



# Lancashire Safer Cycling Action Plan

**2024**

Road Safety



## Executive summary

### Background

Lancashire County Council and its road safety partners are committed to focusing on road safety improvements for the most vulnerable road users, including cyclists, under the principles of the 'safe system' approach. It is anticipated the action plan will include education and engagement, speed management and safety engineering, which will target 3 of the 5 pillars of the Safe System: Safer Speeds, Safer Road Use and Safer Roads & Roadsides. (Traffic management can include low traffic neighbourhoods (managing motorised traffic movements to reduce motorised traffic on certain roads).

This Safer Cycling Action Plan (SCAP) works on the basis that road safety is a shared responsibility however people, by nature can make mistakes. All road users should be mindful of their own responsibilities about their safety and that of others.

This SCAP has been developed with the insight and expertise of stakeholders, who regularly meet as a working group and contributed to the recommended actions consolidated in the plan. The plan focuses on understanding the risks and challenges faced by cyclists on Lancashire's roads and uses an intelligence-led approach to identify the most effective and significant interventions. (Best practice planning for Lower Traffic Neighbourhoods and pedestrianised streets in centres should also be included within part of the strategic planning process).

Improving the safety of our road infrastructure is a central focus of this plan, particularly in the design of junctions, roundabouts, signals, and cycle lanes. We have championed innovations, such as the introduction of the Preston Cyclops (Cycle Optimised Protected Signals) and will continue to invest in and develop the best and safest solutions for Lancashire's roads.

In publishing this plan we look to these stakeholders, and all others involved in cycle safety, to work together to deliver the improvements needed to make Lancashire a place where cyclists feel safe.

### SCAP data led approach to risk reduction.

The CRASH (STATS19) data, which is the information collected for any injury accident that occurs on the road network, informs us of the following regarding cycling in the Lancashire 12 districts:

- Cyclists are 8% of the overall Lancashire road casualties.
- Demographical, they are mostly male (30+) casualties.

- Cyclists are more likely to be in a collision with a car. (The main cause of collision is driver error).
- The top 2 contributory factors are failed to judge other persons path or speed and failed to look properly.
- Collisions occur mostly on roads with dry conditions.
- Collisions occur mostly on unclassified roads.
- Most collisions are on 30mph speed limit roads.
- Locations for collisions are more likely to not be at a road junction.
- In most collisions the driver is 'going ahead'.
- Commuting (weekdays at around 5pm) is a peak time for collisions.
- The highest occurrence of collisions are seen in the university cities of Preston and Lancaster.

(Notes - Lancashire 14, data for Blackburn and Blackpool will be added later and additional STATS19 data questions have been asked to LCC Business Intel).

## Risk reduction focus areas

The 6 identified focus areas of the SCAP to support Safer Speeds, Safer Road Use and Safer Roads & Roadsides, are as follows.

1. Car driver and Cyclist education and behavioural change
2. Cycle training delivery
3. Sustainable and Active Travel
4. Preston and Lancaster districts targeted engagement
5. Road infrastructure, improvement through design
6. Enforcement

Each area of focus are important to contribute to the overall safety of cyclists on our roads, however the data seems to suggest that the most importance factor to influence is car driver behavioural change.

### Car driver education and behavioural change

Support the Department for Transport educational campaign '[Travel Like You Know Them](#)', which sits as part of the THINK! portfolio. The campaign ran in spring and summer last year and was re-launched again in August 2023. [Campaign page](#) (scroll down for assets), [toolkit](#) and [FAQs](#).

- The 'Travel Like You Know Them' campaign has free-to-use assets, which include several scenarios linked with the Highway Code updates: 1.5m passing distance for people on bikes, giving way to people walking, and safe driving around horses.



- Use and promotion of the 'Safe Pass' cycle safety campaign.
- Promote the changes to the Highway Code on the hierarchy of vulnerable road users.
- Continue with the deployment of the LCC 'Slow Down Save Lives' temporary road signage.
- Introduce new LCC road safety signage for Safe Pass, '20s Plenty' and 'Share the Road' to support vulnerable road users in Lancashire.
- Introduce LCC Speed Indicator Devices and Variable Messaging Signs to support cycling safer.
- Comms/media plan

## **Cycle training delivery**

LCC to continue to commission delivery of the 3 levels of the UK national standard Bikeability cycle training programme to increase the overall number of schools participating in the Bikeability, and:

- Support the development of adult cycling training delivery
- Promotion of the 'Be Seen Be Safe' messaging for safer cycling

## **Sustainable and Active Travel**

- Work collaboratively across all LCC policy areas to promote cycling safer and increase participation of all abilities, through inclusive, community and school-focussed active travel, health, sport and recreational cycling programmes, activities and events:
  - i. Public Health and Active Travel support for safer cycling
  - ii. Development of strategic plans for safer cycling safer promotion
  - iii. Use of the Levelling Up Fund for safer cycling through inclusion in the East Lancashire Active Travel and Safer Greener Healthier Streets
  - iv. Continue to grow and maintain the National Cycle Network (NCN) to provide a strategic network of longer distance cycling routes for leisure, recreation, tourism and functional trips.
  - v. Work with stakeholders such Sustrans on promoting safer cycling routes.

## **Preston and Lancaster district Engagement**

- Education and engagement on safer cycling, including the promotion of champions within these districts to encourage peer groups to increase safer active travel to and from places of study/work.

- Lancashire cycling clubs' engagement.

## Road infrastructure, improvement through design

- Through road safety schemes a commitment to improve safer cycling infrastructure
- Through delivery of the Local Cycling and Walking Infrastructure Plans (LCWIPs)
- To create more attractive places and to encourage safer cycling
- Focus will be given to improvements in urban areas where the highest levels of cycling are likely to be achieved and strategic plans are in place to install and improve active travel infrastructure.
- ATEs (Active Travel England) goal is for everyone in the country to have an attractive and safe choice to ride, wheel or walk. ATE is set up to both consult and review all new cycling infrastructure projects in the UK (adhering to LTN 1/20 the national standard for cycling infrastructure design in the UK).
- The continued development of Lancashire's Local Transport Plans, that will drive a step change in attitudes and behaviour in helping to establishing safe, inclusive, affordable and travel.

## Enforcement

Raise awareness of the benefits to cyclists and drivers of vehicles driving at or below the speed limit (especially in 20mph areas) through engagement with the police and community road watch schemes.

- Promotion of Ops Snap, for cyclists' submission of bike-cam footage on inconsiderate and dangerous driver behaviour
- Forging further partnership working between LCC and Lancashire Constabulary on cycling PPE and use of illegal e-bikes on Lancashire's road

## Delivery of the 6 focus areas of CSAP

It is proposed that a delivery group of Lancashire stakeholders would be established to continue to meet frequently to ensure that deliver of the 6 risk reduction areas of the SCAP are monitored and reviewed to ensure delivery success.

## Success of the SCAP will be measured by:

### Primary Measures

- A reduction in the number of cycle KSIs (killed or serious injury) collisions, (measured by DfT approved STATS19 collision injuries (taken from Lancashire Insight)).



- Increase of safer cycling (measured by the overall percentage of cycling collisions compared to the millions of miles travelled, i.e., the comparative risk compared to other modes).

#### Secondary Measures

- An increase in awareness of road safety schemes to support safer cycling (measured through media/webpage hits).
- An increase in the number of people take part in cycle training (measured through Bikeability and numbers in the take up of other cycling training numbers).
- Raised driver awareness of the principles of 'Safe Pass' campaign (measured through media/webpage hits).
- Raised awareness of the changes to the Highway Code on the hierarchy of vulnerable road users. (Measured through media/webpage hits).

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