from the outset, GCC can target investment more effectively and ensure that active travel schemes are inclusive, usable and supportive of everyday journeys.

Maintain high-quality footways and cycle paths for all ages and abilities

Maintaining footways and cycle paths is essential to ensure that active travel routes remain safe, accessible, and attractive for everyday use. Poorly maintained infrastructure can create trip hazards, reduce comfort and confidence, and disproportionately affect people who are more vulnerable to uneven surfaces, poor lighting or unclear priority, discouraging walking, wheeling and cycling.

GCC will take a proactive approach to maintaining active travel infrastructure through regular inspections, timely repairs, and ongoing asset management. This will focus on ensuring surfaces remain even and well-drained, signage and markings are clear and legible, and lighting supports year-round use and personal safety.

Design quality also plays a critical role in reducing future maintenance issues and protecting long-term accessibility. Vegetation, drainage and surfacing materials must be carefully planned to ensure they are appropriate to local conditions and do not create avoidable barriers to use. Sustainable and well-located planting, appropriate species selection, and the protection of existing trees can help prevent surface damage, obstruction of routes and visibility issues²⁹. Early consideration of root growth, soil movement and drainage reduces the risk of uneven surfaces, standing water and premature deterioration.

²⁹ <https://www.gloucestershire.gov.uk/media/yr1c1rky/2020-july-mfgs.pdf>

By adopting robust, inclusive design standards and a whole-life approach to scheme development, GCC can reduce future maintenance burdens and ensure footways and cycle paths remain safe, comfortable and accessible for people of all ages and abilities over time.

Expand 20mph limits and zones and road safety measures

Improving road safety is essential to increasing walking, wheeling and cycling across Gloucestershire. Lower vehicle speeds, reduced traffic dominance and safer street design create conditions in which more people feel confident to choose active travel for everyday journeys. Expanding 20mph limits and zones especially around schools, town centres and residential areas, alongside wider measures such as traffic calming, junction upgrades, protected cycle infrastructure and behaviour-change initiatives, will help create environments.

In rural areas, additional measures such as village slow zones, gateway treatments and speed reduction³⁰ on key cycling corridors can help address safety concerns and encourage higher cycling rates, while maintaining access for essential journeys.

More facilities to enable people to cross busy roads

Safe and convenient crossing points are essential for making walking, wheeling and cycling practical for everyday journeys³¹. In many areas of Gloucestershire, high traffic speeds, wide carriageways and limited pedestrian priority create significant barriers, particularly for older adults, children, and those using mobility aids.

Increasing the provision of well-designed crossings, such as signalised crossings, raised tables, continuous footways, refuge islands, and informal crossings where appropriate, will improve safety, reduce severance and support more direct, connected journeys.

The effective operation and reliability of crossing facilities is equally important. Proactive inspections should include checks on pedestrian, cycle and toucan crossings to ensure signal timings, detection and push-button functions operate as intended. Where waiting times are excessive or equipment is unreliable, users may feel compelled to cross during red signals, undermining both safety and confidence.

Addressing these issues will be particularly important on high-use corridors such as the Cheltenham to Gloucester Cycle Spine, as well as on high-speed and high-traffic routes, where dependable, well-located crossings are critical to maintaining route continuity, improving safety and encouraging compliance. By improving both the availability and performance of crossings, GCC can remove key barriers to active travel and support safer, more equitable outcomes across the network.

³⁰ <https://glostext.gloucestershire.gov.uk/documents/s2644/Road%20Safety%20-%2020mph%20Guidelines%2014%207%2010.pdf>

³¹ <https://assets.publishing.service.gov.uk/media/5ffa1f96d3bf7f65d9e35825/cycle-infrastructure-design-ltn-1-20.pdf>

4 OBJECTIVE 2 – SUPPORT THE HEALTH AND WELLBEING OF OUR COMMUNITIES BY PROMOTING BEHAVIOUR CHANGE IN ACTIVE TRAVEL UPTAKE

4.1 OVERVIEW

This objective focuses on increasing levels of walking, wheeling and cycling by supporting behaviour change and embedding active travel into everyday routines. Active travel plays a critical role in creating healthier, more resilient communities by enabling regular physical activity, improving mental wellbeing, reducing social isolation and supporting independence for people of all ages.

Rather than relying solely on infrastructure provision, this objective recognises that people's travel choices are shaped by habits, confidence, perceptions of safety, convenience and social norms. Supporting behaviour change therefore requires a combination of encouragement, practical support, targeted initiatives and environments that make active travel feel normal, convenient and achievable for everyday journeys.

By promoting active travel from a young age, supporting life transitions such as starting school, work or retirement, and making it easier to combine active travel with public transport and access to local destinations, Gloucestershire can help residents build long-term healthy travel habits. This will contribute to improved physical and mental wellbeing, stronger social connections and more active, resilient communities across the county.

4.2 NEED

Levels of physical activity, mental wellbeing and health outcomes vary significantly across Gloucestershire, reflecting differences in deprivation, access to services, transport options and the design of local environments. While many residents recognise the benefits of walking, wheeling and cycling, active travel is not yet a routine or realistic choice for everyone, particularly for everyday journeys such as commuting, education, shopping and accessing services.

Although obesity levels in Gloucestershire are below the national average³², obesity remains a significant public health challenge, affecting both children and adults. More broadly, levels of physical inactivity, poor mental health and health inequalities vary across districts, highlighting the need for preventative, population-wide approaches that support healthier everyday behaviours.

Active travel offers a highly accessible way to build physical activity into daily life, but uptake is often limited by behavioural barriers such as lack of confidence, safety concerns, convenience, time pressures and ingrained car dependency³³. Addressing these barriers through targeted behaviour-

³² Local indicators for Gloucestershire (E10000013) - ONS

³³ <https://ageing-better.org.uk/sites/default/files/2021-09/Active-travel-and-mid-life-understanding-barriers.pdf>

change initiatives³⁴ is essential to increasing participation and ensuring that the health benefits of active travel are felt equitably across communities.

4.3 INTERVENTIONS

Interventions under this objective focus on encouraging, enabling and sustaining behaviour change, particularly among groups with lower levels of physical activity or greater barriers to active travel. Measures are intended to complement infrastructure delivery by building confidence, normalising active travel and making it easier for people to choose walking, wheeling and cycling as part of everyday life.

Increase secure cycle parking across town centres, transport hubs, schools and residential areas

The availability of secure and convenient cycle parking plays a significant role in whether people choose to cycle for everyday trips³⁵. Fear of theft, lack of appropriate facilities and poor integration with destinations such as town centres, schools, workplaces and transport hubs remain key behavioural barriers to uptake.

Providing well-located, visible and secure cycle and scooter parking can help remove these barriers and support people to choose cycling with confidence for commuting, shopping and leisure journeys. Parking provision also supports multi-modal travel, enabling people to combine cycling with public transport more easily. This is particularly important in rural parts of Gloucestershire, where journey distances may make walking or cycling the entire trip impractical. Secure cycle parking at transport hubs, bus interchanges and railway stations can support first- and last-mile connections, helping residents access employment, education and services while reducing reliance on private car use where alternatives are available.

A practical example of this is the Cycle Hangar scheme - a countywide initiative bringing secure, on-street cycle parking to local communities. Operated by Cyclehoop, these storage facilities provide safe, weather-protected spaces for residents who cannot store bikes at home. By expanding access to secure residential storage, the scheme helps enable more people to choose cycling for everyday journeys.

To ensure consistency and high-quality provision across the county, GCC will align delivery with both Active Travel England cycle parking guidance³⁶ and the GCC Cycle Facility Guidelines³⁷. This will help ensure that facilities are inclusive and suitable for a range of users, including people using cargo bikes, adapted cycles, mobility scooters and wheelchairs. This will include:

- Placing secure, well-overlooked cycle parking closer to entrances than car parking or drop-off points;

³⁴ <https://www.activetravelengland.gov.uk/case-studies?page=1>

³⁵ Bicycle parking: a systematic review of scientific literature on parking behaviour, parking preferences, and their influence on cycling and travel behaviour

³⁶ Secure cycle parking and off-street car parking | Active Travel England

³⁷ Gloucestershire County Council Cycle Facility Guidelines-Report Template Ver 2.0

- Ensuring new residential developments include dedicated, secure ground-floor cycle parking;
- Providing long-stay parking that is covered, accessible, and secure at workplaces and schools;
- Complementing workplace parking with showers, lockers, and maintenance facilities;
- Positioning parking for mobility scooters and wheelchairs near main access points; and
- Including sufficient space for cargo bikes in all parking plans.

For larger workplaces, education sites and transport hubs, provision of dry rooms and dedicated changing facilities can further support uptake by enabling users to store clothing and equipment comfortably and travel actively in all weather conditions.

Maintenance facilities may include access to basic cycle repair equipment such as pumps, tools and stands, as well as more formal bike maintenance stations or partnerships with local repair providers. These facilities can support confidence, reduce long-term costs for users and help sustain regular cycling.

Expand Safer routes to School and other behaviour change initiatives

Children and young people are a key group for establishing lifelong healthy travel habits. Sports England's Active Lives data (2023-24) shows that 46.2% of children and young people in Gloucestershire meet the recommended 60+ minutes of physical activity per day, below the national average of 47.8%, with particular low levels in the Forest of Dean.

Encouraging walking, wheeling and cycling for the school journey is one of the most effective ways to increase daily physical activity among children while also reducing congestion, improving air quality and enhancing road safety around schools. A focus on safer, calmer and more people-centred streets around school, supported by education, engagement and travel planning, can help build confidence among children and parents and normalise active travel from an early age.

This may include measures such as school travel planning, road safety education, temporary or flexible street management approaches, and community-led initiatives that support safer, healthier streets. GCC will also support and promote initiatives such as Walking Buses and "walking bubbles", where groups of children walk to school together under adult supervision. For example, Charlton Kings Infants has introduced a Walking Bus, and other schools in Gloucestershire are operating similar schemes. These initiatives provide a low-cost, community-led way to build confidence, improve safety in numbers and embed active travel habits among pupils and families.

Improve links to parks, play areas, and open spaces

Access to green spaces, parks and play areas plays a vital role in supporting physical activity, mental wellbeing and social connection. Regular walking and wheeling to everyday destinations such as parks and open spaces supports stress reduction, improved mood, social interaction and independence, particularly for children, older adults and people experiencing poor mental health.

Although overall physical activity levels in Gloucestershire are broadly in line with national averages, participation varies between districts, and mental wellbeing indicators show persistent challenges in

some communities³⁸. Strengthening safe, direct and legible walking and cycling connections to green spaces and play areas can help reduce these disparities and encourage more frequent, informal physical activity.

By improving everyday access to places for recreation, play and rest, rather than focusing solely on formal exercise, GCC can help embed active travel into daily routines and support healthier, more connected communities.

Enhance integration with public transport networks through cycle hubs and hire schemes

Integrating active travel with public transport is essential to supporting behaviour change, particularly in Gloucestershire's rural areas where journey distances are often greater and settlements are more dispersed. While walking, wheeling and cycling can replace many short local journeys, they are not always practical as a complete end-to-end travel solution. In these locations, active travel is often most effective when combined with public transport, enabling people to walk, wheel or cycle to bus stops, transport hubs and railway stations as part of a wider multimodal journey.

Cycle hubs, secure cycle parking, cycle hire and e-bike hire schemes can help overcome first- and last-mile barriers by making it easier for people to combine active travel with public transport. These facilities can improve access to employment, education, healthcare and other key destinations while reducing reliance on private car use for the entirety of a journey. They also provide opportunities to support sustainable travel along key public transport corridors and between rural communities and urban centres. This includes improving connections between cycling routes, major bus corridors and rail stations to support seamless multimodal journeys.

As Gloucestershire continues to develop strategic transport hubs and interchange facilities, opportunities should be explored to integrate active travel infrastructure, cycle hire and e-bike hire provision, helping to create seamless door-to-door journeys and support healthier, lower-carbon travel choices across both urban and rural parts of the county.

³⁸Local indicators for Gloucestershire (E10000013) - ONS

5 OBJECTIVE 3 – ENCOURAGE COMMUNITIES TO HELP US INCREASE THE NUMBER OF JOURNEYS MADE BY ACTIVE TRAVEL

5.1 OVERVIEW

The purpose of this objective is to support, celebrate and expand Gloucestershire's existing community-led initiatives, while encouraging wider participation in walking, wheeling and cycling. Gloucestershire already benefits from strong community networks, voluntary organisations and local champions that play a vital role in promoting active travel.

While infrastructure investment is essential, achieving lasting change in travel behaviours requires ongoing collaboration with schools, neighbourhoods, employers, sports clubs and community groups. Community-led schemes, training and engagement programmes help build confidence, skills and local capacity, enabling everyday journeys to shift towards active modes.

This intervention emphasises co-design, inclusion and local ownership, ensuring that route improvements, behaviour change programmes and workplace initiatives reflect local needs and support everyday journeys across all ages and abilities.

5.2 NEED

Without meaningful community engagement, active travel schemes risk misalignment with local needs and limited take-up. Evidence shows that combining high-quality infrastructure with behaviour-change programmes, training and collaboration between local authorities and communities delivers the strongest results in increasing walking and cycling participation³⁹.

In Gloucestershire, areas with higher deprivation and poorer health outcomes such as parts of Gloucester and the Forest of Dean, often face greater barriers to accessing active travel opportunities⁴⁰. These barriers can be particularly acute for older people, disabled residents and those with limited access to vehicles or digital services. Addressing these inequalities through inclusive, community-led approaches is therefore a central aim of the ATS. By empowering residents, schools, clubs, employers and voluntary organisations to shape and deliver improvements, the ATS aims to increase everyday active travel journeys while fostering social inclusion, improved health and wellbeing, confidence and pride in local places.

³⁹ <https://assets.publishing.service.gov.uk/media/67ab354a0f72884e1756aa20/ate-best-practice-guide-consultation-engagement-community.pdf>

⁴⁰ Gloucestershire Health Inequalities Dashboard available at: <https://app.powerbi.com/view?r=eyJrIjoIM2M2MGM3NGMtMjYxMC00M2U4LTlMzctODhIMzc5ODI2YzQyIiwidCI6IjVmYWVjNzU0LTU0ZTMtNDExNDY0YmNjLWU3MmZjNzNiYTMyMiJ9>

5.3 INTERVENTIONS

Interventions under this objective focus on empowering communities, institutions and local organisations to champion and embed active travel within everyday life. While infrastructure provides the foundation, long-term mode shift depends on social norms, local leadership, confidence and shared ownership. GCC will therefore prioritise partnership working, skills development and community-led approaches that enable sustained behaviour change across different settings.

Engage with schools, colleges, and youth groups

Schools, colleges and youth organisations play a vital role in shaping lifelong travel habits. Early experiences of walking, wheeling and cycling influence confidence, perceptions of safety and long-term travel behaviour, while targeted school-based programmes, including travel planning⁴¹, significantly increase walking and cycling levels.

GCC will work collaboratively with schools, colleges and youth groups to promote active travel through travel planning, Bikeability training, awareness campaigns and engagement activities that build skills and confidence. Support will extend beyond the schools, recognising that sports clubs, youth groups and social organisations also influence how young people travel to training, education and social activities.

By embedding active travel within education settings and youth programmes, GCC will help normalise walking, wheeling and cycling from an early age, reduce reliance on short car journeys, and foster a generation of confident and independent travellers.

Bike/e-bike hire schemes, repair hubs and training

Community access to bikes/e-bikes, repair hubs and training is important when trying to increase active travel uptake⁴². For many residents, barriers such as affordability, limited access to appropriate cycles (including adapted cycles), lack of confidence and uncertainty around maintenance can prevent participation. These barriers can be particularly pronounced in more deprived communities, where cost, access to equipment and limited previous experience may reduce opportunities to cycle.

The Bikeability Trust Impact Report (2023) highlights that structured cycle training improves rider confidence, safety awareness and increases cycling frequency⁴³. National evaluations of shared micromobility schemes including CoMoUK Shared Micromobility Report (2024) demonstrates evidence of mode shift from car to cycle for short and medium-distance urban journeys⁴⁴, particularly in urban areas. GCC will continue to support and expand initiatives such as community e-bike hire schemes, bike libraries, subsidised training programmes and local repair hubs. Provision will be targeted where participation is lowest and need is greatest, ensuring that deprived communities and underrepresented groups are prioritised. Training programmes will promote a holistic approach to

⁴¹ <https://assets.publishing.service.gov.uk/media/5f1f59458fa8f53d39c0def9/gear-change-a-bold-vision-for-cycling-and-walking.pdf>

⁴² Interventions to increase active travel: A systematic review

⁴³ Bikeability_Impact_report-FINAL.pdf

⁴⁴ 686536765e7d7a9518a197f4_CoMoUK Shared Micromobility Report 2024_v02.pdf

cycling confidence, including route planning, safe road positioning, what equipment to carry, basic roadside repairs and what to take when travelling by bike to support everyday journeys.

Initiatives such as the 'Pedal Eazy' e-bike rental scheme⁴⁵, delivered by Gloucestershire Bike Project and Transition Stroud, support this approach by enabling residents to rent an e-bike for up to three months at low cost for commuting, school runs or leisure, helping people trial active travel without the upfront cost of purchasing a bike. Additionally, local Repair Cafes⁴⁶ across Gloucestershire provide access to basic repairs, maintenance advice and skills-sharing in a supportive environment. Expanding awareness of these services can help reduce maintenance-related barriers and extend the lifespan of cycles.

By widening access to equipment and knowledge, GCC will help ensure that more people, including new and less confident users, can participate in active travel as part of everyday life.

Work with employers to encourage workplace active travel plans, cycle-to-work incentives and facilities and tourism opportunities

Workplaces represent a significant opportunity to influence travel behaviour, particularly for commuting and business travel which remain one of the largest contributors to car use⁴⁷. The Department for Transport (DfT)'s Cycle to Work Scheme Guidance for Employers (2019) highlights strong evidence that employer-led interventions such as secure parking, showers, lockers, e-bike schemes, cycle mileage allowances and flexible travel policies, are effective in enabling staff to walk or cycle more often⁴⁸. GCC will therefore continue to work with employers, business networks and local partnerships to promote workplace travel planning and active travel incentives.

This includes Gloucestershire's 'Get E-Cycling' loan scheme⁴⁹, which enables workplaces to host a fleet of e-bikes free of charge for up to three months. This initiative allows employees to trial e-cycling for commuting and business travel, helping to demonstrate the practicality and benefits of active travel while reducing cost barriers for both employers and staff.

In addition, there is an opportunity to strengthen links between active travel and the visitor economy. Supporting businesses to promote cycling and walking routes, cycle-friendly accreditation and local tourism initiatives can encourage both residents and visitors to choose active modes for leisure and short trips, contributing to local economic vitality as well as healthier travel patterns.

By embedding active travel within workplace practice and local business culture, GCC can help shift everyday travel choices and support long-term behaviour change.

⁴⁵ Pedal Eazy | Gloucestershire County Council

⁴⁶ <https://www.gloucestershirerecycles.com/reduce/repair/repair-cafes/>

⁴⁷ Full article: Analysing the potential for modal shift based on the logic of modal choice

⁴⁸ Cycle to Work Scheme guidance for employers

⁴⁹ E-bike loan scheme | Gloucestershire County Council

Establish community partnerships for designing and co-delivering neighbourhood improvements

Local engagement and co-design are proven to deliver higher uptake, better scheme outcomes and stronger community ownership. Involving residents, voluntary groups and community organisations is vital in shaping improvements that reflect local needs, behaviours and barriers. GCC will work collaboratively with neighbourhood groups, voluntary organisations and advocacy bodies to co-design and co-deliver local improvements and behaviour-change initiatives. This may include participatory workshops, community audits, temporary trials, local events and awareness campaigns that respond directly to identified barriers and opportunities.

By strengthening local ownership and ensuring that lived experience informs decision-making, GCC can build trust, improve the relevance of interventions and foster a stronger culture of walking, wheeling and cycling across Gloucestershire's communities.

6 OBJECTIVE 4 – IMPROVE INFORMATION AND AWARENESS OF OUR ACTIVE TRAVEL NETWORK

6.1 OVERVIEW

Clear, consistent, and accessible information plays a vital role in enabling more people to walk, wheel, and cycle. Residents need to know where routes are, how they connect to everyday destinations, and what facilities are available to support their journey. In a predominantly rural county such as Gloucestershire, active travel will often form part of a wider multimodal journey rather than a complete end-to-end trip. It is therefore important to provide clear information on how walking, wheeling and cycling routes integrate with public transport services, transport hubs, cycle parking, e-bike hire schemes and Park and Ride facilities. Improving the visibility and legibility of the network in this way will help reduce uncertainty, build confidence and support more informed, sustainable travel choices.

Gloucestershire's ThinkTravel⁵⁰ platform provides a foundation for promoting active travel and journey planning resources, offering guidance on walking and cycling routes, public transport options, and travel planning tools for schools and workplaces. However, to support sustained behaviour change, information must be coordinated, up to date and consistently presented across digital and physical channels. This includes integrating data from LCWIPs, promoting local initiatives, and aligning with national policy such as the Department for Transport's Gear Change strategy (2020), which emphasises the importance of clear, accessible and high-quality information on walking and cycling networks.

6.2 NEED

Even where infrastructure exists, a lack of awareness or clarity can prevent people from using it. Residents may be unaware of nearby routes, unsure how to access them, or uncertain about route suitability for different users and journey types. Perceived gaps in knowledge, including uncertainty about distance, safety, accessibility, available facilities, or how walking, wheeling and cycling can be integrated with other transport modes, can reinforce reliance on the private car.

In Gloucestershire, a refreshed approach should combine local signage, digital mapping, and targeted campaigns to promote key routes, cycle hubs, school travel initiatives, recreational links and new infrastructure delivery. While the ThinkTravel platform can continue to serve as a central information hub, it should form part of a wider, integrated communications approach that ensures consistent branding, clear messaging and coordinated promotion across all districts.

Strengthening information and awareness will support modal shift by making the network easier to understand, navigate and trust.

⁵⁰ <https://www.thinktravel.info/>

6.3 INTERVENTION

To support increased use of Gloucestershire's active travel network, GCC will implement a coordinated programme of information, awareness and wayfinding improvements that make walking, wheeling and cycling routes easier to find, understand and use. This will include strengthening digital journey planning tools, improving physical signage and wayfinding, and delivering targeted communications that promote the benefits and practical opportunities for active travel. By ensuring information is clear, accessible and consistently presented across the county, this intervention will help residents feel more confident navigating the network, better understand available facilities, and make informed decisions about how they travel for everyday journeys as well as leisure.

Maximising the use of ThinkTravel platform to promote sustainable travel for commuting and leisure, improving information on access routes, new facilities, active travel events and initiatives

GCC will expand and enhance both digital and physical information tools to encourage walking, wheeling, and cycling for commuting, education, leisure and everyday trips. This includes strengthening the ThinkTravel platform through improved mapping, clearer route descriptions, and better integration of data from LCWIPs, new route delivery and active travel schemes.

Content will highlight not only routes, but also supporting facilities such as cycle parking, cycle hubs, e-bike hire schemes, Park and Ride facilities, school travel initiatives and community programmes, helping residents understand available options and how active travel can form part of longer multimodal journeys. Updated, accessible and regularly maintained information will reduce uncertainty, support journey planning and make active travel a more visible and practical option.

Enhance wayfinding and signage to key destinations

Clear and consistent wayfinding helps people feel confident navigating the active travel network, reducing, particularly new or less experienced users. Gloucestershire offers a range of on and off-road routes for commuting, leisure and everyday journeys. Improved signage will make these routes more intuitive, highlight connections between corridors and key destinations, and reinforce a coherent countywide network identity.

Accessible information is particularly important for people users with mobility needs and those concerned about personal safety. Signage should therefore clearly indicate accessible routes, gradients where relevant, distances, places of rest and connections to public transport or community facilities.

Wayfinding requirements vary by user type. People walking and wheeling typically travel shorter distances, benefiting from local directional signage. Cyclists may require both local and longer-distance directional information for commuter and recreational journeys. On shared-use routes such as greenways and bridleways, signage must clearly communicate appropriate use, ensuring that people walking, wheeling, cycling and equestrians can navigate and interact safely.

Improved signage can include branded, accessible route markers along priority corridors and the use of digital tools such as QR codes linked to maps and journey planning platforms. Placing information at key decision points, such as junctions, transport interchanges and town centres, will strengthen network legibility and support confident route choice.

Promote recreational routes as gateways to everyday active travel

Recreational routes often provide traffic-free, attractive environments for walking, wheeling, and cycling. These routes can play an important role in building confidence, developing skills and forming habits that translate into everyday journeys.

Routes such as the Stroud Valleys Trail and Colliers Trail are important community assets, supporting outdoor activity, health and wellbeing, equestrian use and visitor access. By actively promoting these routes as stepping stones to everyday travel rather than solely leisure destinations, GCC will help more residents see how active travel fits into daily routines.

The recreational network can also function as connectors between residential areas, workplaces, schools, and local services. Improving access points, strengthening links to town centres and transport hubs, and ensuring suitable surface treatments and gate types for expected user groups will support broader use.

Promotion activities may include campaigns that showcase real-life journey examples, highlight health and wellbeing benefits, and demonstrate how recreational routes can support commuting, school travel and local errands. Encouraging respectful sharing of space between pedestrians, cyclists and equestrians will further enhance confidence and inclusivity across the network.

4

IMPLEMENTATION AND DELIVERY OF THE ACTIVE TRAVEL STRATEGY



7 IMPLEMENTATION AND DELIVERY OF THE ACTIVE TRAVEL STRATEGY

7.1 FUNDING THE STRATEGY

Delivering the objectives and interventions set out in this strategy will require a coordinated approach to funding that combines public sector investment, developer contributions, community-level support, and wider partnership funding mechanisms.

National funding remains a core source of support. Active Travel England (ATE) administers the Consolidated Active Travel Fund, which provide grants for the development and delivery of high-quality walking, wheeling, and cycling schemes⁵¹. These funds can support infrastructure improvements, safety enhancements, behaviour-change campaigns, community engagement, and strategic network planning.

Alongside national programmes, local frameworks such as the Community Infrastructure Levy (CIL)⁵² and Section 106 developer contributions⁵³ offer opportunities to secure investment in active travel. Ensuring that new developments adhere to high-quality design principles, provide connections to key destinations, and improve the health and wellbeing of local communities is essential.

There are also opportunities to utilise health and wellbeing funding streams, particularly where active travel interventions can directly contribute to improved physical activity levels, reductions in long-term illnesses, and social prescribing initiatives. Partnerships with NHS bodies⁵⁴, Active Gloucestershire⁵⁵, and local health networks can provide investment in behaviour-change programmes, targeted community schemes, and active environments.

At the community level, the Gloucestershire County Council 'Grassroots Neighbourhood Fund' (launched in 2024 and administrated through Public Health) provides funding to support locally led initiatives that improve health and wellbeing. This fund can support small-scale active travel, placemaking and community engagement projects that complement strategic network improvements and help address inequalities.

Additionally, private sector partnerships including developer contributions, to expand the network in growth areas, employer contributions, and collaborations with education institutions should also be considered, particularly for cycle parking, micromobility facilities and workplace travel initiatives. The council will also seek to maximise social value opportunities through procurement and delivery of active travel schemes. This includes working with contractors and delivery partners to secure wider community benefits such as local employment, training and apprenticeships, community engagement activities, and reinvestment into local active travel initiatives. Embedding social value

⁵¹ Funding | Active Travel England

⁵² Community Infrastructure Levy - GOV.UK

⁵³ Developer contributions - House of Commons Library

⁵⁴ Public health grants to local authorities: 2025 to 2026 - GOV.UK

⁵⁵ Active Travel Funding Gloucestershire

principles within project commissioning can help amplify the long-term economic, social and environmental benefits of the strategy.

7.2 DELIVERING ACTIVE TRAVEL PROJECTS IN GLOUCESTERSHIRE

GCC is co-funding and coordinating the development and delivery of Local Cycling and Walking Infrastructure Plans⁵⁶ (LCWIPs) across districts, helping to identify priority routes, core walking zones phased investment programmes. LCWIPs provide the strategic pipeline for active travel delivery in Gloucestershire, ensuring that schemes brought forward for funding are evidence-based, prioritised and aligned with local growth, health and connectivity objectives. Delivery of LCWIP priority routes will be progressed through a combination of ATE funding, developer contributions and local capital programmes, subject to detailed design, consultation and available resources.

Schemes funded through ATE and the Community Infrastructure Levy (CIL) are supporting upgrades to local networks, including safer junctions, new cycle lanes, and improved pedestrian crossings. For example, the 26-mile Gloucestershire Cycle Spine⁵⁷, linking Stroud, Gloucester and Cheltenham, has received over £40 million in Active Travel Fund investment⁵⁸, providing a largely traffic-free, high-quality walking and cycling route between the county's main urban centres.

Engagement and behaviour-change programmes are a central component of active travel delivery in Gloucestershire, complementing infrastructure investment by helping people build confidence and adopt new travel habits. Initiatives such as 'We Can Move'⁵⁹ provide a county-wide platform to encourage residents to choose active travel for short trips. This is reinforced by the government initiative The Active Travel in Gloucestershire⁶⁰, which promotes walking and cycling for short journeys to improve health, fitness and air quality. Alongside this, programmes such as the Gloucestershire Healthy Workplace Award⁶¹ enable GCC to work directly with employers to support active commuting through travel planning, facilities such as secure cycle parking, showers and changing provision, and flexible working practices.

While formal School Streets schemes have previously been piloted in Gloucestershire, including Warden Hill Primary and Tewkesbury Primary Schools⁶², future delivery will take a proportionate and context-specific approach, informed by national guidance. This may include community-led or volunteer-supported models, alongside wider 'Healthy Streets' principles that prioritise safer, calmer and more people-focused environments around schools.

These initiatives form a strong foundation for the ATS. The strategy will build on this progress by strengthening links between LCWIP priorities, funding bids, behaviour-change programmes and monitoring, ensuring active travel is systematically embedded across Gloucestershire to promote healthier, more connected communities.

⁵⁶ <https://www.gloucestershire.gov.uk/lcwip/>

⁵⁷ <https://www.thinktravel.info/cycling/gcs/>

⁵⁸ <https://www.punchline-gloucester.com/articles/aanews/gloucestershire-secures-over-8m-funding-for-active-travel?>

⁵⁹ <https://www.activegloucestershire.org>

⁶⁰ <https://active-travel.uk/gloucestershire>

⁶¹ <https://hwglos.org/>

⁶² <https://www.gloucestershire.gov.uk/media/angfmjox/school-streets-sor-joint.pdf>

Project Case Study: Big Walk and Wheel 2025

Gloucestershire's 2025 Big Walk and Wheel campaign⁶³ demonstrated how combining a high-profile national initiative with a structured accreditation framework can drive sustained behaviour change in school travel. By integrating Modeshift STARS⁶⁴ - a national framework that supports organisations to create, deliver and track the effectiveness of their Travel Plans while working towards national accreditation - into campaign delivery, schools were supported to track progress, evidence activities and embed longer-term active travel planning. This approach strengthened community engagement, improved pupil wellbeing, and helped embed walking, wheeling and cycling into daily school routines.

Delivery and Engagement:

- Delivered 94 fully funded sessions across 48 schools, including assemblies, cycle ride, walks, workshops and performances.
- Supported schools to upload evidence and track progress through Modeshift STARS, helping them celebrate achievements and advance accreditation.

Impact & Outcomes:

- 12 schools advanced STARS accreditation (8 Approved, 1 Good, 3 Very Good).
- 52 schools signed up: 42 logged journeys totalling 58,333 active trips (42,484 walking/wheelchair, 8,930 scooting, 6,453 cycling).
- The campaign boosted community engagement, pupil wellbeing and embedded active travel in school routines.

Reflections & Recommendations:

- The campaign suggests that short-term initiatives can contribute to long-term behaviour change when paired with a structured framework such as Modeshift STARS.
- STARS provided a consistent method for measuring impact, demonstrating value and supporting funding bids.
- Schools gained a clearer understanding of how active travel can become part of everyday routines, supported by evidence-based planning and celebration of progress

⁶³ <https://www.thinktravel.info/upcoming-events/big-walk-and-wheel/>

⁶⁴ <https://modeshift.org.uk/modeshift-stars/>

7.3 IMPLEMENTATION PLAN

The following tables set out the actions to deliver the objectives and interventions for the Gloucestershire Active Travel Strategy and proposed timeline for delivery. Implementing the strategy requires a collaborative approach, while GCC will lead the delivery of most actions it is expected that engagement and partnerships with central government (i.e. ATE and the NHS), community organisations, private developers and organisations will be required to resource actions and initiatives.

The implementation timeframe for each action is categorised into four parts, short term (<2 years), medium term (2-5 years), long term (5 years+) and ongoing work (as needs basis).

Objective 1: Make walking, wheeling and cycling an easy and accessible choice for everyday journeys

Intervention	Key Actions	Timeframe	Resources	Monitoring
1.1 Ensure accessibility for all through inclusive design underpinned by an understanding of barriers and enablers	Embed inclusive design at the earliest stages of all schemes, using local evidence, engagement and user insight to understand barriers such as safety, severance, legibility, continuity and access to everyday destinations.	Ongoing	Planning/ Highways Development Management	GCC LTP Monitoring PI-8 Increase use of cycling
	Apply national and local design guidance (e.g. Manual for Streets, Healthy Streets, LTN 1/20, ATE tools, Gloucestershire Active Travel Advice Note) to ensure routes are safe, legible and usable for all ages and abilities, including disabled people, older adults and families.	Ongoing	Transport Planning/ Traffic and Active Travel/ Major Projects	DfT Outcomes Framework 10. Miles of compliant new / improved active travel network delivered
	Undertake Equality Impact Assessments (EqIAs) at early stages of all active travel schemes and use findings to shape route selection, design, prioritisation and delivery.	Ongoing		
	Prioritise investment in areas with the greatest accessibility needs, including communities with higher levels of deprivation, poorer health outcomes and lower current levels of active travel.	Ongoing		

1.2 Maintain high-quality, accessible footways and cycle paths for all ages and abilities	Implement a proactive asset management and inspection programme for footways, shared use paths and cycle routes, including LCWIP corridor audits and condition mapping. Prioritise maintenance and accessibility improvements (e.g. surfacing, lighting, vegetation clearance, removal of barriers and trip hazards), focusing on areas with higher proportions of older residents, disabled people and deprived communities. Engage communities to report issues and monitor outcomes through development and transport schemes.	Medium term Ongoing Ongoing	Highways/ Transport Planning/ Developers	DfT Outcomes Framework 14. Local authority managed roads where maintenance should be considered (categorised as red): a. A roads and Motorways b. B + C roads c. Unclassified roads GCC LTP Monitoring PI-4, PI-5, PI-6 Principal/ non-principal/ unclassified road network condition
1.3 Expand 20mph limits and zones and road safety measures	Deliver 20mph limits and zones in residential areas, around schools and high-footfall locations, supported by community engagement. Review pedestrian and cycle collision hotspots in areas with high KSI's to identify targeted safety improvements to address collision risk and perceived safety barriers.	Short term Short term	Traffic & Active Travel	DfT Outcomes Framework 15. Number of road casualties disaggregated by: a. The total killed or seriously injured (KSI)

	Implement supporting safety measures such as traffic calming, junction redesign, protected crossings and targeted driver awareness campaigns in priority areas.	Short term		b. KSIs aged 16 years old and under. c. KSIs of pedestrians and pedal cyclists GCC LTP Monitoring PI-11 Reduce the number of highways casualties
1.4 More facilities to enable people to cross busy roads	Continue to identify locations within key corridors and community destinations where crossing provision is inadequate, focusing on areas with high severance, high speeds or high pedestrian demand. Deliver new and upgraded crossings to reduce barriers and improve safety for pedestrians, wheelchair users, mobility aid users and families.	Short term (Potential for joint delivery with objective 1.2) Short term	Transport Planning/ Traffic and Active Travel/ Major Projects	DfT Outcomes Framework 15.Number of road casualties disaggregated by: a. The total killed or seriously injured (KSI) b. KSIs aged 16 years old and under. c. KSIs of pedestrians and pedal cyclists GCC LTP Monitoring PI-11 Reduce the number of highways casualties

Objective 2: Support the health and wellbeing of our communities by promoting behaviour change in active travel uptake

Intervention	Key Actions	Timeframe	Resources	Monitoring
2.1 Increase secure cycle parking across town centres, transport hubs, schools and residential areas	Develop and maintain a countywide cycle parking register, incorporating community requests, stakeholder input and LCWIP priorities to identify gaps in provision. Prioritise delivery of secure, visible and accessible cycle parking at key everyday destinations including town centres, high streets, schools, transport hubs, workplaces and community services. Ensure cycle parking provision is inclusive and suitable for a range of users (including cargo bikes, adapted cycles and mobility scooters), and aligns with LTN 1/20, ATE guidance and GCC design standards. Support residential cycle storage solutions (e.g. cycle hangars and shared storage) where secure home storage is limited. Integrate cycle parking provision with wider behaviour change initiatives, public transport interchange and new development to support everyday cycling trips.	Medium term Medium term Ongoing Ongoing Ongoing	Transport Planning/ Traffic and Active Travel/ Major Projects	GCC LTP Monitoring PI-8 Increase use of cycling ATE CWIS 3: Increase the percentage of walking and cycling stages per person by 2030 (National Travel Survey)
2.2 Expand Safer routes to School and other behaviour change initiatives	Continue delivery and expansion of Safer Routes to School programmes, including school travel planning, infrastructure improvements and engagement initiatives. Promote walking, wheeling and cycling through education, training and community-led initiatives such as walking buses, cycle training and school campaigns. Use ThinkTravel to provide clear, accessible route information for school and leisure trips, supporting confidence for children, parents and carers.	Ongoing Ongoing Ongoing	ThinkTravel	ATE CWIS3: increase the percentage of walking and cycling trips per person to and from school (primary and secondary)

2.3 Improve links to parks, play areas, and open spaces	Identify a network of legible, direct and accessible routes connecting residential areas, schools, community facilities, aged care facilities and workplaces to local greenspaces and parks through the LCWIP process. As LCWIPs are reviewed and updated, GCC will ensure that improving access to areas of play, rest and social activity is embedded as a core objective, alongside everyday journey connectivity. This will help support active and healthy lifestyles by prioritising routes that link communities to local greenspaces and parks, drawing on existing LCWIP evidence and priority routes rather than requiring additional standalone studies. Develop and deliver list of priority access improvements to parks, play areas and open spaces to be implemented through future transport and development projects, ATE, CIL or other joint funding arrangement. This work should prioritise accessibility and road safety improvements to reduce severance for vulnerable user groups.	Medium term Ongoing	ThinkTravel/ Transport Planning	NTS Active Travel - Walking and cycling trips by purpose including for leisure
2.4 Enhance integration with public transport networks through cycle hubs	Develop an off-street cycle parking and cycle hub request register for Gloucestershire, which should include community and internal requests for bicycle parking. Locations should consider off-street parking owned by GCC and our Districts (i.e. Park and Ride facilities), and locations owned and managed by others. • Work with key stakeholders to identify appropriate off-street parking cycle parking locations at bus interchanges, railway stations, new developments and shopping centres. Off-street cycle facilities should offer higher level of security to support long term parking (i.e. day or overnight parking). • Example facilities include, but are not limited to, two-tier stands, secure cycle hubs, cycle hangars, and should include bicycle repair facilities at larger sites. Off-street	Medium term	?	GCC LTP Monitoring Pedal Eazy ridership data DfT Connectivity tool - Public transport, walking and cycling connectivity score to key destinations (education, leisure and community,

	cycle parking should consider LTN 1/20 and ATE route check tool (Cycle parking) guidance.			health, shopping, residential and workplaces)
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Objective 3: Encourage communities to help us increase the number of journeys made by active travel

Intervention	Key Actions	Timeframe	Resources	Monitoring
3.1 Engage with schools, colleges, and youth groups	Continue building community engagement through targeted school-based initiatives like 'Safer Routes to School', engage with school aged children and youth to understand local issues and opportunities to improve walking, wheeling and cycling uptake that promote early travel behaviour change. Co-design safer routes with schools, colleges, and youth groups to address access and safety concerns. Partner with schools, colleges and youth organisations to deliver learn to cycle training sessions and sustainable travel planning to build practical skills and confidence in walking, wheeling and cycling in everyday journeys.	Ongoing Medium-long term	ThinkTravel	ATE CWIS3: increase the percentage of walking and cycling trips per person to and from school (primary and secondary)
3.2 Bike/e-bike hire schemes, repair hubs and training	Expand local repair hubs and bike libraries to provide free or affordable access to bikes and essential maintenance to build rider confidence and skills. Partner with local community organisations to explore cycle training, maintenance and bike hire initiatives, Continue to promote and monitor the 'Pedal Eazy Rent Scheme' in Gloucestershire, especially amongst workplaces, libraries, colleges and parents at schools. Monitor the uptake of this scheme and collect feedback from new and existing riders, travel journey changes and opportunities for improvement.	Short term	ThinkTravel	GCC LTP Monitoring Pedal Eazy ridership data Community feedback surveys for repair hubs/ training?
3.3 Work with employers to encourage	Continue to partner with employers to implement 'Your workplace travel toolkit' guidance to understand travel demands, develop sustainable travel to work plans and promote	Medium-long term	ThinkTravel	GCC LTP Monitoring

workplace active travel plans, cycle-to-work incentives and facilities and tourism opportunities	awareness of the existing active travel network, bicycle parking and repair facilities. - Promote existing commuter and recreational links and awareness of ThinkTravel webpage to build awareness of the active travel network in and around Gloucestershire. - Establish viable yearly targets to provide support and technical resources for GCC to deliver this support			Workplace e-bike loan scheme NTS Active Travel - Walking and cycling trips by purpose including for business and commuting
3.4 Establish community partnerships for designing and co-delivering neighbourhood improvements	Develop and maintain a stakeholder engagement register of local community organisations and business partners as an important resource for planned engagement activities. Enable stakeholders to sign up to regular updates and information about active travel initiatives and projects (i.e. via the ThinkTravel platform) to improve awareness, collaboration and engagement. Support community led delivery and ongoing stewardship by providing resources, technical support, and small grants to enable community groups to lead or co-deliver projects.	Ongoing Ongoing Ongoing	ThinkTravel	GCC LTP Monitoring Love to Ride - community platform campaign sign-ups numbers
3.5 Support the integration of active travel within local and neighbourhood planning processes including age-friendly design	Embed active travel, accessibility and health principles within local plans, neighbourhood plans and development management processes. Apply guidance including Manual for Streets Gloucestershire, LTN 1/20, ATE tools and Health Impact Assessments to ensure developments support safe, direct and inclusive active travel. Require new developments to provide high-quality walking, wheeling and cycling connections to local services, public transport and green space.	Ongoing Ongoing Ongoing	Highways Development Management / Transport Planning	Monitoring number of neighbourhood plans adopted and local plans developed and adopted ATE CWIS3: decrease the percentage of people walking/cycling

	Work with communities to co-design neighbourhood improvements that reflect local needs, including age-friendly and inclusive design principles.	Ongoing		concerned about safety (National Transport Attitudes Survey and National Travel Survey
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Objective 4: Improve information and awareness of our active travel network

Intervention	Key Actions	Timeframe	Resources	Monitoring
4.1 Maximizing the use of ThinkTravel platform to promote sustainable travel for commuting and leisure, improving information on access routes, new facilities, active travel events and initiatives	Enhance and integrate digital information tools to further develop the ThinkTravel platform as a central behaviour-change, engagement and journey planning hub for sustainable travel in Gloucestershire. The website will continue to serve as a core information sharing platform by providing up-to-date, interactive and accessible information for a range of sustainable travel journeys (i.e. travel to school, recreational, shopping and leisure trips and commuting). To strengthen its role, the following enhancements will be prioritised: - Stronger behaviour-change focus, including clearer messaging on the health, wellbeing and environmental benefits of active travel, tailored at district and county level - Integration with LCWIP delivery, including interactive mapping of current and emerging LCWIP networks, priority routes and schemes as plans are reviewed and updated - Improved end-to-end journey planning, incorporating information on cycle parking, wayfinding, crossing points, transport interchanges, and access to key destinations	Medium-long term	ThinkTravel	GCC LTP Monitoring PI-8 Increase use of cycling LTA: Percentage of adults who engaged in active travel at least twice in the last 28 days.

	such as town centres, schools, workplaces and greenspaces • Providing information on multimodal journeys and interchange opportunities, including connections between walking, wheeling and cycling routes, public transport services, cycle hubs, transport interchanges, park and ride facilities, and bike/e-bike hire schemes. This will help residents identify practical alternatives to single-occupancy car journeys and support first- and last-mile connections, particularly in rural areas • Expanded mapping of supporting services, including cycle parking, bike and e-bike hire schemes (subsidised and private), cycle training, and maintenance and repair services • Showcasing delivery and impact, through case studies and success stories (e.g. ModeShift STARS, Workplace Travel Toolkits, new route delivery and monitoring outcomes) to build confidence and normalise active travel • Stronger partnerships and co-promotion, working with community groups and local partners (e.g. Pedal Eazy, cycle training providers and maintenance workshops) to amplify reach and ensure content reflects local initiatives • Improved engagement and monitoring, including opt-in updates, event listings and feedback mechanisms to build an active user base and support ongoing evaluation of reach and impact			
4.2 Enhance wayfinding and signage to key destinations	Develop an accessible, consistent and clear active travel wayfinding strategy, to inform the development of a branded and cohesive directional signage network. This strategy should build on work undertaken by existing Districts (i.e. Gloucester Wayfinding Strategy) to ensure the strategy is integrated. • The purpose of the wayfinding strategy is to improve awareness, use and access to the walking, wheeling and	Medium term	Major Projects/ ThinkTravel	GCC LTP Monitoring PI-8 Increase use of cycling

	cycling network in Gloucestershire especially recreational and commuter cycle routes The strategy should include opportunities to integrate digital mapping, and access to online information from static boards (i.e. QR codes to link ThinkTravel).			
4.3 Promote recreational routes as gateways to everyday active travel, supporting physical activity, wellbeing, and mental health	Identify and prioritise recreational routes that have strong potential to support everyday journeys (e.g. links between residential areas, schools, town centres and transport hubs). Improve access, connectivity and wayfinding between recreational routes and everyday destinations to support commuting, school and local trips. Ensure routes are designed and upgraded to accommodate shared use safely, including pedestrians, cyclists and equestrians, with appropriate surfacing, widths, signage and access controls. Promote recreational routes through ThinkTravel and targeted campaigns as accessible entry points to everyday walking, wheeling and cycling. Work with user groups including accessibility groups and local communities to ensure routes are inclusive, safe and well used.	Ongoing Ongoing Ongoing Ongoing Ongoing	Transport Planning/ Major projects	DfT Connectivity tool - Public transport, walking and cycling connectivity score to key destinations (education, leisure and community, health, shopping, residential and workplaces) LTA: Percentage of adults who engaged in active travel at least twice in the last 28 days.

The logic map below sets out how each strategy objective responds to identified needs, the interventions that will be delivered, and how progress will be monitored using defined indicators and data sources. It provides a clear and consistent framework for tracking delivery and outcomes across the strategy.

Vision for the Gloucestershire Active Travel Strategy	Objectives	Issue / Challenges	Draft ATS Initiative	Monitoring	Data Source
<i>"To promote a Gloucestershire where walking, wheeling, and cycling is easy and accessible for everyone. By creating a connected active travel network, we aim to support healthier, safer and more active lifestyles, as well as improving air quality and local access within our communities."</i>	Objective 1: Make walking, wheeling and cycling an easy and accessible choice for everyday journeys	Inclusive infrastructure: Need to ensure that new and upgraded walking, wheeling and cycling infrastructure is inclusive and designed to accommodate a wide range of journey types, enabling more people to choose active travel.	Ensure accessibility for all through inclusive design underpinned by an understanding of barriers and enablers	GCC LTP Monitoring PI-8 Increase use of cycling DfT Outcomes Framework 10.Miles of compliant new / improved active travel network delivered	GCC Cycle count data LTA Reporting through Active Travel Update Your Capital Scheme
		Quality of public realm: Need to maintain and upgrade existing public spaces and active travel infrastructure so they remain high-quality, accessible and fit for purpose throughout their lifecycle.	Maintain high-quality footways and cycle paths for all ages and abilities	DfT Outcomes Framework 14. Local authority managed roads where maintenance should be considered (categorised as red): a. A roads and Motorways b. B + C roads c. Unclassified roads GCC LTP Monitoring PI-4,PI-5 PI-6 Principal/ non-principal/ unclassified road network condition	DfT Road Condition Statistics LTP Reporting
		Road danger and speeds: The extensive network of higher-speed roads reduces real and perceived safety for road users and discourages active travel uptake. This is particularly evident in residential areas and in locations close to schools, parks and town centres.	Expand 20mph limits and zones and road safety measures	DfT Outcomes Framework 15.Number of road casualties – disaggregated by: a. The total killed or seriously injured (KSI) b. KSIs aged 16 years old and under. c. KSIs of pedestrians and pedal cyclists GCC LTP Monitoring PI-11 Reduce the number of highways casualties	DfT Road Casualties Statistics LTP Reporting
		Crossing busy roads: Crossing roads remains a significant barrier to walking, wheeling and cycling. Collision data shows a higher concentration of killed or seriously injured (KSI) casualties on or near crossing points, highlighting the need for safer and more accessible crossing facilities.	More facilities to enable people to cross busy roads	DfT Outcomes Framework 15.Number of road casualties – disaggregated by: a. The total killed or seriously injured (KSI) b. KSIs aged 16 years old and under. c. KSIs of pedestrians and pedal cyclists GCC LTP Monitoring PI-11 Reduce the number of highways casualties	DfT Road Casualties Statistics LTP Reporting
		Behaviour change			
	Objective 2: Support the health and wellbeing of our communities by promoting behaviour change in active travel uptake	Cycle parking provision: Safe and convenient cycle parking is essential to support everyday cycling and enable people to lead more active and healthy lives. Existing on-street cycle parking is often limited in availability, poorly located, or of insufficient quality to support regular use.	Increase secure cycle parking across town centres, transport hubs, schools and residential areas	GCC LTP Monitoring PI-8 Increase use of cycling ATE CWS3: Increase the percentage of walking and cycling stages per person by 2030 (National Travel Survey)	GCC Cycle Count Data DfT Modelling
		Active travel to school: There is a continued need to promote active travel to and from school by improving road safety and addressing barriers faced by children and families. This is particularly important in Gloucester, where levels of physical activity among children are lower than the wider county average.	Expand Safer routes to School and other behaviour change initiatives	ATE CWS3: Increase the percentage of walking and cycling trips per person to and from school (primary and secondary)	National Travel Survey
		Access to green and open spaces: Opportunities to support improved health and wellbeing through active travel are constrained where walking and cycling links to parks, play areas and open spaces are indirect, fragmented or of poor quality, limiting their use by both adults and children.	Improve links to parks, play areas, and open spaces	NTS Active Travel - Walking and cycling trips by purpose including for leisure	National Travel Survey
		Integration with public transport: Walking and cycling are not always well integrated with public transport networks. Gaps in connectivity, facilities and information can make multi-modal journeys less convenient, reducing the potential for active travel to form part of longer everyday trips.	Enhance integration with public transport networks through cycle hubs and hire schemes	GCC LTP Monitoring Pedal Eazy ridership data DfT Connectivity tool - Public transport, walking and cycling connectivity score to key destinations (education, leisure and community, health, shopping, residential and workplaces)	GCC Pedal Eazy data DfT Connectivity Tool
		Engagement			
	Objective 3: Encourage communities to help us increase the number of journeys made by active travel	Schools and young people: Levels of awareness, confidence and engagement in active travel vary across communities. Some groups face greater barriers to participation, particularly children and young people, including concerns around road safety, confidence, and access to suitable routes and facilities.	Engage with schools, colleges, and youth groups	ATE CWS3: increase the percentage of walking and cycling trips per person to and from school (primary and secondary)	National Travel Survey
		Access to bikes, skills and confidence: A lack of access to bicycles, e-bikes, training and maintenance support can prevent people from taking up or continuing active travel. Confidence, skills and affordability remain key barriers for new and less confident users.	Bike/e-bike hire schemes, repair hubs and training	GCC LTP Monitoring Pedal Eazy ridership data Community feedback surveys for repair hubs/ training?	GCC Pedal Eazy data
		Workplace travel: Many employers do not yet actively support walking and cycling through workplace travel planning, facilities or incentives. This can limit opportunities to shift everyday commuting and business travel towards more active modes.	Work with employers to encourage workplace active travel plans, cycle-to-work incentives and facilities and tourism opportunities	GCC LTP Monitoring Workplace e-bike loan scheme NTS Active Travel - Walking and cycling trips by purpose including for business and commuting	GCC workplace e-bike loan scheme data National Travel Survey
		Community ownership: Opportunities for communities to be involved in the design and delivery of local active travel improvements are not always fully realised. Limited engagement can reduce local ownership, acceptance and long-term use of schemes.	Establish community partnerships for designing and co-delivering neighbourhood improvements	GCC LTP Monitoring Love to Ride - community platform campaign sign-ups numbers	GCC Love to Ride data
		Planning processes: Active travel is not consistently embedded within local and neighbourhood planning processes. Where this occurs, opportunities to deliver inclusive, age-friendly and locally appropriate active travel improvements can be missed.	Support the integration of active travel within local and neighbourhood planning processes including age-friendly design	Monitoring number of neighbourhood plans adopted and local plans developed and adopted ATE CWS3: decrease the percentage of people walking/cycling concerned about safety (National Transport Attitudes Survey and National Travel Survey)	National Transport Attitudes Survey and National Travel Survey
		Information and awareness			
	Objective 4: Improve information and awareness of our active travel network	Information availability and accessibility: Information about active travel routes, facilities and initiatives is not always easy to find, up to date or accessible, which can discourage people from considering walking and cycling for everyday journeys.	Maximizing the use of ThinkTravel platform to promote sustainable travel for commuting and leisure, improving information on access routes, new facilities, active travel events and initiatives	GCC LTP Monitoring PI-8 Increase use of cycling LTA: Percentage of adults who engaged in active travel at least twice in the last 28 days.	GCC Cycle Count Data Sports England
		Wayfinding and legibility: Inconsistent or limited wayfinding and signage can make active travel routes difficult to navigate, particularly for new users, visitors and less confident walkers and cyclists.	Enhance wayfinding and signage to key destinations	GCC LTP Monitoring PI-8 Increase use of cycling	GCC Cycle Count Data
		Perception of recreational routes: Recreational walking and cycling routes are not always perceived as part of the everyday active travel network, meaning opportunities to use these routes for regular trips that support physical activity, wellbeing and mental health are under-utilised.	Promote recreational routes as gateways to everyday active travel, supporting physical activity, wellbeing and mental health	DfT Connectivity tool - Public transport, walking and cycling connectivity score to key destinations (education, leisure and community, health, shopping, residential and workplaces) LTA: Percentage of adults who engaged in active travel at least twice in the last 28 days.	DfT Connectivity Tool Sports England

Figure 7-1 - Gloucestershire Active Travel Strategy Logic Map

7.4 MONITORING, EVALUATION AND REPORTING

Monitoring and evaluation are essential to demonstrating the success and impact of the Gloucestershire Active Travel Strategy and ensuring that delivery remains aligned with local needs and national objectives.

Performance will be monitored using a combination of local and national indicators, including:

- Active travel uptake and mode share (e.g. National Travel Survey and local count data)
- Safety outcomes, including the number of people killed or seriously injured (KSI)
- Accessibility and connectivity to key destinations
- Health and wellbeing indicators linked to physical activity

The monitoring framework draws on a combination of national and local indicators, including relevant measures from the Department for Transport Outcomes Framework, National Travel Survey, and the Cycling and Walking Investment Strategy (CWIS3), alongside Gloucestershire's Local Transport Plan indicators.

Gloucestershire County Council will continue to collect, analyse and publish relevant datasets through platforms such as Inform Gloucestershire and ThinkTravel to ensure transparency and support collaboration with partners, stakeholders and communities.

Monitoring of LCWIP schemes, Safer Routes to School initiatives and behaviour change programmes will be undertaken to understand their impact on travel behaviour, safety and health outcomes. This will include the use of:

- community and user feedback surveys
- school travel planning data and Modeshift STARS accreditation
- programme-specific monitoring (e.g. Pedal Eazy, workplace travel schemes)

Evaluation findings will be used to:

- refine delivery and prioritisation of schemes
- inform future funding bids
- identify areas of greatest need and opportunity
- support ongoing updates to LCWIPs and local programmes

Gloucestershire County Council will also share learning, case studies and best practice to celebrate success and support continued engagement with communities, schools, employers and delivery partners. This will help ensure that active travel becomes a normal, accessible and attractive choice for everyday journeys across the county.



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APPENDIX A: POLICY REVIEW

~~Appendix A~~ — wsp

POLICY REVIEW

A review of local and national health strategies demonstrates strong alignment between active travel and public health objectives. Key policies and strategies include:

- **Gloucestershire Joint Health and Wellbeing Strategy 2020–2030:** Sets out a vision for improving health, reducing inequalities, and creating healthy communities, with physical activity as a top priority.
- **One Gloucestershire Integrated Care System (ICS) (Interim 2022):** Focuses on prevention, tackling health inequalities, and supporting independence, with opportunities to integrate active travel into health and care planning.
- **We Can Move Programme 2021–2030:** Aims to increase physical activity for all, promoting walking and cycling as everyday modes and embedding them into local neighbourhoods and community assets.
- **Gloucestershire Air Quality and Health Strategy 2024:** Emphasises the importance of active travel in reducing emissions and improving air quality, with targeted action in areas of greatest health inequality.
- **Gloucestershire County Council Road Safety Policy 2021–2040:** Adopts a Vision Zero approach, prioritising safer streets and modal shift to active travel.
- **Everybody Active, Every Day (Public Health England 2014):** Advocates for embedding physical activity into daily life through urban design, community engagement, and cross-sector collaboration.
- **Fit for the Future – 10 Year Health Plan for England:** Supports active travel as a prevention strategy to reduce physical inactivity, air pollution, and social isolation.

The following policies and technical guidance documents were reviewed and summarised a part of this project.

Gloucestershire Local Travel Plan 2020-2041

The strategy sets out the county's vision for a safe, sustainable, and well-connected transport network. It promotes walking, wheeling, cycling, and public transport as key to reducing congestion, improving air quality, and supporting healthy communities.

The plan references active travel through its PD2 and PD6 policies, aiming to improve walking and cycling networks and support healthier travel choices. However, there is scope to place greater emphasis on active travel for leisure and wellbeing, and to include measurable health outcomes and social equity targets.

The GCC ATS can build upon the aims of the Local Transport Plan by strengthening links between transport, health, and wellbeing. It will broaden the focus beyond commuting to include leisure and everyday journeys, embed measurable health-related outcomes, and ensure equitable access to active travel opportunities across the county.

Gloucestershire County Council Road Safety Policy 2021-2040

The Gloucestershire Road Safety Policy (2021-2040) adopts a Vision Zero and Safe System approach, aiming to eliminate serious and fatal collisions by 2050, with an interim target of a 50% reduction in KSI by 2032.

The policy highlights safer streets for walking and cycling as core themes, linking road safety to transport decarbonisation. However, there is an opportunity to expand the focus to include active travel for leisure and wellbeing, stronger integration with public transport, and clearer behaviour change objectives. It could also address health and transport inequalities, particularly in more deprived communities.

The GCC ATS can strengthen alignment by promoting active travel for recreation and mental health, setting measurable targets for increased walking and cycling, and ensuring interventions focus on accessibility and safety in deprived communities. It can also encourage better modal integration, such as improved walking and cycling connections to public transport.

Gloucestershire Climate Change Strategy 2023-2024

The Gloucestershire Climate Change Strategy sets out the county's ambition to become a net zero county by 2045, with transport identified as a key contributor to countywide carbon emissions. The strategy highlights the role of walking and cycling improvements in reducing transport emissions and supporting wider health and environmental outcomes, including continued delivery of the Gloucestershire Cycle Spine. It emphasises the importance of partnership working and targeted interventions to reduce emissions, improve air quality and encourage healthier, more sustainable travel choices across the county.

The ATS can support these climate objectives by strengthening links between active travel delivery, health and wellbeing outcomes and local priorities. In particular, the ATS provides a mechanism to embed equity, accessibility and community-specific actions within active travel programmes, ensuring that the benefits of decarbonisation and improved mobility are shared across all communities.

Gloucestershire Joint Health and Wellbeing Strategy 2020 - 2030

The strategy sets out Gloucestershire's 10-year vision for improving health and wellbeing, reducing inequalities, and creating healthy, active communities. It identifies increasing physical activity as its top priority for improving overall wellbeing.

Active travel references / Gaps - The document emphasises physical activity as a way to improve health, however there is an opportunity to strengthen connections between physical activity goals and sustainable transport interventions.

The GCC ATS can progress the ambitions of the health and wellbeing strategy by embedding walking, wheeling, and cycling into everyday life. It can link active travel to improved infrastructure and public transport, promote inclusive access for vulnerable groups, and support campaigns to encourage long-term behaviour change.

Gloucestershire's Economic Strategy 2024-2034

The strategy sets a long-term vision for sustainable economic growth, carbon-neutral development, and inclusive opportunities through spatial strategy, infrastructure planning, green jobs, and improved transport connectivity.

The plan promotes investment in public transport and active travel infrastructure to reduce car dependency and enable short-distance trips by walking and cycling. However, there is an opportunity to integrate recreational active travel, highlight how transport investment can reduce health and social inequalities, and establish measurable targets for mode shift, health outcomes and behavioural change.

The ATS can strengthen the economic vision by supporting behaviour-change programmes and linking active travel with access to green space and wellbeing. It can also prioritise investment in deprived and rural areas to ensure inclusive, place-based growth.

One Gloucestershire Integrated Care System (ICS) (Interim 2022)

The strategy emphasises preventative healthcare to help people stay healthy and independent for longer, aiming to make Gloucestershire the healthiest place to live and work. It recognises the role of social, economic, and environmental factors in shaping health and wellbeing.

The strategy's objectives aim to improve health equity, access, and quality of life. This provides an opportunity to highlight how these goals can be supported through active travel initiatives, and identify measurable targets to track the health and wellbeing benefits.

The ATS can integrate health and transport objectives by promoting walking, wheeling, and cycling as tools for preventative healthcare. It can strengthen connections to healthcare facilities, support workforce mobility, and ensure access to green space, particularly in areas with high deprivation or poor health outcomes.

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

The strategy sets out a national vision to transform walking, wheeling, and cycling into the natural first choice for short journeys. It focuses on delivering world-class infrastructure, safer streets, and empowered local authorities to create healthier, greener, and more connected communities.

However, the strategy offers limited guidance for areas with rural and semi-rural communities, which can make delivery more challenging outside major towns and cities.

The GCC ATS can focus on setting out local principles for how walking, wheeling and cycling routes across different areas can be integrated with public transport and green infrastructure to support healthy communities.

Cycling and Walking Investment Strategy 2 (DfT 2022) (CWIS2)

CWIS2 outlines the UK Government's long-term plan to make walking, wheeling, and cycling the natural choice for short journeys by 2040. The strategy promotes healthier, connected communities by integrating active travel into local transport planning, with an emphasis on evidence-based investment.

However, the strategy provides limited detail on how increased walking and cycling will support wider outcomes such as healthier communities, reduced health inequalities and improved wellbeing.

This provides an opportunity for the Gloucestershire strategy which can highlight the wider social benefits of active travel, ensuring future schemes help deliver better health, inclusive access and more liveable places across the county.

LTN 1/20

LTN 1/20 provides national guidance for designing safe, accessible, and high-quality cycling infrastructure, setting out key principles for network planning, junction design, and inclusive provision for all users. It establishes a consistent standard to ensure cycling infrastructure is coherent, direct, safe, and comfortable.

However, the guidance primarily focuses on cycling infrastructure and provides limited detail on how routes can accommodate other active travel users such as pedestrians, wheelchair users, or equestrians, particularly in rural and mixed-use areas. There is also limited consideration of how cycling design principles can support wider health, social inclusion, and behavioural change objectives.

The Gloucestershire ATS can build on LTN 1/20 by applying its design principles in a broader, place-based context, promoting routes that are inclusive for walking, wheeling, cycling, and equestrian users. The ATS can also strengthen local delivery by ensuring that infrastructure investment aligns with the county's health, wellbeing, and environmental goals, and by supporting training and design guidance for consistent, inclusive implementation across districts.

Equalities Impact Assessments (EqIAs)

Equality Impact Assessments are a key tool for ensuring that policies, strategies, and projects meet the requirements of the Equality Act 2010 and do not disadvantage protected groups. When applied effectively, EqIAs help identify barriers that people with disabilities, older adults, or other underrepresented groups may face in accessing transport and public spaces.

Implementation of EqIAs in transport planning varies across projects, where the findings and insights are not always carried through into scheme design and delivery. This provides an opportunity for the Gloucestershire ATS to strengthen the link between EqIAs and infrastructure development, by using assessments not just as compliance tools, but as drivers for inclusive design, accessibility improvements, and equitable investment.

The ATS can encourage early integration of EqIAs into scheme planning, ensuring that walking, wheeling, and cycling routes are accessible to people of all ages and abilities. It can also support local authorities and delivery partners in using EqIA findings to shape priorities around safety, comfort, and connectivity—helping to close the gap in access to active travel opportunities across Gloucestershire.

