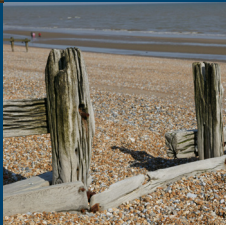


Hastings Walking and Cycling Strategy

May 2014



Contents

Walking and cycling in Hastings – It’s a timely opportunity	1
1. Why are we developing the strategy?	2
2. How does this fit with national and local policies?	3-6
3. Where are we now?	6-8
4. What will guide the delivery of the strategy?	8-11
5. How will we deliver the strategy?	11-12

Appendices

Appendix 1: Hastings Strategic Walking & Cycling Route Map

Appendix 2: Implementation Plan

Appendix 3: Consultation stakeholders

Walking and cycling in Hastings - It's a timely opportunity

Hastings is a community of some 90,000 people, with 8 miles of coastline, extensive natural and formal open space and surrounded by the mainly rural district of Rother. Together with its urban neighbour Bexhill there is a combined population of about 135,000.

Hastings has developed from a small fishing port to a substantial town. Two phases of development have particularly shaped the borough: the creation of St Leonards on Sea and the expansion of Hastings in the Victorian era which established the towns as successful tourist resorts; and the development of new housing and employment through the Town Development Area scheme in the 1970s and 80s.

Tourism is no longer the main focus for the town, although it is still an important part of the local economy and image of the town, together with the fishing fleet. The economic base of the town has been diversified with manufacturing employment, and more recently office usage, adding to retail and leisure uses. The diversification was initially insufficient to fully make up for the decline in tourism, and the borough has suffered an extended spiral of decline, which the Borough Council and partners have sought to reverse.

Major regeneration initiatives have progressed since 2004 with the creation of a new University Centre, the new Sussex Coast College Hastings, employment space in Hastings town centre and the industrial areas on the western side of the borough. In addition, considerable action has been carried out by partners to improve education, reduce crime and improve the housing stock. Significant efforts have also been made to encourage and enforce improvements to the built environment.

Transport improvements have also been progressed to aid regeneration, including the new Hastings railway station and the commencement of the Bexhill to Hastings Link Road. The Hastings Quality Bus Partnership has been set up, which has resulted in the improvements in bus waiting facilities and bus priority measures, an increase in service frequency and passenger numbers, and the reduction in the age of the bus fleet. There have been significant improvements to the pedestrian environment in our shopping areas in Old Town, Central St Leonards and Hastings town centre, along with the creation of a 11km traffic free walking and cycling route along the coast to Bexhill.

So, with the positive changes taking place in the town, and building on the growing popularity, in particular cycling, following the successes at the Tour de France, Olympics and Paralympics, and the proven health benefits that regular walking provides, this provides a timely opportunity for East Sussex County Council, Hastings Borough Council and key local stakeholders to work in partnership to embed walking and cycling improvements and initiatives into the daily lives of local communities and for visitors to the town.



1. Why are we developing the strategy?

‘To develop a culture of walking and cycling’

- 1.1** The strategy provides a supporting document to the County Council’s Local Transport Plan 2011 – 2026 and the accompanying Implementation Plan; these provide the evidence base for the development of this strategy. The strategy also aligns to Hastings Local Plan, Development Management Plan.
- 1.2** These documents clearly outline that walking and cycling has the opportunity to make a significant contribution to supporting the local economy in Hastings alongside the larger infrastructure projects that are being developed, by tackling congestion on the local road network and unlocking development sites by supporting access by active travel.
- 1.3** Research, particularly ‘Understanding Walking & Cycling’¹, has shown that the attitudes to walking and cycling are generally positive and more people would like to engage in more active travel, but there are a number of factors that often inhibit this.
- 1.4** These include people’s concerns about the physical environment, especially in regard to whether it is safe enough to walk or cycle, the difficulty of fitting walking and cycling into a busy household and also that walking and cycling are sometimes seen as abnormal things to do. This strategy and the accompanying implementation plan will focus on infrastructure improvements, but will work towards engaging with other partners to look at the social issues and how these could be overcome.
- 1.3** The health and wellbeing of the local community will also be significantly improved, if active travel becomes part of people’s everyday lives, for travelling to work and school, going to the shops or for leisure purposes.

- 1.4** The creation of safer routes for walking and cycling and other measures to reduce the risk of accidents is an important aim, to reduce both the human and health costs of injuries.
- 1.5** The strategy is accompanied by an implementation plan that includes an ambitious, short and longer term complementary mix of new and improved walking and cycling infrastructure and ‘softer measures’, including training, initiatives and marketing, to motivate a behaviour change towards more active travel. It is recognised that this is required to make it easier and safer for people to walk and cycle in the town.
- 1.6** The delivery of the strategy will include a strong partnership base of local authority partners, the voluntary sector and local walking and cycling groups, who are committed to collaborating to seek investment and support ongoing delivery.



2. How does this fit with national and local policies?

National

Department for Transport - 'Creating growth, cutting carbon: making sustainable local transport happen'

2.1 The Transport White Paper, 'Creating growth, cutting carbon: making sustainable local transport happen'¹² identifies that cycling presents an easy and cheap way for people to incorporate physical activity in their everyday lives. As well as the health benefits, the white paper also highlights that cycling and walking offers other benefits when it replaces vehicle trips, in particular for journeys under five miles, including reducing carbon emissions, improving air quality, and reducing congestion.

Department for Transport – 'Door to Door Strategy' - A strategy for improving sustainable transport integration

2.2 The 'Door to Door strategy's main aim is to encourage local authorities to increase journeys made by sustainable transport, specifically public transport, supported by cycling and walking. It focuses on four core areas so that people can be confident in choosing sustainable transport, including accurate, accessible and reliable information about the different transport options for their journeys, including convenient and affordable tickets for an entire journey; regular and straightforward connections at all stages of the journey and between different modes of transport; and safe and comfortable transport facilities.

Government's 'Ambition for Cycling' – August 2013

2.3 As part of the Government's Ambition for Cycling paper, there is recognition that since 2010, over £700m of government funding has been available for local authorities to bid to invest in sustainable travel measures and infrastructure, including the Local Sustainable Transport Fund, Cycle Safety Fund and Linking Communities Fund. As part of this, a commitment is included to 'cycle proof' roads by encouraging local authorities to ensure that road design reflects the needs of cyclists and making greater provision for cyclists on the strategic road network. This is complemented by increasing the provision for access to cycle training for children and encouraging a culture of sharing the road amongst all road users. All this is supported by a Government led Cycle Stakeholder Forum who are developing a Cycling Delivery Plan.

NICE Public Health Guidance 41 – Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation – November 2012

2.4 The main purpose of this guidance is to support commissioners involved in physical activity promotion or who work in public health, transport planning and leisure sectors, to integrate walking and cycling into policies and projects.

Sub regional

South East Local Enterprise Partnership (SELEP) - Strategic Economic Plan (SEP)

2.5 The Government removed the regional tier of government and this has been replaced by Local Enterprise Partnerships. East Sussex sits within the South East LEP. Their main role is providing opportunities for enterprise, while addressing barriers to growth.

1 Understanding Walking & Cycling – Engineering and Physical Sciences Research Council

2.6 LEPs can secure funding through the Government’s Local Growth Fund. This is a key strategic funding allocation for transport, skills, and housing, which LEPs will competitively bid for to target their identified growth priorities. This allocation will include funding for major transport schemes, additional integrated transport capital funding and the capital element of the Local Sustainable Transport Fund.

2.7 In order to secure funding, LEPs are developing Strategic Economic Plans (SEP), which outlines their priorities for growth. The SELEP SEP, which is currently being developed, is expected to include a number of infrastructure requirements that will support the key growth areas. With Hastings being a key area for growth in the SELEP area, it is expected that a number of transport infrastructure projects will be included that have the potential to support employment and housing growth. For walking and cycling, a package is expected to be included to develop a walking and cycle network for Bexhill and Hastings that will improve sustainable access for local people from existing and new housing development in the area to existing employment centres and the town centre and new employment in the area.

Local

East Sussex Local Transport Plan (LTP) 2011 - 2026

2.8 The LTP recognises that investment in, and the promotion of, walking and cycling will contribute to the delivery of all its high level objectives and has a number of benefits:

- **Improve economic competitiveness and growth** - Increasing the levels of walking and cycling for everyday journeys, especially peak time journeys, can help reduce congestion and make local road networks function more efficiently, which is good for journey time reliability and supporting local economic growth.

- **Improve safety, health and security** – walking for up to two miles and cycling for up to five miles for everyday journeys can significantly improve an individual’s health and wellbeing. It can help to reduce the risk of a range of health problems, notably heart disease and cancer, the leading preventable causes of premature death.
- **Tackling climate change** - one of the most significant benefits associated with increasing the levels of walking and cycling is reducing local levels of pollution and CO2 emissions. If all the commuters in England with a journey of less than five miles travelled by bike rather than car or bus, 44,000 tonnes of CO2 would be saved in just one week;
- **Improve accessibility and social inclusion** – Walking and cycling provides independent mobility for many people who choose not to drive or cannot drive, including children, people on low incomes, older or disabled people, to access jobs and services.
- **Improve quality of life** – Walking and cycling can improve people’s health and wellbeing, ability to access jobs and services, reduce congestion, reduce carbon emissions and improve air quality, which will all help contribute towards improving people’s quality of life.

2.9 The LTP identifies Hastings as a priority area for investment to support economic growth and support the delivery of housing and commercial development, with a range of walking and cycle related measures identified. These include:

- focus on improvements and safety of key walking routes in Hastings;
- develop and implement the cycle route networks for Hastings, focusing on key routes into the town centre, along the

seafront and providing links to existing and future residential and employment areas; and

- measures to improve traffic movements and access by foot, by bike or by public transport in Hastings town centre.

2.10 It is also recognised that Hastings has a comprehensive network of Footpaths (many of which are designated Public Rights of Way), which vary in length from a few metres to several kilometres, and range from Cliffside walks to urban routes and twittens and cover the town linking it to both Hastings and Combe Valley Countryside Park and to the wider Sussex Weald to the north. These routes can often provide the quickest route to places of employment, education, local shopping and open space.

Economic Development Strategy

2.11 ESCC Economic Development Strategy sets out the issues and opportunities for East Sussex for the next 10 years. It provides a direction for the delivery of the strategy and identifies priorities and actions for partners and stakeholders to ensure effective delivery.

2.12 The key policy related to transport includes the 'Strategic Priority 3: Improve connectivity'. In regards to walking and cycling it recognises that, by increasing sustainable travel modes via the increased use of public transport and more sustainable methods of private travel (e.g. walking and cycling) by businesses and residents, this must sit alongside the required infrastructure improvements.

Hastings Borough Council (HBC) Local Plan: Planning Strategy

2.13 Hastings Local Plan Planning Strategy, to be adopted in February 2014, provides a long term planning framework outlining how sustainable development can take place in the town over the next 15 years. It also encompasses other strategies and policies relating to education provision, health and economic development.

2.14 The strategy document will be supported by the 'Development Management Plan', which identifies the proposed development sites alongside detailed policies for development management.

2.15 ESCC worked alongside HBC to develop a strategic walking and cycle map for inclusion in the Policies Map for the Local Plan. As well as supporting future development management sites the proposed walking and cycle routes focus on short local journeys, particularly for utility purposes, to key destinations of less than five miles.

2.16 This will highlight the following areas of attraction:

- Employment
- Education
- Health amenities
- Green spaces
- Known future development
- Transport hubs – rail / bus stations
- Existing favoured routes

2.17 The walking and cycle routes aim to improve access for pedestrians and cyclists in Hastings to places of study, work and leisure, integrating with the other forms of sustainable transport. It also links into HBC Access to Parks & Open Spaces strategy.

Infrastructure Delivery Plan

2.18 Hastings Borough Council is developing an Infrastructure Delivery Plan, this involves the development of a programme to co-ordinate and integrate the delivery of infrastructure required to serve new and existing development in the borough. The strategic cycle network will be integrated into the plan to support the securing of developer contributions to deliver the network.

Hastings Borough Council – clean, green and safe pedestrian/cycle routes – in Hastings and St Leonards

- 2.19** This document was developed and adopted by the Council in 2008 as part of the Local Development Framework and forms part of Planning Policy Guidance 17. This document will help inform the development of the strategy.
- 2.20** East Sussex County Council is also working in partnership with Rother Voluntary Action, Rother District Council and the local cycle and walking groups to develop a Walking and Cycling Strategy. It is important that there is consistency between the documents and the opportunities for developing walking and cycling links between the district and borough, which will support the delivery of our strategy of sustainable economic growth, where external funding is identified, or public funding is available.
- 2.21** xxx

3. Where are we now? Existing walking and cycling network

- 3.1.** In 1996 Government SRB funding was provided to undertake feasibility work on the concept of a Town Centre ‘Greenway’ Loop - for walking & cycling. A section of Greenway was constructed using this funding (Briscos Walk from Holmesdale Gardens to the Bohemia area) and, in 2003, a plan for a Hastings Strategic Greenway network was produced to utilise the rail corridor and valleys for mostly off-road radial routes from the Town Centre to Silverhill and Hollington, to the Conquest hospital & the Ridge and to Ore Village. This concept was further developed and added to by the study of route options that resulted in the ‘ Clean, Green and Safe Pedestrian/Cycle Routes’ proposals.
- 3.2** As referred to in section 2, a strategic cycle map was developed by Hastings Borough Council and East Sussex County Council in 2010 that outlines both the existing network and the proposed routes.
- 3.3** The National Cycle Network (NCN2) runs along the coast and links to Fairlight on the edge of Hastings, but there are missing links on this route that this strategy will look to address.
- 3.4** The recent Bulverhythe Coastal Link was recently constructed and provides a walking and cycling link between Hastings and Bexhill. It was opened in January 2012, and the route provides a safe alternative to the busy A259 and improved access to the coast and beach. The link is a good example of partnership working and was delivered and funded by the the Big Lottery Fund, the Sustrans Links to Schools Project and East Sussex County Council.

Current route development

- 3.5** As a result of S106 funding from the Asda development in Silverhill, the design of the proposed Alexandra Park section of

the cycle route between Silverhill and the Town Centre is being progressed. This route will link the Silverhill junction, along Beaufort Road, through one of the cycle paths into Alexandra Park and then the access road between Harmers Reservoir and the pumping station (the limit of the upper part of the park).

- 3.6** Alexandra Park is recognised as being of ‘registered’ status by English Heritage. Therefore any proposals within the park would require formal approval from them prior to further detailed design and implementation. In addition there are other concerns that have been raised by key stakeholders as part of the initial design process. Any further design will involve stakeholder consultation with the local community.
- 3.7** A feasibility study has been undertaken on a potential route that runs east/west linking Combe Valley Country Park to the west of Hastings with the main railway station in the town centre and Ore at the eastern side of the town. The results of the feasibility study and the potential routes have been incorporated into the strategy.

Cycling and walking - training and initiatives

Bikeability

- 3.8** For cycling, ESCC currently delivers a programme of Bikeability training for Years 5, 6 & 7 pupils in primary schools in Hastings, including All Saints Hastings, Blacklands, Castledown, Christchurch, Elphinstone, Hollington, Little Ridge, Ore/Red Lake, Robsack Wood, Sacred Heart, Sandown, Silverdale, St Mary Star, St Pauls, and West St Leonards.

Sustrans - Smarter Business Travel Project European Regional Development Fund (ERDF)

- 3.9** Sustrans have been successful in securing ERDF funding to deliver a Smarter Small Business Travel project between November 2013 – July 2015 across the South East. It will include Newhaven, Eastbourne and Hastings in East Sussex. A project officer has been recruited and they will focus on working with small and medium enterprises (SME’s) to help implement measures to reduce the costs, and resulting environmental impact, of business generated journeys.

Hastings Seafront Cycle Hire

- 3.10** A new cycle hire scheme was launched in June 2014, providing a range of cycles for adults and children, along with electric cycles. More information to follow

Evidence Gathering

- 3.11** In order to inform the development of the strategy it was important that the views of local stakeholders and members of the public were gathered. This included:-
- Development of a working group to support the development of the strategy and future delivery of the action plan; the group includes:
 - East Sussex County Council – Strategic Economic Infrastructure
 - Hastings Borough Council – Planning Policy and Amenities, Resorts & Leisure.

- Hastings Urban Bikes (HUB)
 - Hastings Ramblers
 - 6 week public consultation; including a public consultation event held in Priory Meadow Shopping Centre led by the working group.
- 3.12** The specific purpose of the consultation on the strategy was to seek opinions on whether the appropriate strategic routes had been identified to link the places that local people would use for accessing work, school and town centre facilities. It was also made apparent that the proposed routes were not definitive and following approval the routes would be subject to feasibility and the securing of future funding.
- 3.13** As a result of the evidence that was gathered from the consultation, the most significant concerns and improvements that were identified for cyclists and pedestrians in Hastings were as follows:
- **Concerns**
 - o Route 1 – a route through Hastings Country Park is opposed and should remain for pedestrian access only because this area includes Sites of Specific Scientific Interest and a scheduled ancient monument.
 - o Route 4 – a shared walking & cycling route is opposed through Alexandra Park.
 - **Improvements**
 - o More cycle parking located in the town.
 - o Integration of cycle lanes with junctions.
 - o Advanced stop lines.
 - o Shared cycle and pedestrian zones
 - o Segregated cycle routes on key routes in the town.
 - o Dedicated traffic lights for cyclists.
 - o Cycle contra flows.
 - o Integration of shared routes with public transport.
 - o Prioritisation of Bikeability training.
 - o Enforcement of cycle lanes.
 - o A public education campaign to promote sharing of space from all road users.

4. What will guide the delivery of the strategy?

- 4.1** In order to guide the delivery of the strategy and to assist with future monitoring it will be supported by a number of key objectives. These have been informed by recent national and local policy relating to walking and cycling.

Key objectives

1. To create a safer, convenient, efficient and attractive walking and cycling network that supports access within and to Hastings.
2. To provide targeted walking and cycling incentives, information and skills to motivate behaviour change towards more active travel.
3. To ensure that current and new local policies, strategy documents and commissions relating to the economy, planning, transport, health and the environment, facilitate access to walking and cycling for both utility and leisure purposes.
4. To develop a document that supports partnership working and shared responsibility for delivering actions in the short and longer term.

Strategic policies

- 4.2** To support the delivery of the objectives policies relating to infrastructure, marketing, training and initiatives are included. Although a number of distinct policies are included, it is recognised how these are complementary and provide the opportunity to deliver a more holistic and partnership focused strategy.

Infrastructure policies

Policy 1. Pedestrian and cycle route prioritisation

- 4.3** ESCC will prioritise the development and funding of urban utility pedestrian and cycle routes that are:
- routes and links from residential areas to places of work, education, shopping and retail centres, public transport interchange, hospitals/GP surgeries and leisure facilities;
 - part of the National Cycle Network;
 - supported by other funding, i.e. through development contributions or where external funding has been secured (Policy 6 includes a more detailed policy related to funding options)

Policy 2. Pedestrian and cycle route - infrastructure design

- 4.4** Infrastructure design for pedestrians and cyclists will be guided by the Department for Transport, Local Transport Note (LTN) 1/12 – Shared Use Routes for Pedestrians and Cyclists which is informed by LTN 2/08 Cycle Infrastructure Design.
- 4.5** There are a number of underlying principles when designing a scheme for pedestrians and cyclists and the identified routes will consider the following:
- **Convenience** – new facilities should offer advantage in terms of directness/permeability and/or journey time; all routes should be clearly signed and trip-end facilities such as cycle parking provided.
 - **Accessibility** – pedestrian and cycle routes should link to key residential and employment areas/ locations of education and link with other walking and cycle routes.
 - **Safety** – the impact of motor traffic on pedestrian and cycle routes should be reduced by exclusion or speed reducing features where appropriate.

- **Comfort** – Infrastructure should be designed such that pedestrians and cyclists are not required to undertake complex manoeuvres/diversions or be exposed to poor surfaces.
- **Attractiveness** – the pedestrian and cycling environment should be attractive and maintained to support this.

4.6 The other key considerations, particularly for cyclists, will include:

- **Cyclist categories** - regard to the identification of certain cyclist categories, i.e. whether the route is likely to be used by utility cyclist, or children.
- **Hierarchy of provision** - will also be considered where new cycle routes or facilities are proposed, this will be used to determine the most suitable intervention.
- **Traffic speeds and flows** - will be assessed to inform the suitable type of provision.

Policy 3. Pedestrian and cycle provision – highway schemes

4.7 As part of the delivery of all highway schemes across the county, a pedestrian and cycle audit will be undertaken to ensure that the requirements of pedestrians and cyclists are considered. This will either result in the provision of improvements, including advanced stop lines for cyclists, or ensure that negative impacts on the coherence, attractiveness, directness and comfort of routes and facilities used by pedestrians and cyclists is not hindered.

Policy 4. Cycle parking

- 4.8** As part of the delivery of the strategy and action plan the provision of cycle parking in Hastings will be reviewed, in terms of the locations and design.
- 4.9** Cycle parking locations will be prioritised according to those locations that serve the existing network, along with the proposed

network and particularly where it would support utility cyclists accessing work, education and retail services.

4.10 As part of new developments, cycle parking will be considered in accordance with the relevant guidelines and standards in the East Sussex Supplementary Planning Guidance – Parking Standards at Development document or any future update.

4.11 ESCC will also work with the other partners to identify an appropriate cycle parking design (Sheffield style stand or hoop type) that can be delivered to provide consistent cycle parking provision across the town in both public and private areas.

Policy 5. Integration with public transport

4.12 In order to provide a better connected and seamless journey, door-to-door by sustainable travel, the whole journey needs to be considered. This can be achieved by integrating infrastructure for pedestrians and cyclists with public transport hubs.

4.13 Working in partnership with public transport operators, particularly train operating companies, infrastructure that supports integration with public transport, will be prioritised. This will include establishing links from public transport interchanges to local walking and national cycle networks, providing adequate secure and covered cycle parking at railway stations and encouraging the local train operating companies to carry cycles on trains. Cyclists will also be permitted, wherever safe and practical, to use bus lanes and other priority measures for buses.

Policy 6. Funding

6a. Securing and using development contributions

4.14 As part of the planning process development, contributions will be secured, where appropriate, to improve transport infrastructure which

facilitates walking and cycling in the town, as outlined in the Infrastructure Development Plan and required by specific developments.

6b. Securing external funding

4.15 ESCC in partnership with HBC will identify potential external funding opportunities. Bids will be developed that outline the key transport infrastructure, which facilitates walking and cycling in the town, as outlined in the action plan.

6c. Opportunities for key partners to secure funding

4.16 ESCC and HBC will work in partnership with key partners, as identified in the document, to seek funding that external bodies can access to support the delivery of measures identified in the strategy action plan.

Marketing, initiatives and training policies

Policy 7. Publicity and promotion

4.17 All publicity and promotion of walking and cycling will use ESCC TravelChoice branding, along with the national Public Health branding, Change 4 Life. ESCC, HBC and key stakeholders will seek funding opportunities to promote the existing walking and cycling infrastructure.

Policy 8. Training

4.18 For cycling, ESCC will continue, where funding is available, to deliver a programme of Bikeability training for Years 5, 6 and 7 pupils in schools in Hastings.

4.19 A Bikeability training based programme for adults is being developed by ESCC, called ‘Learn It, Love It, Live It.’ This can be provided when funding is available.

4.20 ESCC currently provides child pedestrian training for Key Stage 1 children for schools who wish to participate. This will continue to be delivered subject to funding. The programme is likely to be developed shortly into a ‘Moving on to

secondary school' programme by the Sussex Safer Roads Partnership, and training offered to Key Stage 2 pupils (year 6) in primary schools.

Policy 9. Travel plans

4.21 Travel plans for new and existing establishments, which are secured through development, will be encouraged to include adequate secure covered cycle parking (in alignment to ESCC, Guidance for Parking at Non-Residential Development and consistent with the preferred cycle parking design referred to in Policy 4 above), shower and changing facilities where feasible, interest free bike purchase loans and financial enumeration for work journeys undertaken by bike.

Policy 10. Walking and cycling initiatives

4.22 ESCC, HBC and key stakeholders will work in partnership, where resources are available, to seek funding to deliver targeted initiatives with schools and workplaces that support and enable behavioural choices towards more active travel.

Policy 11. Monitoring (cycling)

4.23 The levels of cycling activity in the town will be monitored using the permanent cycle counters at key points on the cycle network in the town and regular traffic counts undertaken on the road network.



5. How will we deliver the strategy?

Infrastructure

Hastings Local Plan – Strategic Walking and Cycling Network

5.1 Through the development of the Hastings Local Plan – Planning Strategy, policy T3 'Sustainable Travel' has been included and refers to the potential for delivering sustainable transport measures within the town. It outlines that HBC will work with ESCC to support the provision of new and enhanced cycle routes in the town, particularly supporting the implementation of the strategic walking and cycle network as identified in appendix 1.

5.2 The local plan includes a proposed overarching strategic walking and cycle network for the town to support access to key services and to future commercial and housing development sites, focusing on short local journeys particularly for utility purposes to key destinations of less than five miles for cycling. Although the plan is focused on cycling these routes are also accessible to pedestrians.

Route identification and priorities

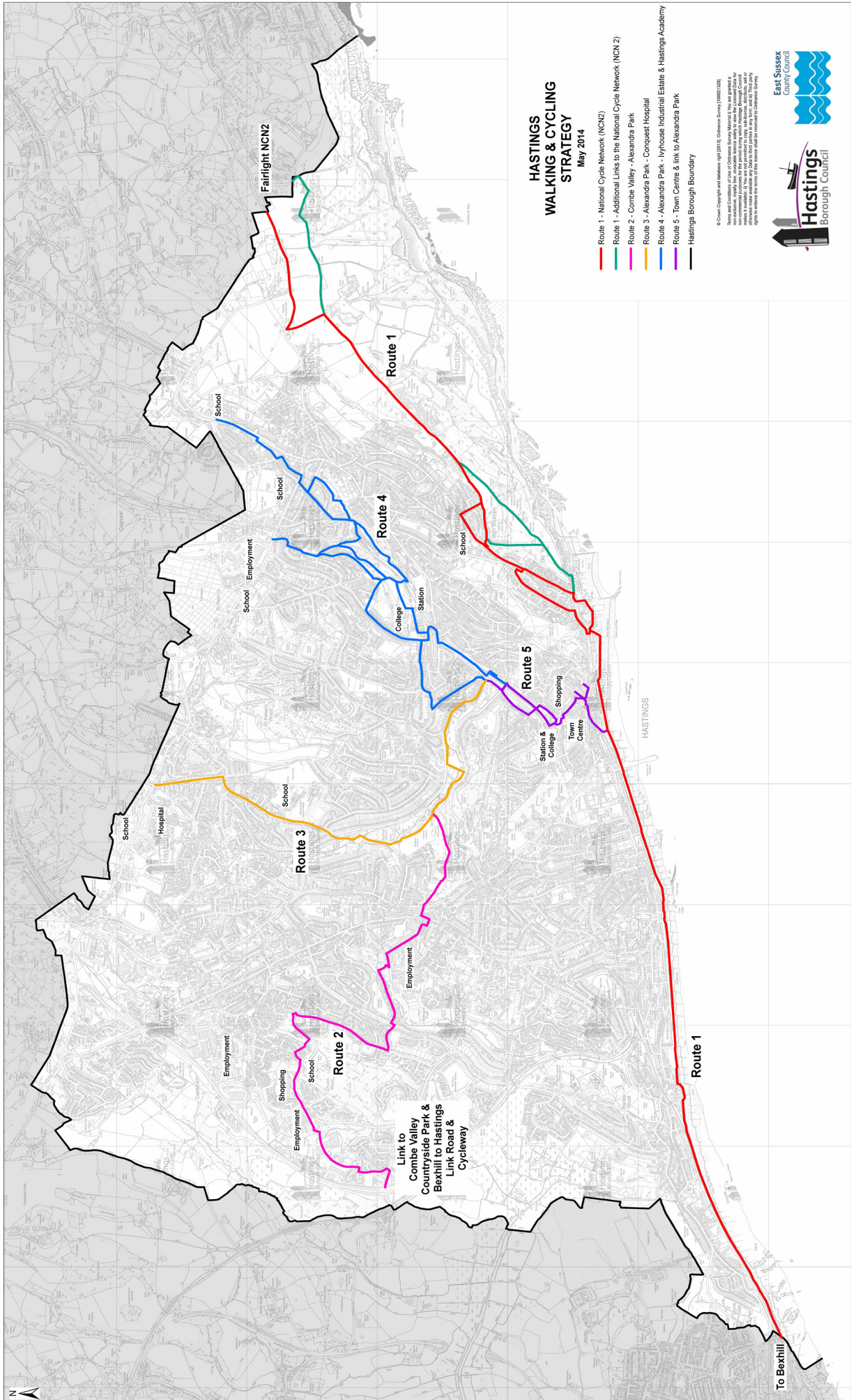
5.3 With a proposed strategic walking and cycling network in place, the development of the strategy has focused on a review of these routes. The review has resulted in the strategic network remaining largely unchanged, but for a number of routes there are options that could be delivered in the short and longer term dependent on agreements in relation to land ownership, feasibility and cost.

5.4 The routes identified on the strategic walking and cycling network have also been assigned a specific route name to demonstrate the link between the locations that the route will serve and the nearby services, including education and employment. In some cases these routes have been split into a number of sections to support future delivery and the opportunities to seek funding.

Appendix 1 outlines the proposed network, and Appendix 2 outlines an implementation plan for the delivery of walking & cycling infrastructure and associated marketing, training and initiatives.

Appendix 1

Hastings Strategic Walking and Cycling Route Map



Appendix 2

Table 1 - Implementation Plan

Measure	Action	Responsibility	Timescale
Infrastructure			
Walking and cycle routes	<p>Route 1 National Cycle Network (NCN) 2</p> <ul style="list-style-type: none"> • Section 1- Missing seafront links – town centre • Section 2 – Old Town (East Hill Lift) – Barley Lane • Section 3 – Barley Lane – Fairlight <p>Route 2 Combe Valley – Alexandra Park</p> <ul style="list-style-type: none"> • Section 1 – Combe Valley – Hollington • Section 2 - Hollington - Silverhill <p>Route 3 Alexandra Park – Conquest Hospital</p> <p>Route 4 Alexandra Park – Ivyhouse Industrial Estate and Hastings Academy</p> <ul style="list-style-type: none"> • Section 1 – Alexandra Park – Ore Station • Section 2 – Ore Station – Ivyhouse Industrial Estate • Section 3 – Ore Station – Hastings Academy • Alexandra Park northern section - subject to associated approvals • Alexandra Park – Southern section <p>Route 5 Town Centre and links</p> <ul style="list-style-type: none"> • Town centre - Alexandra Park • Hastings Rail Station - Ore (Mount Pleasant Road) 	<p>ESCC HBC</p> <p>ESCC</p> <p>ESCC</p> <p>ESCC</p> <p>ESCC</p> <p>ESCC/HBC</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

<p>Cycle parking</p>	<ul style="list-style-type: none"> • Prepare and submit a bid for cycle parking as part of wider transport infrastructure package for Hastings through the Local Growth Fund/LSTF. • Undertake an audit to identify the quantity and quality of cycle parking provision in the town. • Identify and agree an acceptable cycle parking design for the town to provide a consistent approach for cycle parking provision. • Identify locations for the installation of improved and new cycle parking in the town. • Deliver improved and new cycle parking if funding available. • Secure cycle parking provision alongside new development consistent with agreed design for town cycle parking provision. 	<p>ESCC, HUB</p> <p>ESCC, HBC, HUB</p> <p>ESCC, HBC, HUB</p> <p>ESCC</p> <p>ESCC, HBC</p>	<p>Spring 2014</p> <p>Autumn 2014</p> <p>Autumn 2014</p> <p>Autumn 2014</p> <p>2015/16 and ongoing</p> <p>Ongoing</p>
<p>Marketing, Training & Initiatives</p>			
<p>Marketing and promotion</p>	<ul style="list-style-type: none"> • Develop a promotional borough wide walking and cycling map. • Undertake an appropriate sustainable travel campaign. 	<p>ESCC, HBC</p> <p>ESCC</p>	<p>2015/16</p> <p>2015/16</p>
<p>Training</p>	<ul style="list-style-type: none"> • Deliver a targeted programme of Bikeability training for Years 5, 6 and 7 pupils in schools in Hastings where funding available. • Develop a cycle training centre in Hastings. • Deliver the Bikeability based training programme for adults - Learn It, Love It, Live It, when funding is available. 	<p>ESCC</p> <p>ESCC, HBC</p> <p>ESCC</p>	<p>Ongoing</p> <p>2015/16</p> <p>Ongoing</p>

<p>Walking and cycling initiatives</p>	<ul style="list-style-type: none"> • Develop and submit a bid to the DfI Local Sustainable Transport Fund – to deliver the Sustrans Bike It scheme with workplaces and schools in Hastings. • Deliver the Bike It Programme with workplaces and schools, subject to funding. • Provide monitoring reports on the ERDF Workplace Travel Programme to key stakeholders. 	<p>ESCC, HBC</p> <p>ESCC, Sustrans</p> <p>ESCC, Sustrans</p>	<p>Spring 2014</p> <p>2015 - 16</p> <p>Nov 2013 – July 2015</p>
<p>Monitoring</p>	<ul style="list-style-type: none"> • Provide key stakeholders with cycle count information for the town. 	<p>ESCC</p>	<p>Ongoing</p>

Appendix 3 Consultation stakeholders

As part of the consultation and the delivery of the strategy a number of key stakeholders were engaged:

- Hastings Strategic Partnership
- Sea Change Sussex
- ESDA – Hastings & Rother Disability Forum
- Hastings Town Centre Management
- Hastings & St Leonards Seniors' Forum
- Let's Do Business Group
- Hastings Area Chamber of Commerce
- Hastings Youth Council
- Hastings Voluntary Action
- Hastings Greenway Group
- East Sussex Disability Association
- East Sussex Fire & Rescue
- East Sussex Coast Ambulance Service
- Rother District Council
- Sustrans – South East Rep
- Highways Agency
- Southern Rail
- Southeastern
- Network Rail
- Stagecoach
- University of Brighton
- Sussex Coast College, Hastings

East Sussex County Council

County Hall

St Anne's Crescent

Lewes BN7 1UE

Phone: 0345 60 80 190

Website: eastsussex.gov.uk/contactus

May 2014 • 14-15 041

