



Digital ISBN 978 1 4734 6102 4
© Crown copyright 2016
WG28150

Contents

Foreword	2
1 Introduction	3
2 Vision	5
2.1 What are we trying to achieve?	5
2.2 How active travel relates to wider objectives.....	5
3 Leadership	7
3.1 National level	7
3.2 Local level and cross-boundary.....	7
4 Legislation, Standards & Tools.....	9
4.1 Legislation.....	9
4.2 Infrastructure design.....	9
4.3 Transport tools	10
4.4 Planning policy	11
4.5 National Curriculum	11
4.6 Other standards.....	11
5 Infrastructure	14
5.1 Direct Welsh Government transport investment	14
5.2 Welsh Government grant funding for transport investment.....	15
5.3 Mainstreaming of active travel in other capital schemes.....	15
5.4 Use of developer contributions.....	15
6 Promotion & Behaviour Change	17
6.1 Communication & awareness raising.....	17
6.2 Information & Advice	18
6.3 Consultation & Engagement.....	18
6.4 Behaviour change interventions	19
6.5. Interaction between different types of transport users.....	21
7 Skills & Training	23
7.1. Professionals	23
7.2. Decision makers	24
8 Monitoring & Evaluation	25
8.1. Monitoring	26
8.2. Scheme level monitoring and evaluation	27
8.3. Monitoring of the Action Plan.....	27
Annex 1 -Summary of Actions.....	29
Annex 2 – Active Travel Board Terms of Reference.....	32

Foreword

With the Active Travel (Wales) Act 2013, we have set Wales on a path to help transform our country into an ‘active travel nation’.

We face major challenges in securing our nation’s physical and mental well-being, now and that of future generations. Increasing levels of walking and cycling offers a very straightforward way of achieving multiple benefits to help us achieve this.

It offers a simple way of building physical activity into everyday lives and bringing associated health improvements; it reduces motorised traffic and with it air pollution, carbon emissions and congestion; it helps make people and communities feel more connected and boost local businesses; it offers low cost mobility, enabling access to education, jobs and services.

Realising these benefits requires a real change in how people in Wales travel for shorter everyday journeys. Whereas currently around 6 percent of adults cycle and 64 percent walk at least weekly for active travel journeys, our aspiration is to see this rise substantially by 2026. Encouraging and enabling this to happen will require the concerted efforts not just of the Welsh Government, but of our partners: local authorities, health professionals, the education sector, businesses, the third sector and not least the people of Wales.

This Action Plan sets out the actions we as Government will take. These will need to be complemented by the strategic plans of partners across Wales.

Edwina Hart MBE CStJ AM
Minister for Economy, Science and Transport

February 2016

1 Introduction

The Welsh Government wants to increase levels of walking and cycling in Wales to realise the many benefits that travelling actively brings - for individuals and for society. In the Programme for Government, we made a commitment to introduce legislation in support of this aim. The Active Travel (Wales) Act 2013 (Active Travel Act) received Royal Assent in November 2013 and came into force in September 2014. It paves the way for a lasting transformation of how we plan and build walking and cycling infrastructure as well as encourage behaviour change in Wales. But the Act is only a part of the picture. It needs to be accompanied by a range of wider reaching actions and changes by government and others in order to achieve the change we wish to see.

The Active Travel Act focuses on walking and cycling as a mode of transport, i.e. for purposeful journeys. Purely recreational walking and cycling were not covered by the Act. The Welsh Government strongly supports recreational walking and cycling and cycle sport. Many of the actions included in this document will benefit recreational or competitive walking and cycling just as much as active travel journeys. As in the Act, 'walking' in this plan includes the use of wheelchairs and mobility scooters, and 'cycling' includes the use of electric bikes, but not motorcycles.

In 2014 we consulted on a draft Active Travel Action Plan. The consultation responses made clear that, while there was much support for the aims of the Action Plan and much of its detailed content, there was a widespread desire for an Action Plan that expressed its ambition and strategic direction and links more clearly and was less time-limited. This document has been developed in response to those concerns and suggestions. Figure 1 shows its structure. The Plan has been discussed at the Active Travel Board, which will have an on-going role in supporting its implementation.

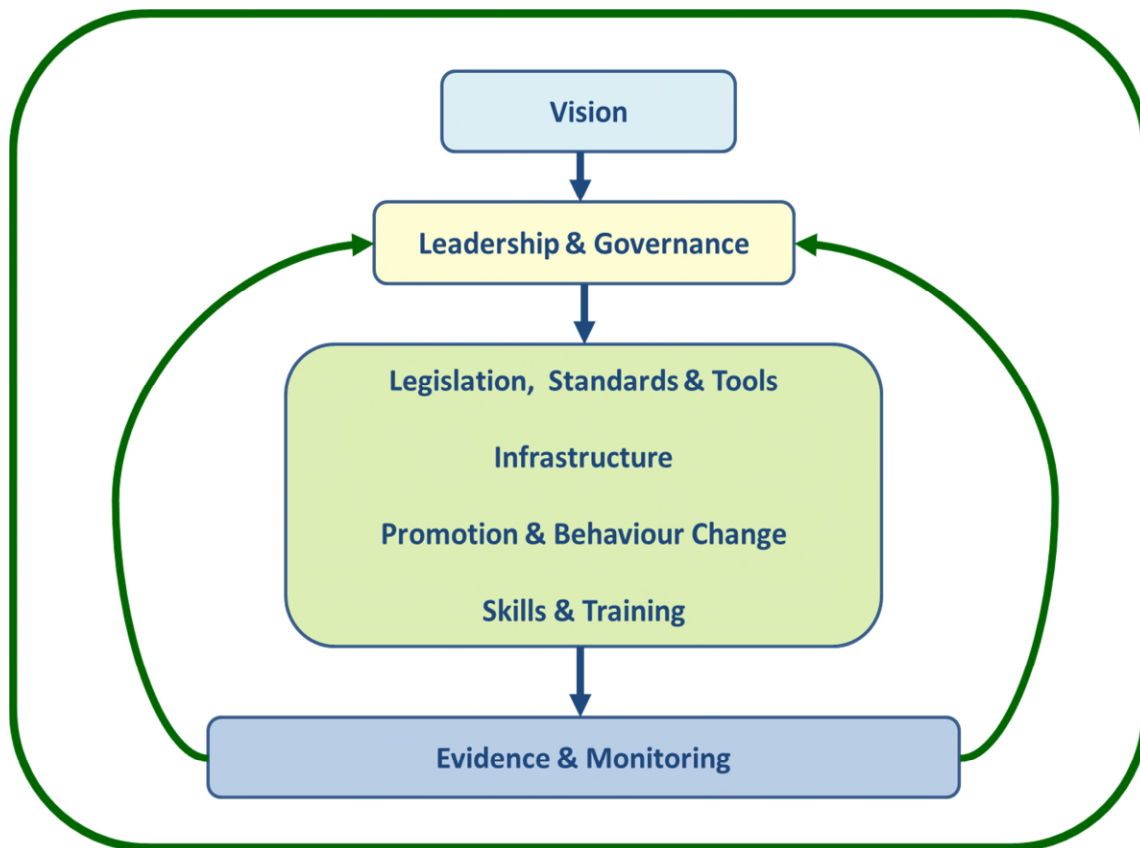


Figure 1 - Structure of Active Travel Action Plan

The purpose of this Plan is to set out:

- the Welsh Government's vision for active travel and how it relates to our wider aims
- how we will work with others to achieve the changes required
- how we will embed consideration of active travel across different portfolios
- how we will monitor progress against these actions and the rates of active travel across Wales

What this plan **does not do**:

- reiterate why we support Active Travel – the case has been made comprehensively during the passage of the Active Travel Bill, which was passed unanimously in the National Assembly

2 Vision

2.1 What are we trying to achieve?

For people in Wales, we want walking and cycling to become the preferred ways of getting around over shorter distances.

To realise our vision, we must achieve a culture shift in Wales at a policy and at the population level. At present, too many people in Wales rarely or never make active travel journeys, and too often active travel is not a mainstream consideration when new services or facilities are delivered. This action plan sets out the key areas where the ambition of the Active Travel (Wales) Act 2013 will be delivered.

We recognise that different areas of Wales present very different circumstances; opportunities for people to be able to travel on foot and by bicycle for their everyday journeys vary greatly between rural and urban areas and we have limited data. This makes defining a set of targets difficult. This action plan sets out the priority areas to enable more people to use active travel more often, with the aim of significantly increasing the proportion of the population who walk or cycle for short journeys. Further detail is provided in Section 8.

2.2 How active travel relates to wider objectives

The overall vision for Wales is expressed in the seven well-being goals in the Well-being of Future Generations (Wales) Act 2015 and the Sustainable Development Principle and ways of working which need to underpin them (shown in Figure 2). Forty-four public bodies listed in the Act have a duty to contribute to achieving these goals and adhere to the principles underpinning them.

Increasing rates of active travel in Wales will directly support the achievement of every one of the well-being goals. This means that supporting active travel is a very straightforward way in which local authorities and the Welsh Government can contribute to meeting their duties not only under the Active Travel Act, but also under the Future Generations Act.



Figure 2: Well-being of Future Generations (Wales) Act 2015, Well-Being Goals and Sustainable Development Principle

Equally, the Sustainable Development Principle with its five ways of working are fundamental to the way in which active travel interventions should be planned and delivered:

- Long Term: with a view to realise the long term benefits and taking account of future development plans;
- Prevention: preventing ill-health, car dependency, isolation, lack of access to employment and training opportunities;
- Integration: across transport modes, land uses, complementary activities;
- Collaboration: within and across organisations and boundaries;
- Involvement: of transport users, potential users and those otherwise affected.

This Action Plan was developed with these ways of working at its centre: It sets out our long term vision, which aims to help prevent ill-health, environmental deterioration, and social exclusion; it has been prepared through dialogue and deep engagement with internal and external partners and the actions build links between and integrate activities across different sectors.

3 Leadership

Ministerial leadership has been instrumental in delivering the Active Travel (Wales) Act 2013 into legislation. Welsh Ministers will continue to lead the implementation of the Act throughout Wales. The Active Travel Act received strong support across the political spectrum, reflecting that its aims are widely shared and that increases in active travel will bring wide ranging benefits that go far beyond the transport sphere. To realise these benefits, it is essential that there is strong cross-portfolio commitment, both in terms of funding as well as delivery.

3.1 National level

Lead responsibility for active travel in the Welsh Government sits with the Minister for Economy, Science and Transport. In recognition of the cross-departmental importance of active travel, the Active Travel Board was established in 2014. Its role is to provide strategic support to the implementation of the Active Travel Act and wider actions supporting increases in walking and cycling. It is made up of representatives of the main government departments and agencies, the voluntary sector and local authorities. The Board has an independent Chair. Current membership and Terms of Reference of the Board are at Annex 2.

The Board will continue to have oversight of progress with the implementation of the Active Travel Act and this Action Plan, use their expertise and networks to support communication and promotion of active travel, champion active travel within their own organisations and advise on development and delivery of active travel interventions. There is clear common purpose between our aim to increase levels of physical activity in Wales and increasing walking and cycling. The Active Travel Board will make close links with the work of other high level groups working on related topics, such as physical activity.

3.2 Local level and cross-boundary

The duties of the Active Travel Act relate to local authorities and Welsh Ministers, but Public Services Boards with their strategic, cross-service remit, have the potential to fulfil a

an important role at the local level in championing and overseeing active travel delivery across partners' activities.

Local authorities are encouraged to engage widely in how they meet their mapping and planning duties under the Act, including with neighbouring authorities on cross boundary routes and networks. Whilst collaboration with other authorities is not mandatory, there are many places in Wales where the development of networks that are fit for purpose will greatly benefit from it.

All local authorities should establish effective mechanisms for engagement and consultation with external partners, but it is just as essential that this happens within local authorities themselves. Active Travel is too often considered a transport issue, when many of the benefits will be felt by employers, schools, colleges as well as health and social service providers. Supporting increases in walking and cycling should therefore be tackled as a service-straddling issue in local authorities, as well as across Welsh Government departments.

Actions - Leadership

- 1. The Minister for Economy, Science and Transport provides Ministerial oversight to implementation of the Active Travel Act and Action Plan and champion cross-departmental co-ordination. Examples of Ministerial cross departmental activity are reported through the annual report.**
- 2. The Active Travel Board provides national strategic oversight of delivery of the Active Travel Act and the Action Plan and use members' organisational capacities to champion active travel.**
- 3. The Welsh Government will work closely with local authorities to communicate how active travel directly supports the well-being goals and benefits cross service delivery.**

4 Legislation, Standards & Tools

In order to achieve our vision of making walking and cycling the most 'natural' way of getting around, it must be incorporated into the legal, regulatory and advisory frameworks and tools that govern and support what we do. This extends beyond those focussed on transport. It needs to be mainstreamed into areas as diverse as the National Curriculum and Health Standards.

4.1 Legislation

The Active Travel (Wales) Act 2013 provides the primary legal foundation on which active travel in Wales will be supported. It is supplemented by subordinate legislation, which includes the Direction on the designated localities to which certain provisions in the Act apply and Directions to Local Authorities specifying or modifying how and when certain duties have to be met. We will seek to learn from the first iteration of the process of producing both sets of maps by local authorities. We will keep the list of designated localities under review and where necessary make amendments. We will also revise the Delivery Guidance accompanying the Act, where required.

The Wales Bill will devolve further legislative powers over transport. We will consider how these can best be used to improve road safety, in particular for vulnerable road users such as pedestrians and cyclists.

Beyond the transport sphere, we will work with colleagues across departments to consider other legislative opportunities to strengthen active travel, where these arise.

4.2 Infrastructure design

We published statutory Design Guidance to supplement the Active Travel Act in December 2014. This Guidance provides advice on the planning, design, construction and maintenance of active travel networks and infrastructure and is to be used at all stages in the process. Use of the Guidance is mandatory for highways authorities in Wales, i.e. local authorities and Welsh Government, setting out the standards new and improved infrastructure for walking and cycling is expected to meet.

The Guidance sets out a range of design options for different types of infrastructure, from the tried and tested to more experimental design elements and explains when these may be appropriate (Standard details/ suggested details/ possible details). It is the intention that, over time, we learn from where these different elements have been used and gather evidence to amend their rating, so ‘possible’ solutions can become ‘suggested’ or ‘standard’, if successful – or be removed if found to be problematic, and new elements can be incorporated.

We will set out the mechanisms for learning from the application of the Design Guidance, establishing best practice and reviewing the rating of elements.

4.3 Transport tools

Active Travel Data Management System

The Welsh Government funded an initial survey of active travel infrastructure in all designated localities in Wales, the results of which were captured in a custom built data management systems. All local authorities can access and amend data on infrastructure in their area. The system provides mapping capability, which will ensure a level of consistency between local authorities’ approaches to meeting their mapping and reporting duties under the Active Travel Act. The system has potential to be used beyond the remit of the Act, and its wider use is encouraged. Due to the high degree of detailed information required by local authority users, the system in its current form is not suited to making it available to the public. As it represents a rich resource of information, we will be looking at ways in which the information can be made publicly available in a simplified, user friendly, and ideally interactive way.

Transport appraisal

All transport projects receiving Government funding must be subject to an appraisal on the basis of Welsh Transport Planning Appraisal Guidance (WelTAG). WelTAG is currently being revised. Previous methods of transport appraisal have been criticised for inadequately reflecting wider benefits of active travel schemes, in particular health benefits. The revision will consider how capturing these benefits can be accurately incorporated into appraisal.

4.4 Planning policy

The planning system has a key role to play in facilitating active travel. Planning Policy Wales (PPW) and Technical Advice Note (TAN) 18: Transport promote walking and cycling, in line with the aims of the Active Travel (Wales) Act 2013. The recent update to PPW (Edition 8, January 2016) includes a factual update to highlight the link between the planning system and the Active Travel (Wales) Act 2013. We will also be considering whether the guidance in TAN 18 would benefit from being updated to further promote active travel and making suggestions to the next Welsh Government. We will also update TAN 12: Design to refer to the Active Travel (Wales) Act 2013 and highlight the importance of the design and layout of new development in promoting active travel journeys and in the creation of new and improved active travel routes and related facilities.

4.5 National Curriculum

Incorporating active travel into the daily routine for children and young people is a priority to support development of a culture of active travel in Wales. In school settings, opportunities exist within the current National Curriculum for schools to develop pupils knowledge and understanding of the benefits of active travel, i.e. as part of delivery of the programme of study for Physical Education, and within the *Personal and Social Education (PSE) Framework for 7-19 year olds in Wales*, linking to promotion of health and wellbeing, and sustainable development and global citizenship. We will continue to raise awareness in schools of specific resources to support this area of learning as considered appropriate, for example national standards cycle training.

As part of taking forward the recommendations in Professor Donaldson's report *Successful Futures*, we will also look to ensure that the requisite skills children need to become competent and confident active travellers are recognised and supported within the new Curriculum for Wales through the Health and Well-being Area of Learning and Experience.

4.6 Other standards

The 'Healthy Working Wales' programme delivered by Public Health Wales includes modules on physical activity within both the Corporate Health Standard and Small Workplace Health Award. The criteria and guidance for these awards emphasise the benefits to both employers and employees of promoting and enabling active travel. In the

Corporate Health Standard, the module is supported by Sustrans Cymru and Ramblers Cymru, and is tiered from providing active commuting information for the Bronze Standard to planning to use lower carbon options for transport for the Platinum Standard, for example.

The Welsh Network of Healthy School Schemes (WNHSS) encourages the development of health promoting schools across Wales. In order to support schools, the Welsh Government set up and accredited 22 local schemes as part of the WNHSS. Each local scheme employs healthy school practitioners who work directly with schools to help them identify their own health improvement needs within the national framework, and then implement actions.

Indicators for the WNHSS National Quality Award (NQA) were issued in 2010. These indicators look for a whole school approach across seven health topics, including food and fitness, across the areas of leadership, curriculum, school environment and ethos, and family and community involvement. Schools need to have been involved with the WNHSS for a minimum of nine years before they can apply for the NQA. Schools involved within the scheme are encouraged to consider walking and cycling as part of their healthy school work, this could include activities such as the provision of cycle racks, walking bus, and engaging with initiatives such as walk to school week.

We will explore how links with complementary school based activities can be used to strengthen the active travel elements of the scheme.

Actions – Legislation, Standards and Tools

- 4. We will keep subordinate active travel legislation under review, learning from early implementation of the Active Travel Act.**
- 5. We will consider how new transport powers can best improve road safety in Wales, in particular for pedestrians and cyclists. We will consider other legislative opportunities for strengthening active travel where they arise.**
- 6. We will keep the Design Guidance under review, building on feedback from local authorities on the use of different design elements.**
- 7. The Active Travel Data Management System will provide a joint resource to capture, manage and publish information on active travel infrastructure in Wales. We will explore ways to provide public access to key information.**
- 8. We will incorporate health impacts into a revised WeITAG.**
- 9. Consider whether TAN 18: Transport and TAN 12: Design would benefit from being updated to further promote active travel through the planning system.**
- 10. As part of delivery of the Curriculum in Wales, we will encourage schools to raise awareness of the importance of active travel, and in ensuring the health and well-being of pupils.**
- 11. We will consider how active travel elements of both the Corporate Health Standard and the Welsh Network of Healthy Schools Schemes National Quality Award can be strengthened.**

5 Infrastructure

Availability of good quality walking and cycling infrastructure in places across Wales is essential to achieve our vision. Whilst there are some exemplary routes, current provision tends to be inconsistent, disjointed and in some cases not fit-for-purpose. We need to move from a situation where people walk and cycle despite a lack of suitable infrastructure, to a situation where people choose to walk and cycle, because it is easy, safe and convenient and desirable. Good quality environments are key to this vision as it is proven that people are more likely to walk and cycle if the environment around them is a desirable place to be. Investments in infrastructure need to ensure the green environment is considered.

The Act has created the foundation that will ensure that we will be able to direct investment better – on the basis of an accurate understanding of current shortcomings and well thought out plans for integrated networks. To boost the creation of good quality infrastructure, we need to maximise funding from across a range of sources, including the private sector. We will develop the funding strategy that will consider the merits of setting a fixed rate of active travel transport funding against other funding options.

Children and young people are a priority: active behaviours learnt and mainstreamed early will help establish healthy behaviours for life. We must create environments where children are safe to get around on foot or by bicycle for the journeys they want to make as part of their daily routines. Consulting with young people has been and continues to be a mandatory requirement for local authorities as they plan their active travel networks of the future.

5.1 Direct Welsh Government transport investment

The Active Travel Act requires the Welsh Government to take reasonable steps to enhance the provision for walkers and cyclists whenever it invests in highway infrastructure. We will therefore ensure that all future highway construction and improvement schemes consider walking and cycling provision from the outset. We will also seek to enhance provision for walkers and cyclists when we invest in public transport

infrastructure, as part of the integrated transport solutions for the city regions, or linked to railway station improvements.

5.2 Welsh Government grant funding for transport investment

The Welsh Government currently makes funding available to local authorities under a number of transport grants. Creation and improvement of active travel infrastructure that complies with the Design Guidance will be a key focus of the Safe Routes in Communities and Local Transport Fund grants and will also feature strongly in schemes supported by Road Safety Grant. As part of the development of the funding strategy, we will review the suitability of the current grant arrangements in light of the requirements of the Active Travel Act and amend if needed.

5.3 Mainstreaming of active travel in other capital schemes

The Welsh Government provides funding for a variety of large investment schemes under programmes such as 21st Century Schools and for NHS projects. These types of schemes are important trip generators. We expect that the quality of provision for walking and cycling access for staff and pupils, or staff, patients and visitors respectively has been considered in all education and health related projects which bid for Welsh Government capital and revenue funding. This consideration will be part of the scrutiny and appraisal process of each proposal.

When bringing forward and facilitating the development of sites for economic development purposes a suite of sustainability tools are used to identify opportunities to include walking, cycling and multi modal transport.

5.4 Use of developer contributions

For new developments there are established mechanisms to fund new infrastructure required to support these, including active travel routes and facilities. Local authorities can charge a Community Infrastructure Levy (CIL) on new development in their area to support infrastructure needed. The system applies a charge to most new buildings with the charge based on the size and type of the new development where there is an adopted charging schedule in place. For infrastructure needs that are directly linked to a new development there also remains the opportunity to fund these through negotiated planning obligations.

Local authorities are encouraged to include consideration of required active travel infrastructure both in setting CIL charging schedules and in individual negotiations.

Actions – Infrastructure

- 12. We will develop the funding strategy for active travel investment**
- 13. We will consider and enhance provision for walkers and cyclists whenever we make direct investments in transport infrastructure**
- 14. We will continue to make grant funding available for high quality local active travel schemes.**
- 15. We will require consideration of access for walkers and cyclists before we support capital investments.**

6 Promotion & Behaviour Change

The creation of good infrastructure and legislative and regulatory frameworks are essential elements to enable increased uptake of walking and cycling. Even on their own, it is likely that they would lead to increased numbers of walking and cycling journeys, but there is a risk that these would mainly be made by people who were already making active travel journeys before they were put in place.

To reach the third of the adult population who do not make any active travel journeys and get them to use active travel, different approaches to promoting active travel are needed. These need to range from communication and awareness raising to proactive behaviour change initiatives. Proactive and high quality programmes to help children and young people establish active travel behaviours play a part in this. For many adults, accompanying their children on short journeys is also a good way to build walking and cycling into their daily routine.

Under the Active Travel Act, local authorities also have a duty to promote active travel. This can take a variety of forms and be at scheme or wider level. To support their work, the Welsh Government will progress the development of a promotion and engagement toolkit, collating best practice and available resources.

6.1 Communication & awareness raising

Reflecting the cross sector benefits of active travel, it is important that active travel messages are incorporated into communication in many different contexts and to many audiences, both in principle and for specific local networks, routes and schemes. Welsh Government Transport officials will develop a core communication and engagement strategy in collaboration with other Welsh Government departments and the Active Travel Board, which will include national events, newsletter and website and consider initiatives that increase the profile of active travel and be regularly updated. Members of the Active Travel Board will take a lead in facilitating wider dissemination through their own organisations and networks.

There already exist a number of broad partnership groups at national and local level that can act as advocates for active travel. The Active Travel Board at the national level and active travel planners at the local level need to make links and influence such groups and their strategies and action plans to make use of opportunities to increase participation in active travel.

6.2 Information & Advice

There already exists a wealth of sources of information and advice on active travel. This in itself can make it challenging for members of the public to access exactly the information they require. The Welsh Government will scope the development of an online active travel portal for Wales, which will clearly signpost internet users to the most appropriate sources. In order to be effective, this will need to be regularly maintained and updated to reflect changes in best practice.

Traveline Cymru, the travel information portal for Wales, already provides an active travel journey planning function. The Welsh Government will work with Traveline Cymru to explore how this can be improved and, in the future, link to the latest available active travel data from the active travel mapping system and be effectively marketed to its users.

6.3 Consultation & Engagement

The Active Travel Act emphasises the importance of effective consultation in the development of existing route and integrated network maps. This will ensure that the views of active travel users, potential users and those potentially otherwise affected by plans can be fully considered.

Broad and active consultation and engagement on plans for active travel requires significantly more effort than a very basic consultation process, but it will also increase awareness and likelihood that people will use the infrastructure when it is in place, and hence take on a promotional role. The promotion and engagement toolkit will support local authorities in these activities.

6.4 Behaviour change interventions

Behaviour change interventions can span a wide range. This includes large scale, intensive schemes such as personalised travel planning or exercise referral schemes, but also schemes that make use of opportunities for incidental short conversations, such as the alcohol misuse intervention 'Have a Word'.

A settings based approach allows the focus to be on establishing active travel behaviours linked to journeys that people most regularly make; for example the trip to school or work. In the school setting, following on from the 'Bike it' project, we are funding 'Active Journeys', a multi year intervention to promote active travel in schools. We will explore how active travel promotion elements can be incorporated into the delivery of complementary programmes such as cycle and child pedestrian training and aim to develop and pilot revised training.

We are funding the Eco-Schools programme as an important pupil-led engagement programme for children and young people. Some 95% of schools in Wales take part in the programme, which is run by Keep Wales Tidy, and over 860 schools in Wales have achieved the prestigious international Green Flag award. The Eco-Schools programme promotes a number of issues relating to transport as this is one of the eight modules studied by pupils. Transport issues directly affect pupils but also the wider school, its teachers and parents, not just in terms of the length of the school run, but also in terms of carbon footprint, air pollution, traffic congestion and road safety, and the health and fitness of pupils.

Eco-Schools are undertaking a variety of activities within the transport module, for instance:

- Walk to School Days
- Walking Bus programmes
- Junior Road Safety Officers (JRSOs)
- Carbon footprint exercises
- Parking issues – JRSOs have even issued mock “parking tickets” to parents who park dangerously outside schools

- Road user surveys

We will encourage closer links between Eco-Schools and complementary programmes such as Healthy Schools and Active Journeys programme to reinforce their messages and activities.

The Welsh Government provides funding for travel plan co-ordinators across Wales, whose remit includes supporting local authorities, employers and other organisations in enabling and promoting active travel and reduce reliance on private cars. The Cycle to Work Scheme presents a good opportunity for employers to encourage their staff to take up commuting by bike by reducing the financial burden of purchasing bikes and equipment.

Sustrans Cymru is receiving funding support through the Health Challenge Wales Voluntary Sector Grant Scheme to deliver a series of online active travel challenges to workplaces across Wales, including hospitals and universities. The Cymru Travel Challenge aims to motivate over 4,500 employees to increase the frequency of active travel and use of public transport, for every day journeys and replace single occupancy car journeys with sustainable active travel journeys.

The Challenge will complement the work of the Travel Plan Co-ordinators and target employers and their staff across all sectors to change employees' travel patterns, based on the 'stages of change' model of behaviour change.

We will work with partners to identify links with complementary programmes, which are not directly aimed at active travel, such as She Cycles Wales, a three year Welsh Cycling project to encourage more women and girls to cycle. A key aspect of the project is to work in partnership with other organisations to get more teenage girls riding bikes through the Breeze model of led group rides.

Walking and cycling have been included in the Chief Medical Officer's physical activity guidelines, which were issued to health professionals for them to have a simple and easy reference tool to encourage physical activity.

We will continue to work with partners to identify additional interventions and channels that may be suitable to achieve behaviour change towards active travel in Wales with a view to develop and pilot appropriate interventions.

6.5. Interaction between different types of transport users

Sharing infrastructure can lead to occasional tension between different types of transport users. There is at present no reliable data available on the numbers of incidences and most evidence cited is anecdotal. Conflict appears to occur most commonly between drivers and cyclists on roads; and between pedestrians and cyclists on pavements / pedestrianised areas or shared use areas.

A small degree of tension is likely to be inevitable; the Design Guidance provides advice on how such tension can be reduced as much as possible by considering the needs of all potential users and those affected at the different stages in the process from network planning to scheme design.

With the increasing numbers of walkers and cyclists that we are aiming to achieve, there is a risk, at least for an interim period, that conflict may become more frequent and attitudes towards other transport users could become more entrenched. The Welsh Government will work with partners, including the relevant local and police authorities to develop mechanisms to monitor conflict arising from increased active travel, with a view to identify appropriate solutions to reduce incidences of conflict.

Actions – Promotion & Behaviour Change

- 16. We will develop an active travel promotion and engagement toolkit aimed at local authorities, Welsh Government departments and other practitioners.**
- 17. We will develop a national communication strategy for active travel.**
- 18. We will work with Traveline Cymru to explore how to improve and market their active travel journey planner.**
- 19. We will fund a programme of active travel promotion in schools and review pedestrian and cycle training with a view to align these programmes closely with the aims of Active Travel Act. We will encourage closer links between complementary school based programmes.**
- 20. We will keep under review the role of travel plan co-ordinators to support organisations to increase active travel uptake and reduce car use, complemented by the National Active Travel Challenge. We will work with partners to identify complementary programmes and suitable additional behaviour change interventions and aim to pilot them.**
- 21. We will work with partners to monitor conflict between transport user groups and identify measures to improve their interaction as required.**

7 Skills & Training

Whilst planning for active travel, designing and building networks and promoting use of walking and cycling are straightforward activities that qualified professionals will in principle be able to undertake without great difficulty, there is currently a shortage of people with specific active travel expertise across Wales. This is worsened by wider capacity constraints, both at local and national level. For effective network planning and delivery, it is essential that relevant skills are built up and capacity constraints can be overcome.

7.1. Professionals

The Active Travel Design Guidance provides a manual for transport and planning professionals to support them in meeting their duties under the Act, as well as for planning and designing for active travel generally. This is new guidance, which sets out new standards and encourages piloting of new and innovative transport solutions, and the Welsh Government will design and offer training on how it is to be used. We will also provide opportunities for interactive learning on other aspects of implementation of the Active Travel Act, such as the development of integrated network maps. We will work with relevant professional bodies to ensure training provided supports requirements for Continuous Professional Development.

We will explore how users can best be enabled to share experiences and disseminate good practice and provide feedback. This will feed into updates to the Guidance and be used in communications. We will seek out opportunities to raise awareness of the aims and requirements of the Act and the accompanying Guidance beyond the informed audience at diverse events and through other appropriate channels.

Health and care professionals can have a key role in promoting active travel uptake through their direct contact with patients and clients. There is clear awareness among the sector of the benefits of physical activity, and we need to continue to identify the most effective ways in which patients and clients can be encouraged to try walking or cycling as no and low cost ways of becoming more active.

Head teachers, teachers and governors can have great influence over how children travel to school by creating an active travel culture in their schools. We will use the Active Journeys programme and investigate other channels to raise awareness among teachers and governors of the benefits of pupils walking and cycling to school and of the resources and training available to assist them.

7.2. Decision makers

We will work with Active Travel Board partners to identify opportunities to increase awareness of the Act and its requirements among councillors in Wales.

Actions – Skills & Training

- 22. We will offer training on the use of the Design Guidance and enable interactive learning on other aspects of active travel as required.**
- 23. We will develop mechanisms to enable practitioners to share experience and provide feedback.**
- 24. We will seek out opportunities to raise awareness of the Act and its aims and requirements among transport, health and education professionals, and local councillors.**

8 Monitoring & Evaluation

There many different ways of measuring levels of active travel, from a proportion of trips or distance to uptake rates. Regardless of the method, it is clear that we start from a relatively low base and that change will take place gradually. In line with the aim of the Active Travel Act and our vision, the monitoring emphasis needs to be on the proportion of the population who travel actively.

The National Survey for Wales showed that in 2014 one third of adults had neither walked for five minutes, nor cycled in the preceding week for active travel journeys. The barriers are diverse: from physical and logistical to perceptual and motivational.

Experience from elsewhere has shown that gradual change is possible and few barriers are insurmountable, if the right conditions are in place. This action plan sets out the different elements required to start creating these conditions. There is no doubt that changing from a car culture to an active travel culture will take a considerable amount of time and needs sustained political and financial commitment.

We will be monitoring progress and report annually on rates of active travel in Wales and expect to start seeing a gradual change against the 2014 baseline. This saw 6% who made at least one cycle trip a week and 64% who made at least one walking trip a week. We are aiming to move towards a pattern by 2026 where 10% would cycle at least once a week, and 80% would walk at least once a week for the whole or part of a purposeful journey. We will develop appropriate targets and also monitor which proportion of the population makes frequent active travel journeys, meaning at least three walking or cycling trips per week. The degree to which this will be achieved, depends not on Government action alone, but on the efforts of many delivery partners.

The Active Travel Act requires 'continuous improvement' against a baseline measure of walking and cycling on the existing route networks. Local authorities have to report annually on the improvements they have made and the costs incurred in doing so. With each revision of their Existing Routes Maps, they also have to report on the change in

active travel use on their routes. We will work with local authorities to develop a monitoring and reporting framework to enable a consistent approach.

8.1. Monitoring

The Active Travel Act requires Welsh Ministers to report annually “on the extent to which walkers and cyclists make active travel journeys in Wales”. In order to do this, we will monitor active travel in Wales nationally with the following high level indicators:

- The proportion of the population (aged 16 and over) who use a bicycle for active travel at least once or twice a week.
- The proportion of the population (aged 16 and over) who walk for active travel purposes at least once or twice a week.
- The proportion of the population (aged 16 and over) who use a bicycle for active travel purposes at least three times a week.
- The proportion of the population (aged 16 and over) who walk for active travel purposes at least three times a week.
- The proportion of primary school children who typically walk or cycle to school.
- The proportion of secondary school children who typically walk or cycle to school.
- The number of seriously injured road pedal cyclists admitted to hospital.

Data for the first four indicators will be taken from the National Survey for Wales. There will be no data from this source for 2015-16, due to the re-design of the National Survey. Additionally we will supplement the high level indicators with further analysis of the data to explore active travel use according to factors such as gender and age. By aggregating data over a number of years, it will also be possible to look at sub-national level data, including at local authority level. Less frequently we will look to collect additional data on issues such as levels of bicycle ownership and purposes of active travel trips.

Local authorities also have a duty to report when they are submitting subsequent Existing Routes Maps on how the level of use of active travel routes and related facilities in the

local authority's area has changed. A local authority breakdown for the high level indicators will supplement any route level monitoring that local authorities undertake.

8.2. Scheme level monitoring and evaluation

Monitoring and evaluating the impact of schemes and interventions is an important element in achieving value for money and moving closer to achieving the culture shift we are aiming for.

For capital schemes, the Design Guidance sets out a variety of approaches that will help identify an appropriate monitoring framework depending on the scale and nature of the project. This is particularly important for schemes that have used more experimental scheme designs, so that the experience of their use can inform any refresh of the Guidance.

For revenue schemes such as behaviour change and training programmes, appropriate evaluation needs to be built into the scheme design. To aid learning and sharing, common methods of data collection should be adopted as far as possible, and results should be reported against a set of common outcomes linked to agreed national indicators. We will explore opportunities to make evaluation and monitoring results from central and local schemes available to others involved in similar projects.

8.3. Monitoring of the Action Plan

The Active Travel Board will receive an overall update on the Action Plan at each of its meetings, focusing on specific actions in more detail. The Annual Report will include a summary update on the implementation of the Action Plan.

Actions – Monitoring & Evaluation

- 25. We will develop active travel targets and work with local authorities to develop a consistent local monitoring and reporting framework.**
- 26. We will continue to require Welsh Government funded schemes to be effectively monitored and evaluated.**
- 27. We will explore opportunities to enable and encourage sharing of monitoring and evaluation results**
- 28. The Action Plan will be monitored by the Active Travel Board on an on-going basis, and an update will be included in each Annual Report**

Annex 1 -Summary of Actions

No.	Action	Timescale S(1y), M(2-3y), L(4-5y), C(continuous)	Lead & Partners
Leadership			
1	The Minister for Economy, Science and Transport provides Ministerial oversight to implementation of the Active Travel Act and Action Plan and champion cross-departmental co-ordination. Examples of Ministerial cross departmental activity are reported through the annual report.	C	ESTM
2	The Active Travel Board provides national strategic oversight of delivery of the Active Travel Act and the Action Plan and use members' organisational capacities to champion active travel.	C	ATB
3	The Welsh Government will work closely with local authorities to communicate how active travel directly supports the well-being goals and benefits cross service delivery.	C	WG-Transport WLGA
Legislation, Standards & Tools			
4	We will keep subordinate active travel legislation under review, learning from early implementation of the Active Travel Act.	M	WG-Transport
5	We will consider how new transport powers can best improve road safety in Wales, in particular for pedestrians and cyclists. We will consider other legislative opportunities for strengthening active travel where they arise.	M,L	WG-Transport
6	We will keep the Design Guidance under review, building on feedback from local authorities on the use of different design elements.	M,C	WG-Transport
7	The Active Travel Data Management System will provide a joint resource to capture, manage and publish information on active travel infrastructure in Wales. We will explore ways to provide public access to key information.	S,M	WG- Knowledge & Analytical Services WG-Transport
8	We will incorporate consideration of health impacts into a revised WeITAG.	S	WG-Transport
9	Consider whether TAN 18: Transport and TAN 12: Design would benefit from being updated to further promote active travel through the planning system.	S,M	WG- Planning
10	As part of delivery of the Curriculum in Wales, we will encourage schools to raise awareness of the importance of active travel, and in ensuring the health and well-being of	S,M,L	WG-Education

	pupils.		
11	We will consider how active travel elements of both the Corporate Health Standard and the Welsh Network of Healthy Schools Schemes National Quality Award can be strengthened.	S,M	WG-Health Public Health Wales
	Infrastructure		
12	We will develop the strategy for funding active travel infrastructure investment	S	WG-Transport
13	We will consider and enhance provision for walkers and cyclists whenever we make direct investments in transport infrastructure.	C	WG-Transport
14	We will continue to make grant funding available for high quality local active travel schemes.	C	WG-Transport
15	We will require consideration of access for walkers and cyclists before we support capital investments.	C	WG
	Promotion & Behaviour Change		
16	We will develop an active travel promotion and engagement toolkit aimed at local authorities, Welsh Government departments and other practitioners.	S,C	WG-Transport
17	We will develop the national communication strategy for active travel.	S,C	WG-Transport
18	We will work with Traveline Cymru to explore how to improve and market their active travel journey planner.	S	WG-Transport WG-ICT
19	We will fund a programme of active travel promotion in schools and review pedestrian and cycle training. We will encourage closer links between complementary school based programmes.	S,M	WG-Transport WG-Health WG-NR
20	We will keep under review the role of travel plan co-ordinators to support organisations to increase active travel uptake and reduce car use, complemented by Cymru Travel Challenge. We will work with partners to identify complementary programmes and suitable additional behaviour change interventions and aim to pilot them.	M	WG-Transport WG-Health
21	We will work with partners to monitor conflict between transport user groups and identify measures to improve their interaction as required.	M	WG-Transport ATB Police WLGA
	Skills & Training		
22	We will offer training on the use of the Design Guidance and enable interactive learning on other aspects of active travel as required.	S,C	WG-Transport

23	We will develop mechanisms to enable practitioners to share experience and provide feedback.	M	WG-Transport
24	We will seek out opportunities to raise awareness of the Act and its aims and requirements among transport, health and education professionals, and local councillors.	S,M	WG ATB
Monitoring & Evaluation			
25	We will develop active travel targets and work with local authorities to develop a consistent local monitoring and reporting framework.	S,M	WG- Transport WG-Knowledge & Analytical Services WLGA
26	We will continue to require Welsh Government funded schemes to be effectively monitored and evaluated.	C	WG-Transport Delivery partners
27	We will explore opportunities to enable and encourage sharing of monitoring and evaluation results	M	WG-Transport ATB
28	The Action Plan will be monitored by the Active Travel Board on an on-going basis, and an update will be included in each Annual Report	C	ATB

Annex 2 – Active Travel Board Terms of Reference

Purpose and remit

The Active Travel Board's purpose is to coordinate activity to support the effective implementation of the Active Travel (Wales) Act 2013.

This will include the following specific tasks:

- Providing input into a review effective delivery of active travel projects and supporting the implementation of any actions arising following consideration by Ministers
- Advising on the development and implementation of the Active Travel Action Plan, including ensuring delivery within organisation's area of responsibility
- Advising on wider activity to support the implementation of the Act and the uptake of active travel

The role and effectiveness of the Board will be reviewed following the submission of the Existing Route maps by local authorities in September 2015.

Membership

Chair - Professor Stuart Cole

Members:

Senior officials representing the following Ministerial portfolios:

- Economy, Science and Transport
- Health and Social Services
- Education and Skills
- Natural Resources

External stakeholders:

- Welsh Local Government Association
- Disability Wales
- Living Streets
- Sustrans
- Bicycle Association
- Welsh Cycling

- Ramblers
- CTC (Cyclists Touring Club)
- Public Health Wales
- Natural Resources Wales
- Cycle to Work Alliance

Representatives from other departments, organisations and individuals will be invited to attend or present as required.

Operation

The Board reports to the Minister for Economy, Science and Transport.

The full Board will ordinarily meet three times a year.

Any communication required between meetings will be via email.

The Welsh Government will provide the secretariat function for the meetings, issuing invites and drafting notes, and will provide meeting venues in one of its offices.