



Ipswich Cycling and Walking Charter

Briefing for Organisations

Enabling cycling and walking will help Ipswich tackle its challenges of pollution, congestion and unhealthy lifestyles.

A comprehensive, convenient and connected network of cycle and footpath infrastructure enables people to choose cycling or walking as the safe, natural choice for a large proportion of everyday journeys. This frees up road space for essential car journeys.

“We, the people, businesses, organisations and schools in Ipswich want our town to be a vibrant place to work, study, thrive and do business. We recognise that:

- Cycling and walking have an important part to play in addressing Ipswich’s challenges of pollution, congestion and inactive lifestyles.
- Cycling and walking support business, boost economic productivity and contribute to the health and well-being of our workforce.
- Pressure on the growing town will be relieved if more people cycle and walk.
- Increased physical activity helps ease the burden on our health and social care services.

We want Ipswich to be a town where:

- Children can cycle and walk to school or college safely,
- People can travel to work safely, directly and easily on a convenient and connected cycle and footpath network,
- Our roads and public spaces put people first and make cycling or walking the safe, natural choice for a large proportion of everyday journeys,
- Cycling and walking contribute to our prosperity, help us stay healthy and keep people and goods moving.

We want to support our leaders in delivering this better future for the people, businesses, organisations and schools of Ipswich.”

FAQ

What is the Ipswich Cycling and Walking Charter?

The Ipswich Cycling and Walking Charter is a simple statement of support for cycling and walking as the means of making Ipswich a better town. It outlines the benefits cycling and walking can bring to our town and is something that businesses, schools, the health sector, shops and individuals can readily support.

What are we trying to achieve with the Charter?

The Charter enables organisations across the town to express their support for cycling, showing they understand that cycling and walking are good for business, good for our health, good for the economy and build a better town for us to live in. Charter signatories demonstrate to Ipswich and Suffolk's leaders that there is wide support for cycling and walking and a growing consensus for investment in better cycling infrastructure.

Why doesn't the Charter talk about segregated infrastructure, reducing traffic, filtered permeability and other cycling infrastructure solutions?

The Charter is about the principle of enabling cycling and walking rather than the specific road design solutions. The wording deliberately stays away from stating specific design or policy measures that will get people to cycle (e.g. segregated paths). These design discussions will come later when engaging with Council Officers and Councillors.

Is the Charter just for businesses or can individuals support it too?

Individuals are encouraged to support the Charter. The Charter was created primarily to enable businesses / organisations to show their support for cycling. Organisations can range from large employers in the town, businesses, shops, schools, colleges, health practices, gyms, churches, youth clubs, emergency services.

By signing the Charter are organisations showing support for Cycle Ipswich?

No. We recognise that many organisations will be happy to support a call for better cycling and walking provision without needing to join or align themselves with Cycle Ipswich, who are the promoters of the Charter.

Will the organisations who support the Charter be made public?

Yes. The purpose is to enable organisations to visibly support the Charter's aims. Organisations may also wish to issue a press release and Tweet themselves to express their support for the Charter. The Charter will echo many organisations' sustainability policies and we anticipate most organisations will welcome the opportunity to support this initiative publicly.

How do organisations and individuals indicate their support for the Charter?

There are three ways:

1. **Online:** simply go to the website (Ipswichcyclingcharter.org.uk) to register your support for the Charter.
2. **Verbally:** Speak to the person who brought the Charter to your attention and indicate your support. They will then register this onto the website.
3. **Go public:** draft a press release indicating your organisation's support for the Charter. Quotes and copy for a press releases can be made available by emailing info@Ipswichcyclingcharter.org.uk or using examples from here.

How will support for the Charter be publicised?

As organisations indicate their support for the Charter this will be shared through social and other media. There may be Charter events to create newsworthy interest in the growing support for the Charter.

What will this achieve?

Enabling cycling and walking will help Ipswich tackle its challenges of pollution, congestion and unhealthy lifestyles. A comprehensive, convenient and connected network of cycle infrastructure and footpaths enables people to choose cycling or walking as the safe, natural choice for a large proportion of everyday journeys. This frees up road space for essential car journeys.

Does the Charter have an underpinning of fact and research?

Yes. Some of the supporting research and Council/Government strategies are summarised in the appendices to this briefing. Some relevant facts and figures are presented in the table below.

35%-50%	Reduction in risk of type 2 diabetes for someone who is active every day	Read more
9-12X	Higher levels of air pollution inside cars than for cyclists and pedestrians.	Read more
4	Of the UK's top 10 most polluted doctor's surgery sites are in Ipswich (measured in terms of levels of PM _{2.5} particulate concentrations in the air).	Read more
5	Air Quality Management Areas in Ipswich, where levels of Nitrogen Dioxide (NO ₂) have consistently exceeded legal levels (40µg/m ³) over many years.	Read more
40%	Road traffic contributes 40% of carbon emissions in our region and is the only sector in which emissions are still growing	Read more
£7.3 bn	Estimated cost to the NHS of physical inactivity and it is responsible for one in six deaths in the UK	Read more
63	People a year in Ipswich killed by air pollution	Read more
308	people killed or seriously injured on Suffolk's roads in 2019	Read more
3%	Average increase in motor traffic in Ipswich over five years to 2019	SCC data

Up to 30%	Amount by which high street walking and cycling improvements have been shown to increase retail sales	Read more
Up to 5X	Retail spend per square metre for cycle parking, compared to car parking.	Read more
Up to 40%	Higher spend over a month for people who walk to the high street, compared to those who drive.	Read more
Up to 10 years	Research shows adults who cycle regularly have fitness levels of someone up to 10 years younger.	Read more

Contacts

Ipswich Cycling Charter email: info@ipswichcwcharter.org.uk

Ipswich Cycling Charter website: ipswichcwcharter.org.uk

Cycle Ipswich Website: CycleIpswich.org.uk

Cycle Ipswich Twitter: twitter.com/CycleIpswich

Appendix A – Some Underpinning Research and Publications

TfL “Walking and Cycling: The Economic Benefits”, 2018 ¹

<http://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf>

- High street walking, cycling and public realm improvements increase retail sales by up to 30%
- People who walk and cycle take more trips to the high street over the course of a month
- Cycle parking delivers five times the retail spend per square metre than the same area of car parking
- Over a month, people who walk to the high street spend up to 40% more than people who drive to the high street
- 9 in 10 BIDs say walking and cycling creates vibrant areas, 83% say it attracts more customers

“The Value of Cycling”, DfT sponsored research from University of Birmingham & Phil Jones Associated. Mar’16: ²

- Economic growth can result from high density, cycle friendly urban design
- Reduced infrastructure maintenance costs come with catering for active travel and are typically 33% lower.
- Cycle parking allows 5 times more retail spend than the same space for car parking. Furthermore, a compact town optimised for walking and cycling typically delivers a ‘retail density’ (spend per square metre) 2.5 times higher than typical urban centres.
- Residential property values rise 1% when motor traffic is reduced 50%
- Facilitation of cycle to work leads to lower staff turnover.
- Cycling can reduce absenteeism
- Children who walk or cycle to school tend to be more attentive and achieve greater results

Public Health England: “Working Together to Promote Active Travel A briefing for local authorities” ³

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial ‘win-wins’ that benefit individual people and the community as a whole

- physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society
- the growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity

¹ [Walking and cycling: the economic benefits \(tfl.gov.uk\)](http://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf)

² [The value of cycling \(publishing.service.gov.uk\)](http://publishing.service.gov.uk)

³ [Working Together to Promote Active Travel A briefing for local authorities \(publishing.service.gov.uk\)](http://publishing.service.gov.uk)

- building walking or cycling into daily routines are the most effective ways to increase physical activity
- short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce.

Cycling UK (formerly CTC) - business benefits of cycling briefing ⁴

- Cycling could substantially reduce these risks, while strengthening local economies in both urban and rural areas; supporting local businesses and property values; boosting the economic productivity of a healthy and satisfied workforce; and enabling disadvantaged groups to gain skills and access employment opportunities.
- The average economic benefit-to-cost ratio of investing in cycling & walking schemes is 13:1.
- Academics who studied the cost benefit analysis used by Copenhagen to decide whether to build new cycling infrastructure, concluded that cars cost society and private individuals six times more than cycling.
- On average, cycle commuting employees take one less sick day p.a. than non-cyclists and save the UK economy almost £83m.
- Although cyclists may spend less than car-borne shoppers per trip, their total expenditure is on average greater because they tend to visit the shops more often.
- On 9th Avenue (Manhattan), where a high-quality cycle lane was rebuilt in late 2008, retail sales increased by up to 49%, compared to 3% borough-wide.

⁴ [Cycling and the economy | Cycling UK](#)

Appendix B – Council and Government Policies

Department for Transport - Gear Change: A bold vision for cycling and walking⁵

“We want – and need – to see a step-change in cycling and walking in the coming years. The challenge is huge, but the ambition is clear. We have a unique opportunity to transform the role cycling and walking can play in our transport system, and get England moving differently.”

National Planning Policy Framework⁶

Paragraph 29 of the National Planning Policy Framework states that ‘The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.’

Paragraph 30 goes on to state that ‘Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport.’

Paragraph 35 states that ‘Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, development should be located and designed where practical to...give priority to pedestrian and cycle movements, and have access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones.’

Suffolk Cycling Strategy⁷

The Suffolk Cycling Strategy was adopted by Suffolk County Council in 2014. The Strategy aims to:

- Encourage cycling across all sectors of the community, supporting Suffolk’s ‘Most Active County’ ambitions;
- Promote a transfer to cycling (and walking) for short private car trips, supporting Suffolk’s ‘Creating the Greenest County’ ambitions;
- Promote the benefits of cycling for public health and long term savings in the health budget;
- Foster enthusiasm for cycling in young people;
- Plan and design for the future with cycling in mind; and
- Create a safe and cycle friendly environment.

⁵ [Cycling and walking plan for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

⁶ <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

⁷ [X0005 - Cycle Strategy booklet v01 \(suffolk.gov.uk\)](http://suffolk.gov.uk)

Suffolk Local Transport Plan 2011-2031⁸

“Transport emissions will grow significantly if no action is taken. In the longer term technological changes such as improved vehicle efficiency and the development of electric vehicles will help reduce emissions associated directly with transport. In the short to medium term the adoption of more sustainable ways of travel for people and goods will be required if there are to be significant cuts in transport emissions, or a reduction in the need to travel through greater use of information communications technology such as teleconferencing. It is in this area that it will be possible for local interventions to make a significant contribution. Emission reductions in the transport sector will require a shift in the way transport investment is allocated and will require some difficult decisions.” (p.14)

Ipswich Borough Council Supplementary Planning Document: Cycling Strategy⁹

“The objectives of this Supplementary Planning Document are ... to increase levels of cycling within Ipswich by:

- Ensuring all new developments facilitate cycling for all;
- Setting the framework for the creation of a safe, cohesive, attractive cycle network, including provision for parking cycles, throughout Ipswich where practical;
- Supporting improved provision for cycling within existing development;
- Strengthening and reinforcing the existing role of the Council in promoting cycling.”

East Suffolk Cycling and Walking Strategy¹⁰

“The purpose of the Strategy is to help make cycling and walking in East Suffolk, whether for work, school or leisure, safer, more convenient and more desirable for all ages and abilities. We therefore want to create a better-connected network of high-quality cycling and walking routes throughout East Suffolk and take advantage of the opportunities that new development can bring in achieving this objective.”

⁸ [Transport strategy and plans | Suffolk County Council](#)

⁹ [cycling_strategy_spd.pdf \(ipswich.gov.uk\)](#)

¹⁰ [East Suffolk Cycling and Walking Strategy » East Suffolk Council](#)