

Travelling to **The Pool** 2012



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Sustrans makes smarter travel choices possible,
desirable and inevitable. We're a leading UK charity
enabling people to travel by foot, bike or public
transport for more of the journeys we make every day.

We work with families, communities, policy-makers
and partner organisations so that people are able to
choose healthier, cleaner and cheaper journeys, with
better places and spaces to move through and live in.
It's time we all began making smarter travel choices.



Travelling to The Pool 2012

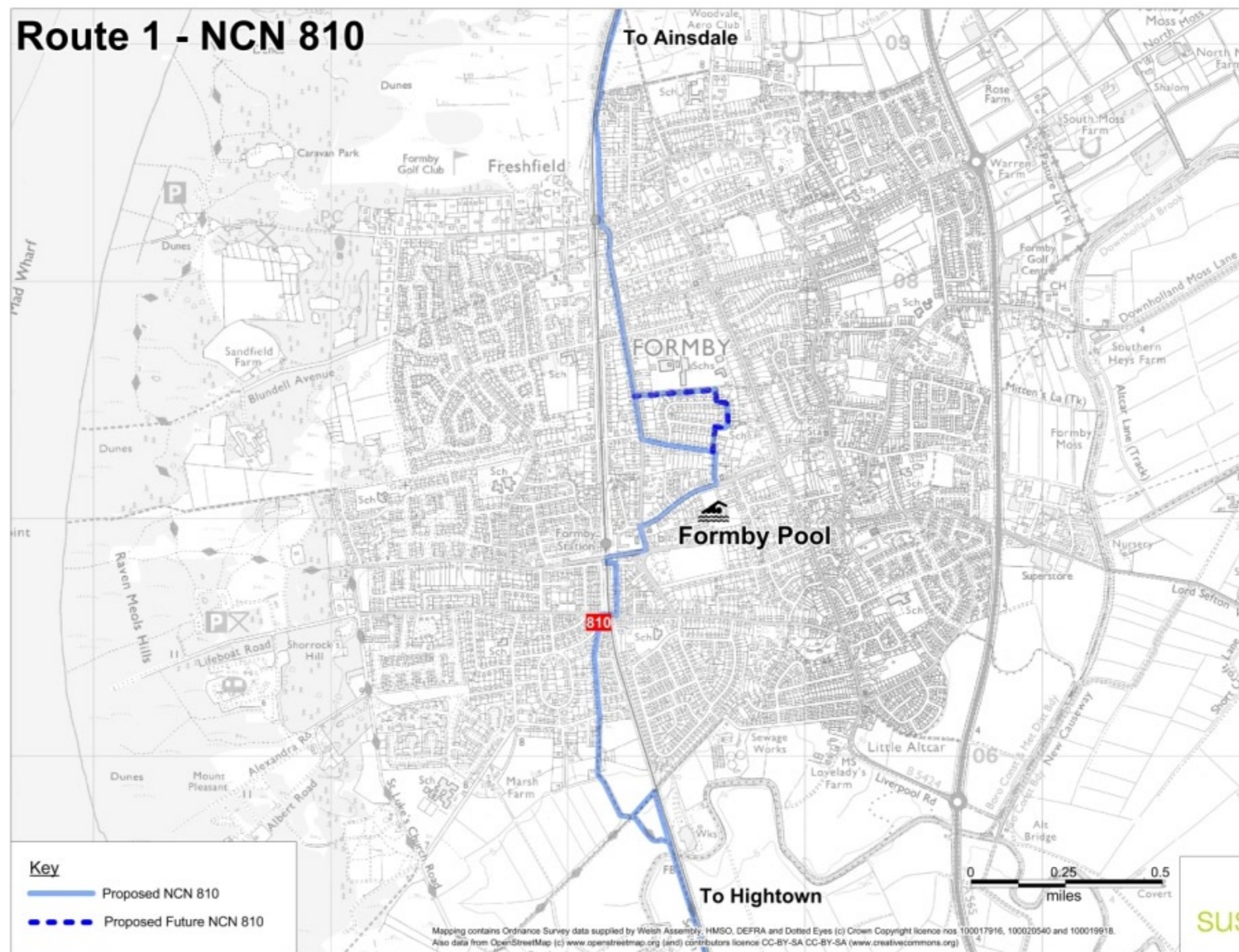
Introduction

In 2001 Sustrans produced a report which looked at the whole experience of travelling to Formby Pool on foot and by bike. This report was written several years before the Pool was finally built; however it made suggestions for infrastructure and programmes of smarter choices work which could be implemented by Formby Pool Trust, Sefton Council and other partners, in order to ensure that when the Pool opened, walking and cycling were seen to be a viable and favourable means of accessing the site. Of course in the following years, Freshfield Foundation have had many other priorities to ensure that the Pool was built, staffed, promoted and ultimately embraced by the local people in Formby. Now that the Pool has been up and running for almost five years Freshfield Foundation have asked Sustrans to revisit the 2001 report and update it, basing the new report on the following objectives:

Objectives

1. To update the 2001 report to take account of any physical developments which have taken place in Formby and along the proposed routes.
2. To update the 2001 report to take into account evolution in national thinking and policies on Sustainable Transport, climate change, peak oil and the Transition Town movement.
3. To review the measures which have been taken by the Formby Pool Trust to implement the proposals set out in the 2001 report, and to recommend a prioritised work programme for the next 5 years, which will compliment the proposals set out in Formby Reimagined.
4. To review the cost estimates set out in the 2001 report; to modify them to reflect inflation, and the reality of the current situation in the public sector; and to set out a prioritised list of costed options for local partners to consider.

Each chapter of this report covers one of these four objectives.



This report seeks to meet all of these objectives and will provide a clear action plan which Sefton Council, Formby Parish Council and Formby Pool Trust and partners can use as a guide; Sustrans are included as one of these partners. Sustrans has a strong commitment to working in Formby on a long-term basis, not only through our Sustrans Bike It staff who work with almost every school in Formby, but also through capital investment to assist with the final realisation of some of the infrastructure proposed in this report, and an ongoing involvement in the community engagement required to ensure that the walking and cycling routes in and around Formby are used by as many people as possible.

The 2001 report had a heavy focus on infrastructure and new cycle routes; whilst we still see this as an important part of this report, we have evolved away from the “if we build it they will come” outlook with regards to new routes. As a result this report places equal emphasis on how walking and cycling currently is, and can in future be promoted to the local residents and visitors to Formby; so that they are aware that Formby is a cyclist and pedestrian friendly community which has all the facilities to make walking and cycling just as desirable as travel by car, if not more so. And also so that they know about the many opportunities currently available, or coming soon, to help them make that move from the car to walking and cycling. Opportunities include cycle training for children and adults, bikes for hire, maps for leisure routes, convenient cycle parking, discounts at local bike shops, cycling groups offering led rides for all abilities, Wheels for All (a project using specially adapted bikes for people with disabilities), walking groups, and much much more.

The timing of this report also allows Sustrans to forge strong links with the Joint Sefton Council & West Lancashire Borough Council - Supporting the Visitor Economy Project. This project is the result of the successful Local Sustainable Transport Fund (LSTF) Bid submitted by the two authorities.

It focuses on supporting the numerous visitor attractions in Sefton and West Lancashire by offering small grants for improved infrastructure for walkers and cyclists (e.g. cycle parking), by looking at the routes between clusters of sites and how they can be improved, signed and promoted so that visitors will feel more compelled to visit multiple attractions without their cars.

Formby Pool and the National Trust site in Formby are both important partners in this project, and Formby is seen as one of the priority areas for investment of some of the £1.5m funding available between 2011-15. This report goes into more detail about the LSTF bid and the opportunities it presents for Formby.

Consultation

In order to produce this report Sustrans needed to do much more than just ride around Formby looking at the highway infrastructure. To ensure the report reflects the views of all who have a stake in it, Sustrans have spoken to many individuals and organisations and tried to represent all of the ideas and opinions that have been received. We are very grateful for all of the enthusiasm shown by all who have been involved

Consultees include:

- Formby Pool Trust
- Formby Pool staff
- Formby Parish Council
- Sefton Council
- Sustrans Bike It Officers
- Merseyside Cycling Campaign (Sefton branch)
- Sustrans Volunteers living in the Formby area
- The National Trust
- A number of Formby residents who regularly walk or cycle to the Pool – we used a set list of questions to prompt discussion with these residents.

Who are Sustrans

Sustrans is the UK’s leading sustainable transport charity.

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all. Sustrans is the charity behind the award winning National Cycle Network, Safe Routes to Schools, Bike It, TravelSmart, Active Travel, Connect2 and Liveable Neighbourhoods, all projects that are changing our world one mile at a time.

Sustrans has a vibrant team in the North-West including an Area Manager for Merseyside, a North-West Volunteer Co-ordinator, three Sustrans Bike It Officers working in Sefton, and a legion of local Sustrans Volunteers and Supporters all keen to promote walking and cycling in Merseyside.

To find out more visit or call: www.sustrans.org.uk
0845 113 00 65

Executive Summary

Within this report we explore a variety of infrastructure and active travel options for Formby Pool and Formby in general and we make the following recommendations:

- The introduction of a North – South walking and cycling route from Ainsdale to Liverpool which will be numbered National Cycle Network (NCN) route 810. This will make use of the existing Regional Route 81 from Liverpool to Crosby, and existing but un-signed routes from Crosby to Hightown. It will involve the upgrade of the path between Hightown and Formby, the provision of an on-road signed route through Formby itself which will pass Formby Pool, and the signage of the existing route to Ainsdale. At Ainsdale the route will link to NCN route 62 to Southport.

- Using NCN 810 as a spine through the centre of Formby, the introduction of a number of useful signed routes, with associated infrastructure where necessary, to give access to Formby centre, the schools in Formby, the National Trust site and the Trans Pennine Trail.
- The expansion of the cycle storage at Formby Pool
- Improved information on Formby Pool website about walking, cycling and public transport
- The introduction of a cycle hire scheme operated from Formby Pool
- The continuation of the excellent work in Formby schools by Sustrans Bike It officers
- The introduction of themed leisure cycling and walking routes around Formby to encourage visitors to explore the village.
- Consideration of other measures which can boost the visitor economy in Formby whilst not increasing the number of cars in the village.

Costs, timescales and who we believe should “lead” on each project are given in chapter 4.

Chapter 1. The Routes

This chapter explores a number of recommended routes, some were suggested in the 2001 report, others are new. Collectively they provide a comprehensive network for Formby linking up many of the major destinations. Though the emphasis is on routes for cyclists, the routes are applicable for pedestrians too and improvements suggested will benefit both.

- Route 1:** North – South Formby
- Route 2:** Formby Station to the pool
- Route 3:** Wicks Lane Footbridge and Formby High School to the Pool
- Route 4:** from Waitrose to the Pool
- Route 5:** East Side of Formby
- Route 6:** Range High School to the Pool
- Route 7:** West Side of Formby
- Route 8:** Formby to the TPT
- Route 9:** Formby to Hall Road
- Route 10:** Formby to Ainsdale

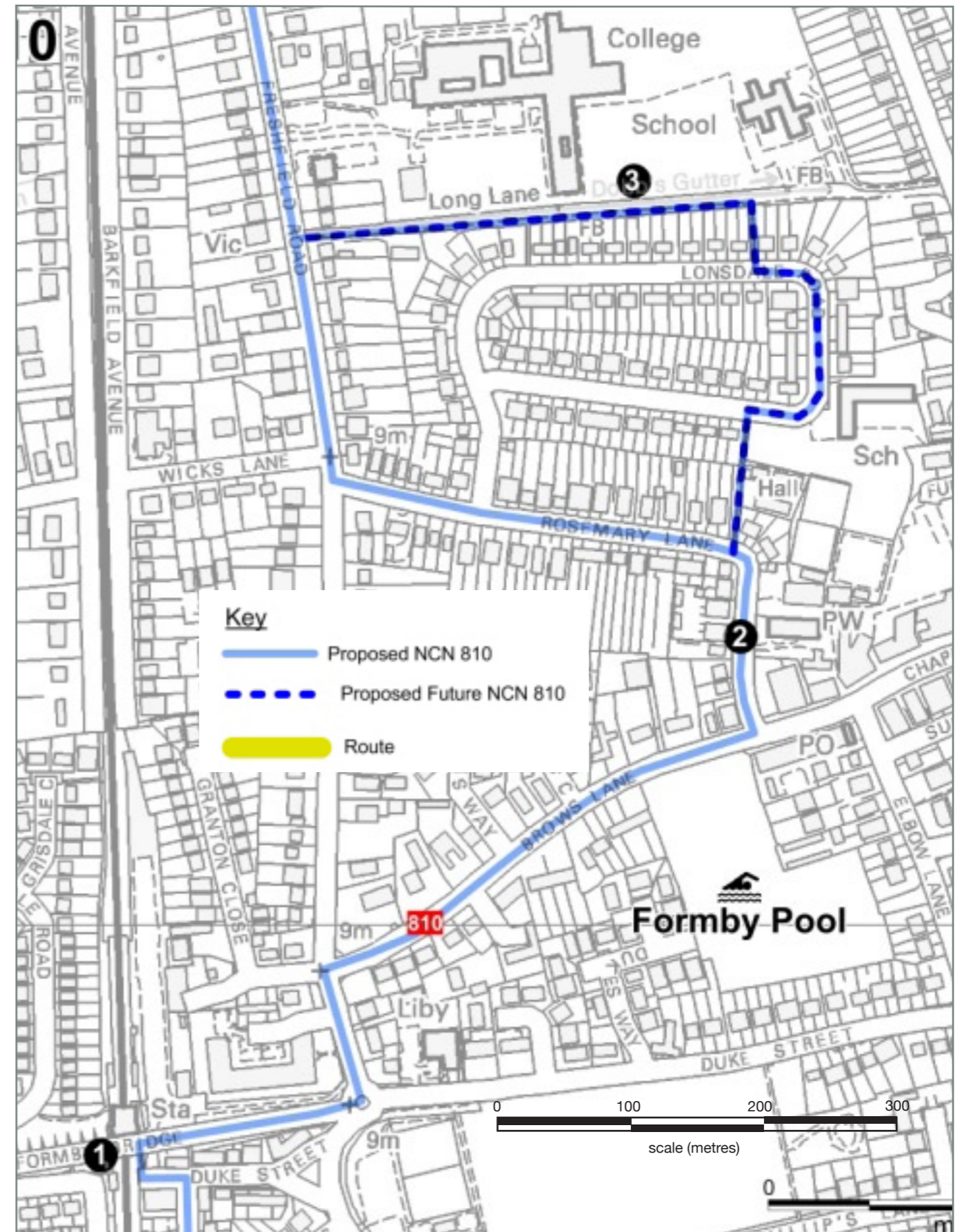
Route 1: North – South Formby (National Cycle Network Route 810)

Sustrans suggests the implementation of a stretch of National Cycle Network routed into Formby village via the Pool and providing various offshoot routes described in the rest of this chapter. National Cycle Network (NCN) Route 810 is a development of the existing Regional Route 81 which links Crosby to Liverpool City Centre. Sustrans would like to elongate the route and give it NCN status. Unfortunately NCN 81 exists elsewhere in the country and there are no other two-figure numbers available so NCN 810 is chosen as the easiest way to amend existing signs without causing too much confusion. NCN 810 will reach Formby via route 9 described below, and exit Formby via route 10 described below. NCN 810 will give a continuous route of over 15 miles between Liverpool and Ainsdale where it will join NCN 62 (the Trans Pennine Trail) for journeys to Southport or the route east, eventually to Hornsea on the east coast.

Within Formby itself we suggest the route follows Andrews Lane, crosses the level crossing on Raven Meols Lane, follows Formby Street and Duke Street and passes under Formby Bridge (1) to the railway station. The route then follows the route to Formby Pool as described in route 2 (Formby Station to the pool). At the Pool the route follows Rosemary Lane and then Freshfield Road.

An alternative route for this section uses the cut through between Rosemary Lane and Lonsdale Road (2) and joins Long Lane (3) passing Formby High School before joining Freshfield Road. This alternative is subject to negotiations Sefton are undertaking to revoke the no cycling order on the cut through mentioned above, and improvements to the Long Lane footpath. In the first instance the Rosemary Lane / Freshfield Road route should be signed as NCN 810. The potential for the alternative route can be reviewed in the future.

We considered alternatives such as the use of Wicks Lane footbridge and College Avenue, however it seemed circuitous to make the route cross the railway line twice, and College Avenue is in a poor state of repair and very muddy. Freshfield Road is a busy road at school run times, there is a section of 20mph on this road. A clearly signed cycle route and increased number of cyclists on the road may help to slow speeds of traffic and increase awareness among drivers (probably the same people every day), that cyclists will be in this road. Less confident cyclists can always still use Wicks Lane bridge and College Avenue as an alternative.



Route 2: Formby Station to the Pool

With a service every 15 minutes from Liverpool and Southport, rail is one of the obvious ways to travel to Formby, whether to the Pool or for other reasons. Cycle parking at Formby Station **(1)** is now ample thanks to Merseyrail's Cycle Scheme which has provided secure cycle parking covered by CCTV and accessed only by those who have signed up for a pass. Merseyrail continue to have a very positive attitude towards cycling with plenty of space for cycles on board trains free of charge.

If coming on a southbound train from Southport, Birkdale, Hillside or Ainsdale the route to the Pool is now fairly direct, a new footpath **(2)** links the station to Freshfield Road alongside the new residential development on the site of the former council offices.

A new toucan crossing **(3)** over Freshfield Road gets pedestrians onto the right side of Brows Lane for the entrance to the Pool, however it is not made clear whether the footways on Freshfield Road or Brows Lane are shared use for cyclists; the footway on Brows Lane in particular seems a little narrow for shared use. The toucan is helpful for cyclists going in the opposite direction.

If not shared use, then cyclists need to make a right turn at the junction of Freshfield Road and Brows Lane **(4)**, and another right turn into the Pool entrance at Brows Lane **(5)**, which required a certain level of confidence, though neither road is especially busy.

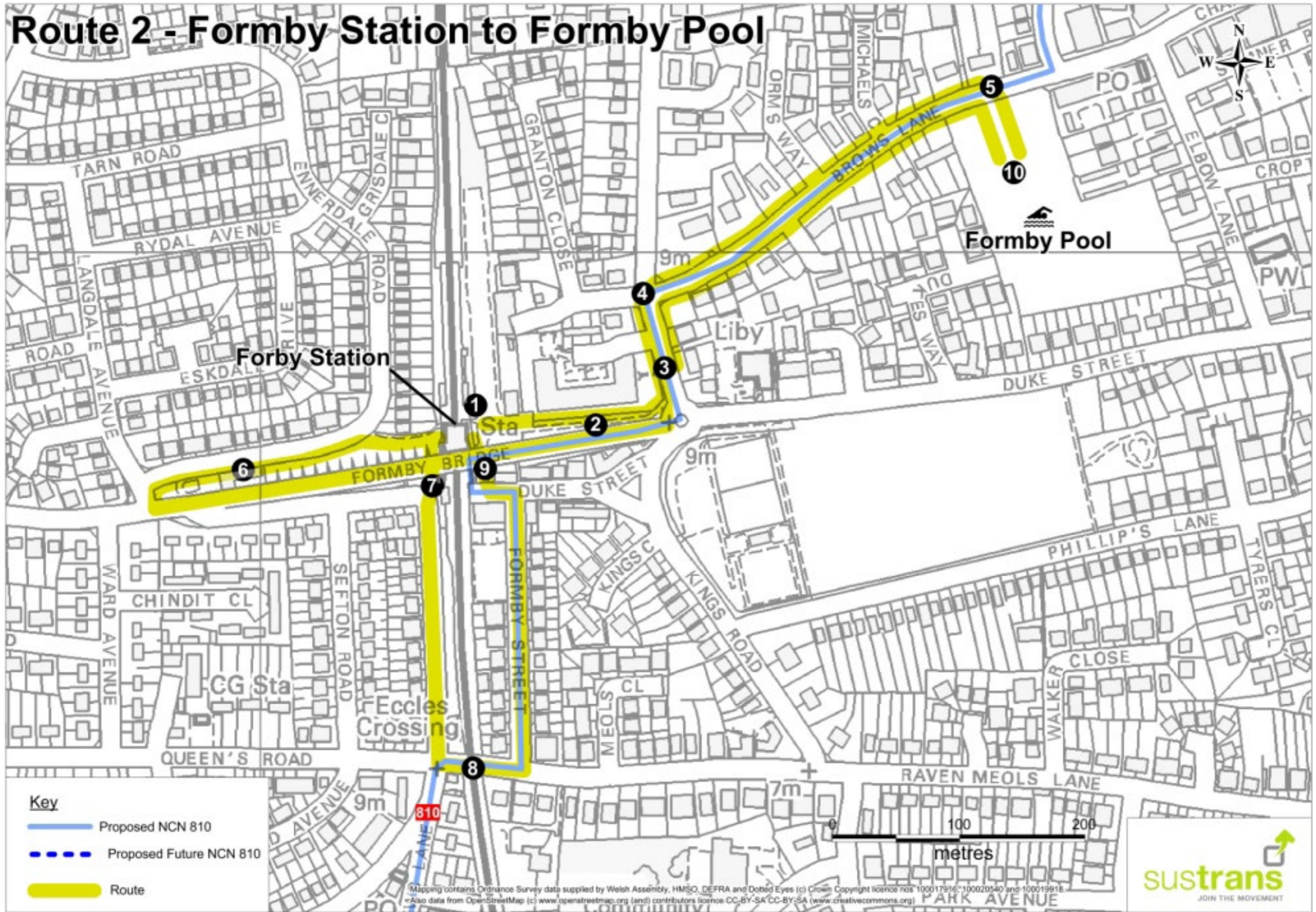
If arriving at Formby Station from the Liverpool direction on foot, you can access the route described above by crossing the line over the station bridge, accessed by steps. This is trickier for cyclists if using heavy bikes or carrying bags as there are no wheeling ramps or lifts at Formby Station as the steps are too steep.

To avoid the steps cyclists must take a more convoluted route to the severance of the railway line, either using the narrow footpath from the station to Ennerdale Road, joining Formby Bridge, doubling back over the railway line **(6)**, and taking a left turn at the roundabout joining Freshfield Road and joining the route described above.

Alternatively cyclists can use the path which goes under Formby Bridge from the station and joins Andrews Lane **(7)**, turn left and over the level crossing at Raven Moels Lane **(8)** and back up Formby Street and under Formby Bridge again **(9)** to the opposite side of the station where they can pick up the route described above. This might be a preferable option for less experienced cyclists as Formby Bridge is a fairly busy road.

The Brows Lane entrance to the pool includes a turning circle/ drop off area, but not access for cars to the car park; and also a dedicated pedestrian/ cyclist route **(10)** leading straight to the cycle storage opposite the main pool entrance.

Route 2 - Formby Station to Formby Pool



Route 3: Wick Lane Footbridge and Formby High School to the Pool

As the 2001 report noted, these routes are as much about getting to Formby High School as getting to the pool. The paths around the school are particularly well used and provide pleasant traffic free routes around this area of the village.

The Blue Bridge (1), whilst having a stepped ramp, is quite suitable for cyclists pushing their bikes as the steps have been engineered to an easy angle for tyres.

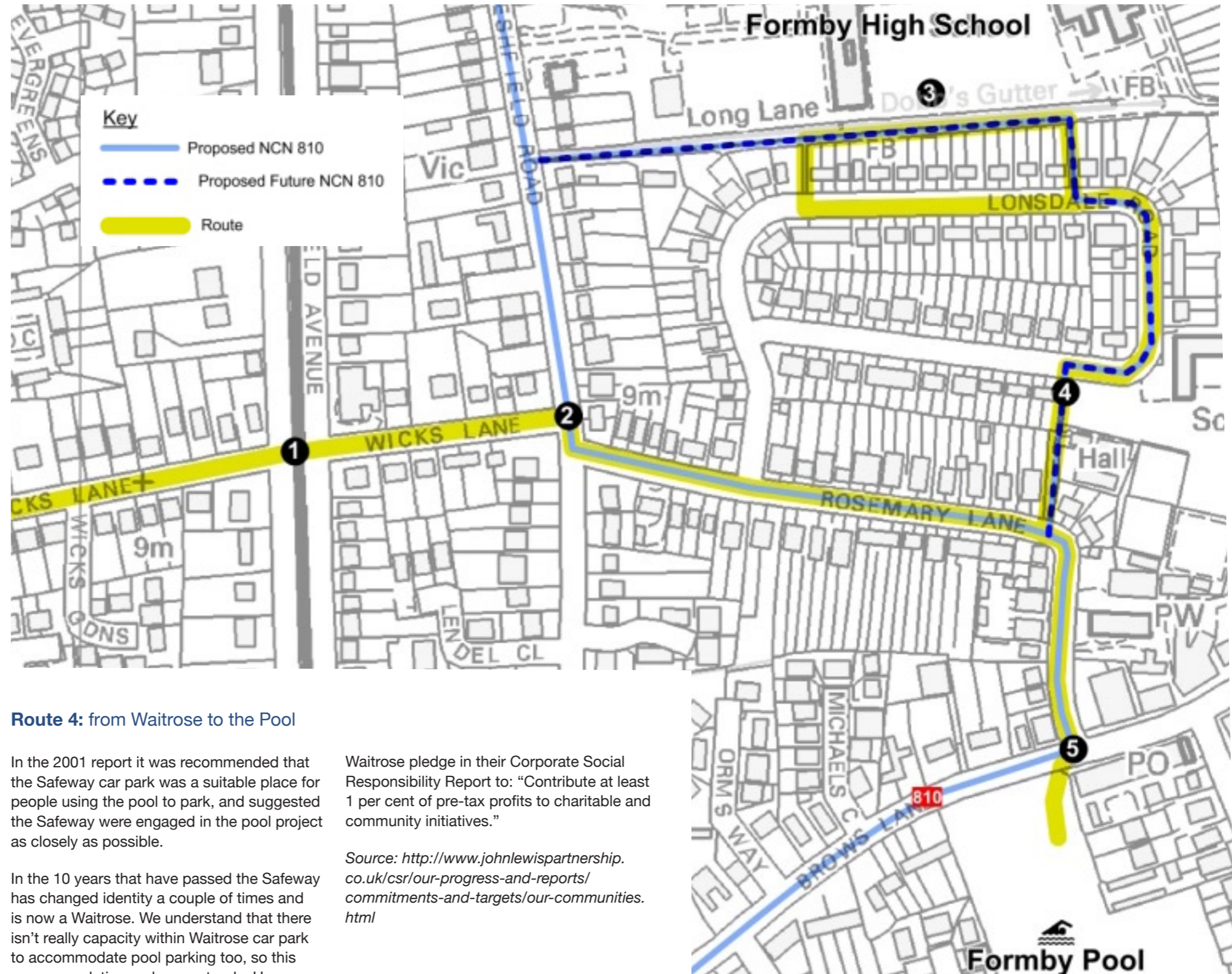
The 2001 report recommended a zebra or raised junction crossing over Freshfield Road (2), there is currently no crossing in place, however Sefton Council are giving serious consideration to the introduction of a number of Cycle Zebra crossings in Formby, as have been successfully introduced in Southport, and agree that this would be an ideal location.

Long Lane (3) (between Freshfield Road and Halsall Lane) is to be widened to 2.5m where it is not that wide already, and fully resurfaced in conjunction with a joint scheme between Sefton Council and Capita Symonds to tackle an ongoing problem of the footpath edge slowly collapsing into Dobbs Gutter. This will be of great benefit to cyclists and pedestrians, particularly those going to the school. This work is scheduled for 2012/13.

Long Lane is now also fully lit, and a gated bridge over Dobbs Gutter gives direct access into the school grounds.

The path past the primary school (4) at its junction with Rosemary Lane is particularly narrow and presently has no cycling signs, Sefton Council have been working to identify the landowner of the scrubland to the west side of the path and look to improve the look of this area and widen the path and revoke the no cycling order.

A Cycle Zebra could also be considered near to the junction of Rosemary Lane and Brows Lane opposite the Pool entrance (5) to assist pedestrians and cyclists accessing the Pool from Rosemary Lane.



Route 4: from Waitrose to the Pool

In the 2001 report it was recommended that the Safeway car park was a suitable place for people using the pool to park, and suggested the Safeway were engaged in the pool project as closely as possible.

In the 10 years that have passed the Safeway has changed identity a couple of times and is now a Waitrose. We understand that there isn't really capacity within Waitrose car park to accommodate pool parking too, so this recommendation no longer stands. However there may still be other opportunities to work with Waitrose, not least in engaging them to support any local community initiatives which may result from this study and Formby Re-Imagined.

Waitrose pledge in their Corporate Social Responsibility Report to: "Contribute at least 1 per cent of pre-tax profits to charitable and community initiatives."

Source: <http://www.johnlewispartnership.co.uk/csr/our-progress-and-reports/commitments-and-targets/our-communities.html>

Route 5: East Side of Formby

Busy Liverpool Road is a barrier between the Pool and parts of the east side of Formby, yet this side of the village is home to several of the local primary schools. Looking further east the Formby bypass is a major obstacle, severing Formby from the Trans Pennine Trail.

In 2001 a light controlled crossing was recommended at the junction of Church Road by junction with Priethouse Lane (1), there is still no crossing here at present though the footway has been improved. Sefton Council indicated that it is possible a crossing could be installed in this vicinity in future using Section 106 funds which could be available if for example Waitrose made any major changes to their store or car park.

We recommended a controlled crossing to assist crossing busy Liverpool Road between Birkey Lane and Coronation Avenue (2), there is no crossing at present, but this could be another location for a Cycle Zebra crossing.

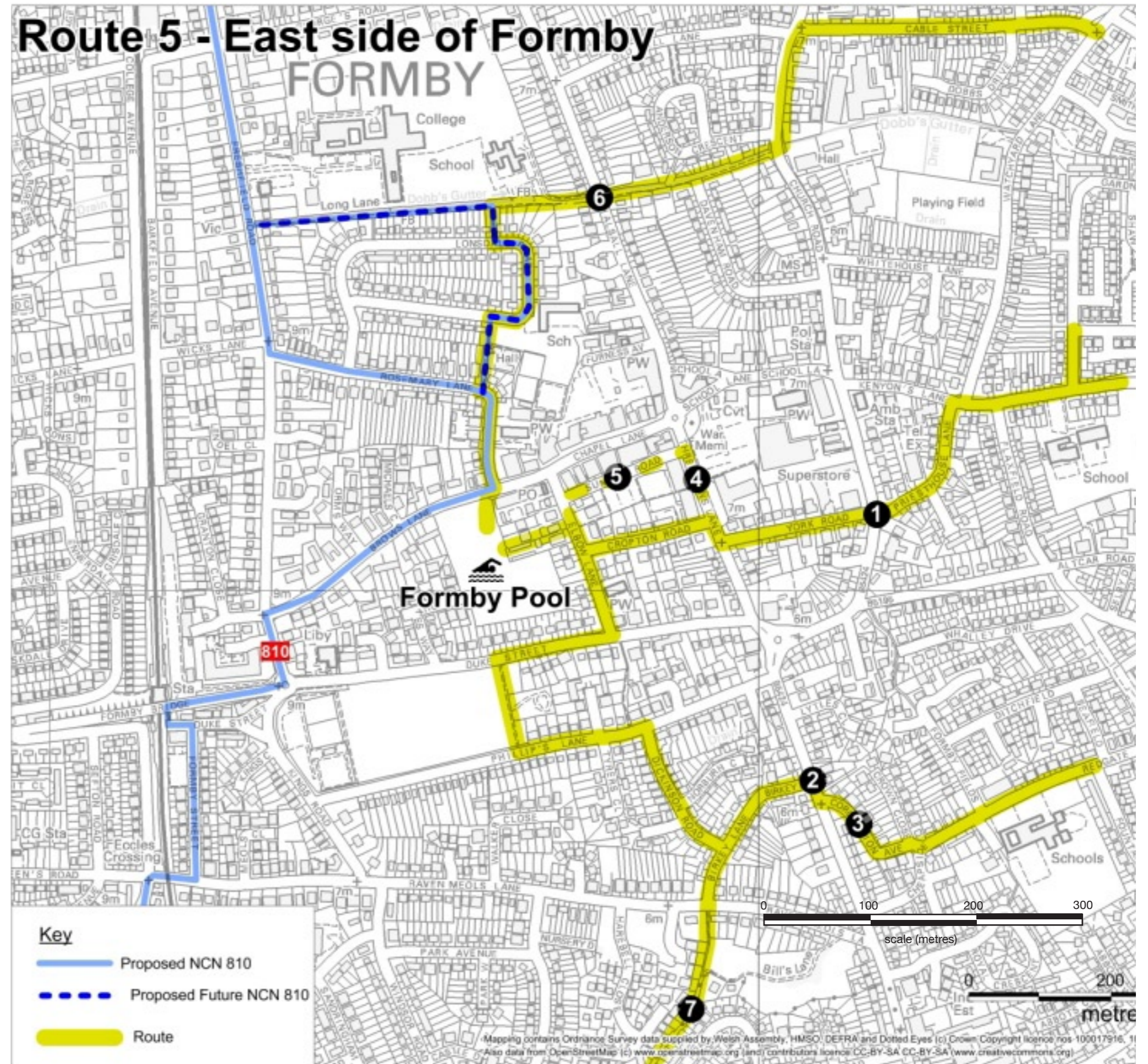
Coronation Avenue (3) is currently one-way west bound, in 2001 we suggested the creation of a contraflow cycle lane to give access to Redgate School; again this has not happened but it is certainly a recommendation Sefton Council are willing to consider.

In 2001 we recommended traffic calming on Three Tuns Lane to assist people crossing. There is now a controlled pedestrian crossing on Three Tuns Lane between Sumner Road (4) and the roundabout at Chapel Lane.

An alternative route from the Pool to the shops could make use of Elbow Lane, turning right into Sumner Road (5) assisted by the creation of a contraflow cycle lane as Sumner Road is one way, and utilising the pedestrian crossing to access Waitrose or to assist with crossing Three Tuns Lane before joining York Avenue.

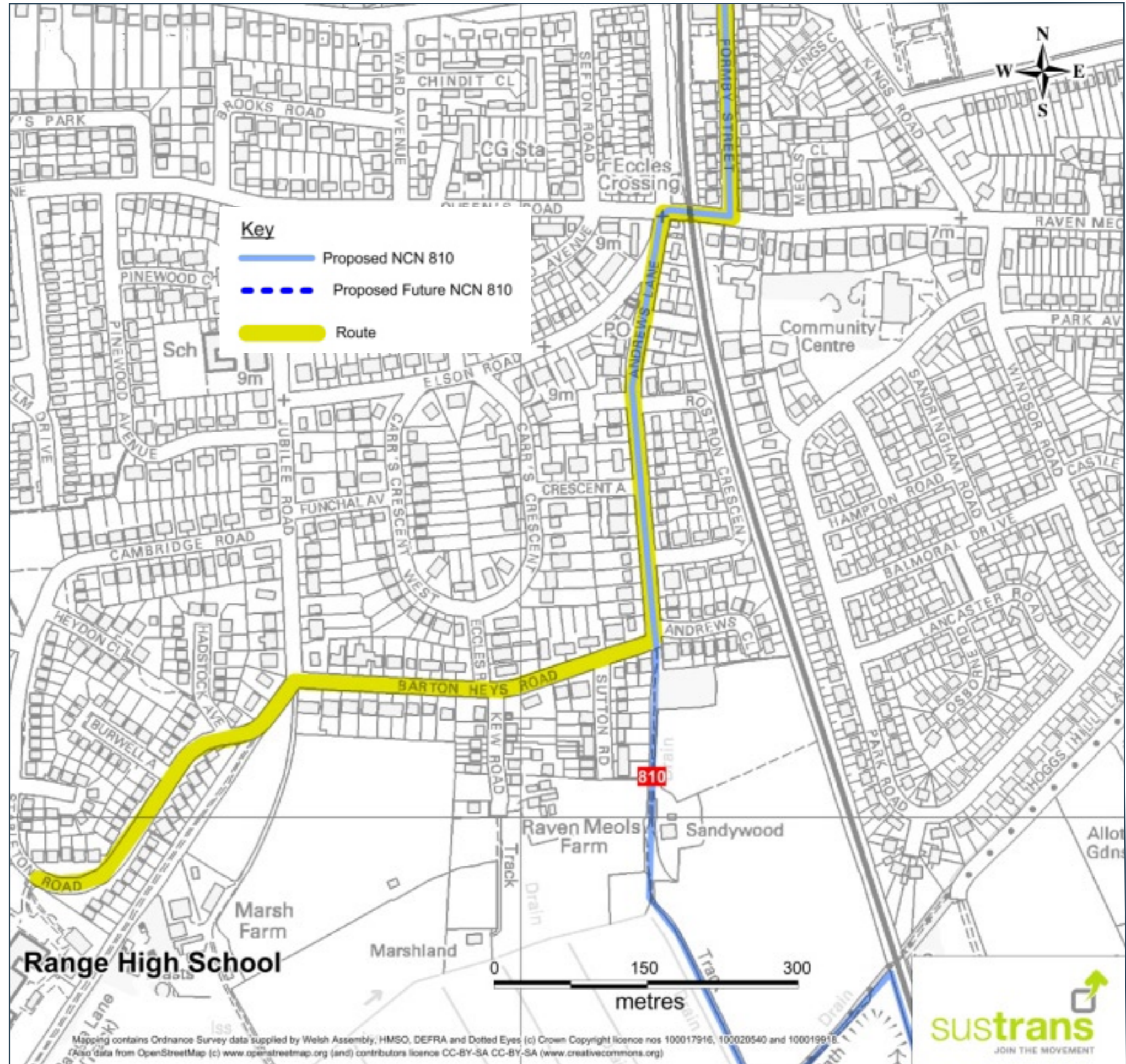
The introduction of a Cycle Zebra at the point where Halsall Lane severs Long Lane/Dobbs Gutter (6) could be beneficial for the flow of cyclists and pedestrians using this traffic free route, especially to access Formby High School.

Bill's Lane (7) is an attractive 1.5m wide lit path in between houses, linking the south east of Formby to the ??



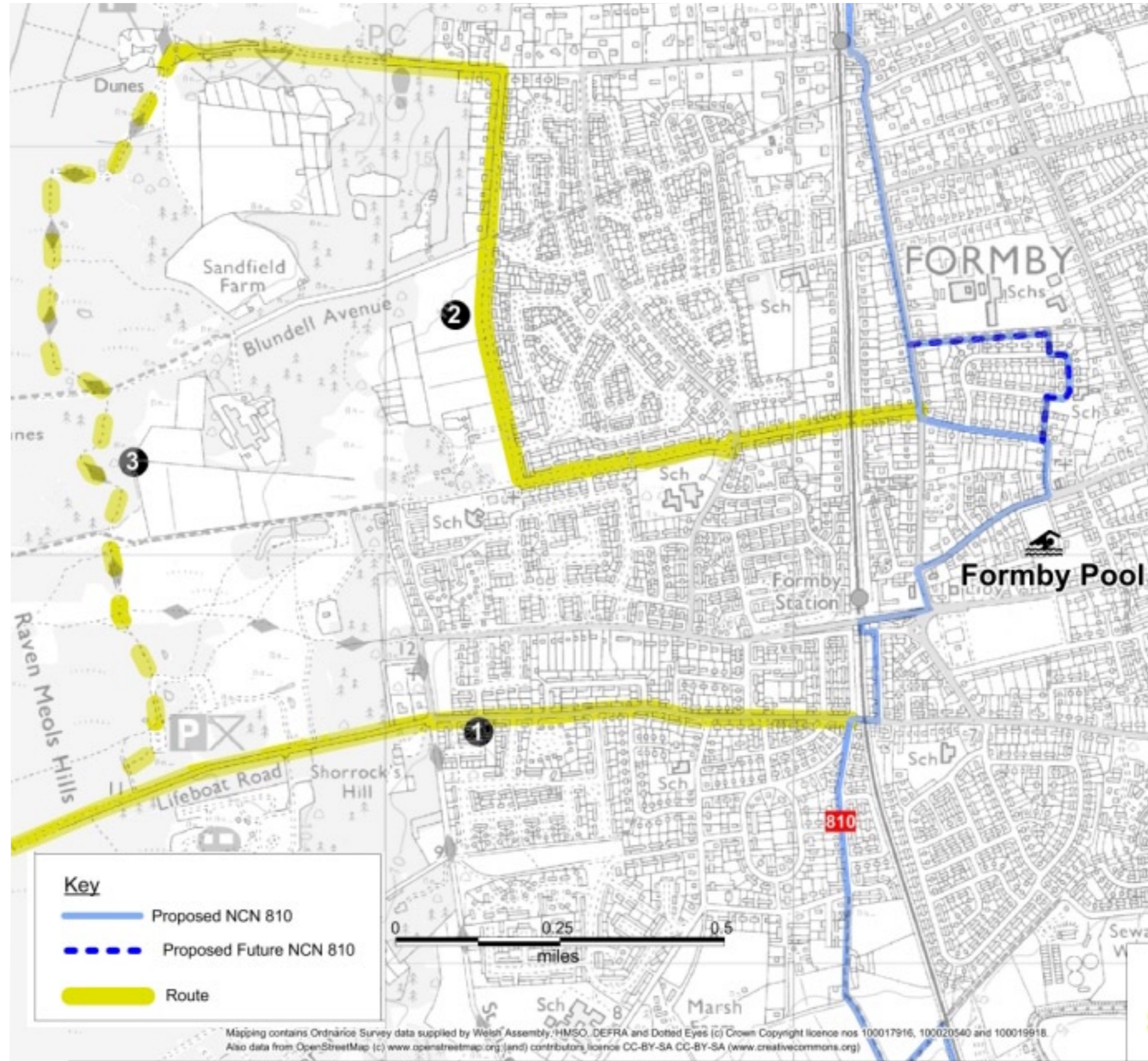
Route 6: Range High School to the Pool

Range High School is in the south-west corner of Formby, it is very close to the route of NCN 810 and easily accessible from it via Barton Heys Road. This is particularly useful for pupils from Hightown cycling to Range High School, a journey of just over 2 miles from the centre of Hightown.



Route 7: West side of Formby and links to the National Trust, Formby Point & squirrel reserve

Two of the big attractions to people visiting Formby are located to the west of the village: the National Trust site and Formby Point. These are easily accessed from NCN 810 either using Queens Road, Bushbys Lane Lifeboat Road (1) for Formby Point, or Wicks Lane and Larkhill Road (2) for the National Trust site. When the cycling route within the National Trust site is opened, and subject to the route it takes, there may be potential for a circular route through the dunes and around Formby (3).



Route 8 : Formby to the Trans Pennine Trail (TPT)

Linking the centre of Formby with the Trans Pennine Trail (TPT) can be a tricky proposition and the Formby bypass stands in between the two. It is of course possible and it should be considered a priority to bring people into Formby from the TPT.

The north eastern end of Formby is closest to the TPT and there are a small number of possible points of access.

Route A . Where Moss Side meets the bypass there is an uncontrolled crossing point of the bypass, which links to Downholland Moss Lane which provides a direct link to the TPT (approximately 1.3 miles away). Though extreme care would need to be taken crossing the bypass **(1)**, this location does have the benefit of good visibility in both directions. And easy access to a central refuge, there is a deliberate gap in the metal barrier which runs along the central reservation of the bypass to allow for pedestrian movement.

Route B. The roundabout at the junction of Southport Road and the bypass **(2)** is not friendly for cyclists or pedestrians and would only be considered by very confident cyclists crossing from Southport Road to Southport Old Road, then on to North Moss Lane to access the TPT. Cyclists coming from the TPT to access Formby may be tempted by this route but find themselves in a tricky position when they reach the roundabout; they do at least have the option of riding south along the cycle path adjacent to the bypass **(3)** and crossing at the Moss Side junction as mentioned above.

Route C. Eight Acre Lane marks the northern perimeter of Formby, there is an uncontrolled crossing point of the bypass here **(4)**, and on the Formby side Eight Acre Lane is a public footpath **(5)** which with some upgrading (for cyclists) could provide a partly traffic free link right through to Montagu Road and onto the route between Formby and Freshfield. The footpath upgrades are proposed by Sefton Council, but in the meantime a short stretch of the footpath brings cyclists onto Hawksworth Drive and they can use the quiet road network **(6)** to join the recommended routes into Formby. From the TPT Eight Acre Lane is accessed via North Moss Lane and Southport Old Road.

It is possible to cross the bypass further south, for example at the junction of Altcar Road and the bypass, where there is a light controlled crossing of the bypass, however Altcar Road is busy with traffic accessing the supermarket and business park. Cyclists could then use the cycle path on the east side of the bypass to travel north to Downholland Moss Lane. This is an important link for Formby residents accessing the shops and businesses in this small business centre for shopping or employment. Formby Cycles is also located within this business park.

A final option for accessing the TPT is to join the bypass at any of the points mentioned above and cycle up the cycle path adjacent to the bypass **(7)** as far as the junction with the Coastal Road where the TPT crosses the bypass (now Liverpool Road). Turn left for Southport and right for Hornsea; the trail is signposted at the junction, though the signs just say "Trans Pennine Trail" in both directions without further information about which direction leads where, maybe is assumed as obvious at this point so close to Southport.

What Formby Cyclists Say:

"I use Eight Acre Lane"

"We normally go along North Moss Lane (I think). Again - no it is not adequate from any of the centres of population in Sefton down to Bootle. There is a sign pointing the wrong way at Southport Road roundabout"

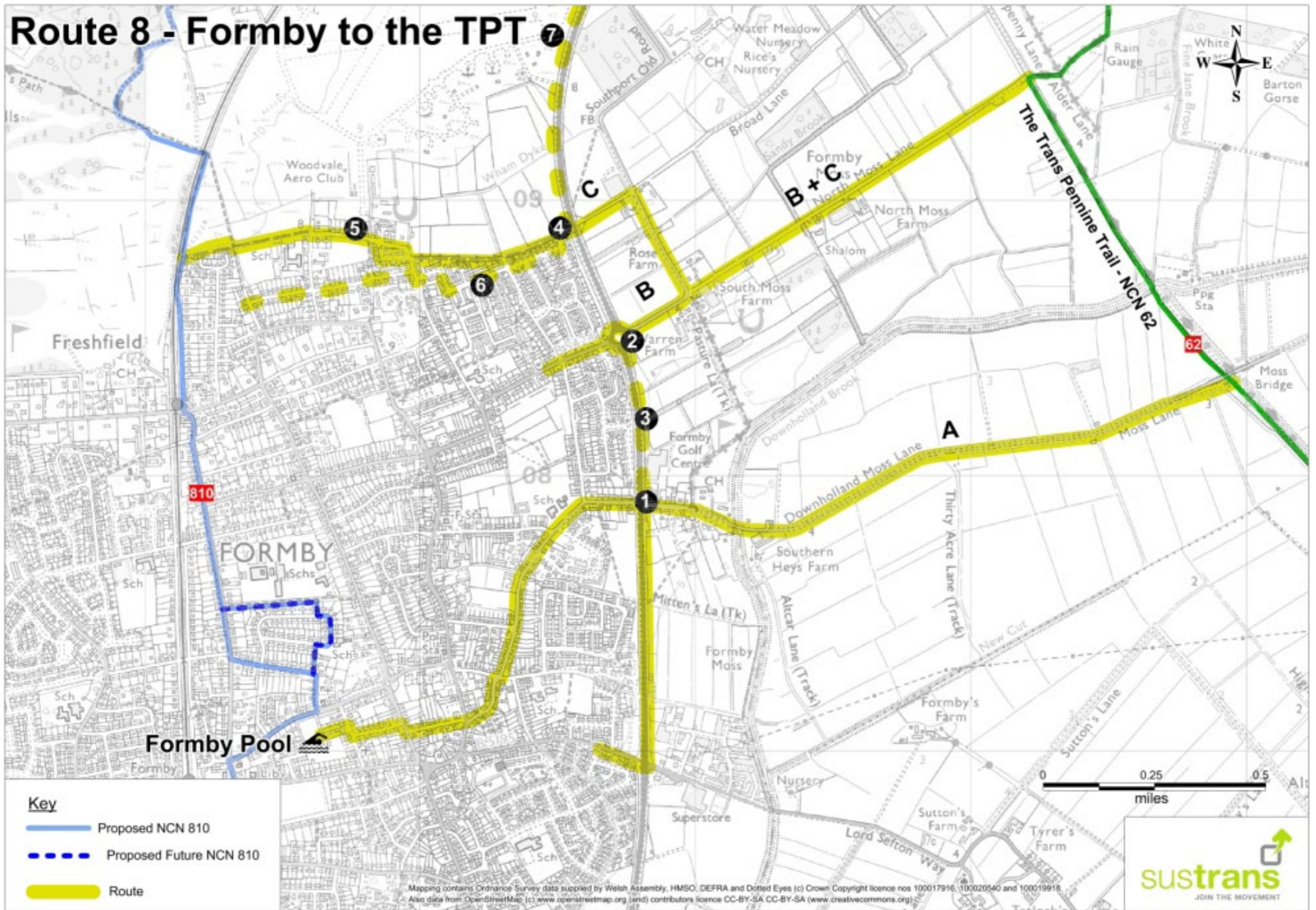
"I access it from both Ainsdale at the start of the Formby Bypass (no problems with getting on to it here) and also from Altcar Road? - the road that goes past Formby Cycles, and then there is a track which leads to some stairs down an embankment by the bridge where you can get on to the path. It is not signposted from Altcar road, though quite obviously it is a legal way of accessing the path - or the stairs would not be there. That said, the stairs are overgrown and in bad repair and steep and its hard to carry your bike and balance! There are several other little embankments by bridges along the path in Formby that permit access to the back country roads this way but they are not signposted well from the village, and I don't recall them being signposted as exists on the path itself - though it was last summer when I last used it. Generally the village its quite 'removed' from the trail - separated by a huge and busy dual carriageway - I think you have to want to use it /already know about it, its not a smooth transition to cycle from quaint village- busy fast roads - windy country lanes with no cycle path - trail, its as though you have to endure the horrible and dangerous to get to the tranquil and safe."

"Good safe access along very quiet North Moss Lane (once the bypass has been crossed). But cycling 3+ miles along Moss Side from Tesco Lights to join TPT is to be avoided as many vehicles are driven fast and there is no safe provision for cyclists."

"(I use) Eight Acre Lane, Moss Side or Southport Road. It is hard to access if you have a load of children with you as I do or a group of friends. Access is difficult because of the bypass - but apart from building a bridge I do not know what you could do to improve it. As a keen cyclist it does put me off going out!"

"Reasonable and well used route from Moss Side with barriered crossing of A565 into Downholland Moss Lane through to Moss Lane, Fairly quiet road as speeding traffic doesn't cope too well with undulating surface."

Route 8 - Formby to the TPT



Route 9 : Formby to Hall Road

It is possible to walk and cycle almost traffic-free between Formby and Hall Road, then linking up to the promenade route further south to Crosby and Waterloo. There are however some improvements required to certain sections of the route to make it more suitable for all users. It is a very popular route already with walkers and cyclists, though it is also seen as a “missing link” for cyclists along the Sefton Coast as it is very narrow in parts and there is potential for conflict between walkers and cyclists. Sustrans are happy to report that we have offered Sefton Council match funding to substantially upgrade the most problematic section along the footpaths from the south of Formby as far as Hightown, after which the route is in a much better condition. These works will be carried out in 2012/13 and details of the works proposed are given in the text below.

From Formby Pool and the village centre use the route Formby Station as described earlier (Route 1+2 NCN 810), then pass under Formby Bridge **(1)**, and take Duke Street and Formby Street **(2)** turning right at Raven Moels Lane and crossing the railway line at the controlled level crossing **(3)**, take an immediate left into Andrews Lane and follow it south.

The footpath begins at the junction of Andrews Lane and Barton Heys Road **(4)**. The existing footpath **(5)** varies in width and surface quality, it becomes extremely narrow in parts with high hedges on one side and a ditch on the other side. Sefton have negotiated with the farmer who owns this land to allow for the path to be widened significantly and resurfaced with a sealed surface such as vegocol, these works will commence early in 2012.

The path continues between the Altcar Military Training Camp and a deep drainage ditch **(6)** Sefton Council have negotiated with the Camp to either widen the existing path, or, if planning permission can be gained, to re-route the path through land on the opposite side of the ditch. If they are successful with this Sefton will still leave the existing path in place and encourage this to be used by walkers and the alternative route to be used by cyclists **(7)**.

The path reaches a footbridge over the River Alt **(8)** Sustrans and Sefton Council’s bridge engineers have recommended that this bridge be replaced as it is in poor condition. Various options, such as refurbishment of the bridge were considered, however replacement was seen as the best option in the long term given the age and condition of the bridge.

Future opportunities exist to link the route to a potential residential development proposed for the large warehouses to the east of the railway line **(9)**.

The path then follows the railway line **(10)**, it is very narrow in some sections, and will be widened to 2.5m and given a sealed surface.

There is a second smaller concrete bridge **(11)** on the path across a drainage ditch, it is very narrow (less than 1m wide) and is not fit for purpose if the route is to be promoted for walkers and cyclists. The bridge will therefore be replaced.

The path eventually exits the corridor between railway line and training camp **(12)**, and follows the access road from the camp to Hightown Station.

Hightown is a small community and the route follows the quiet roads (School Lane and Blundell Road) through Hightown to its southern perimeter **(13)**. At this point the traffic free route begins again with a crushed stone wide path through the dunes and along the coastline **(14)**. The surface of this path was determined because the area is a SSSI and a sealed surface was not appropriate, however some way along the route the path surface changes abruptly to a sealed tarmac path which leads onto Hall Road promenade. Sefton Council are often asked when they intend to finish off the tarmac on the rest of the path, however due to the SSSI this is as far as the tarmac will go. (see photo)

The route from here, currently signed as Regional Route 81, continues south along the promenade **(15)** down to Waterloo and Crosby Lakeside Adventure Centre before veering inland to the Leeds Liverpool Canal to Bootle and on to Liverpool.

What Formby Cyclists Say:

“In terms of cycling from Formby to Hightown, the only ‘legal’ option to take in cycle paths is down the bypass, which essentially involves cycling away from the village at a perpendicular angle, then cycling down a noisy bypass and then having to cycle back at a perpendicular angle into Hightown, down a narrow windy B road with no cycle path, lane or sidewalk – quite dangerous. There is a footpath that runs alongside the Railway from Hightown to the outskirts of Formby village which is more direct, however it is a footpath, not a cycle path and though cyclists do use it, it very narrow- Cyclists have to effectively stop and one has to dismount to pass each other, the same is true if walkers are using it – and they are never happy to see cyclists. Also, there is some sort of plant/ bush that is on the grounds of the Altcar Cycle Range that borders this path that is notorious for giving cyclists punctures, when its bristles/thorns blow on to the path. This especially effects road bikes with thin smooth tyres.”

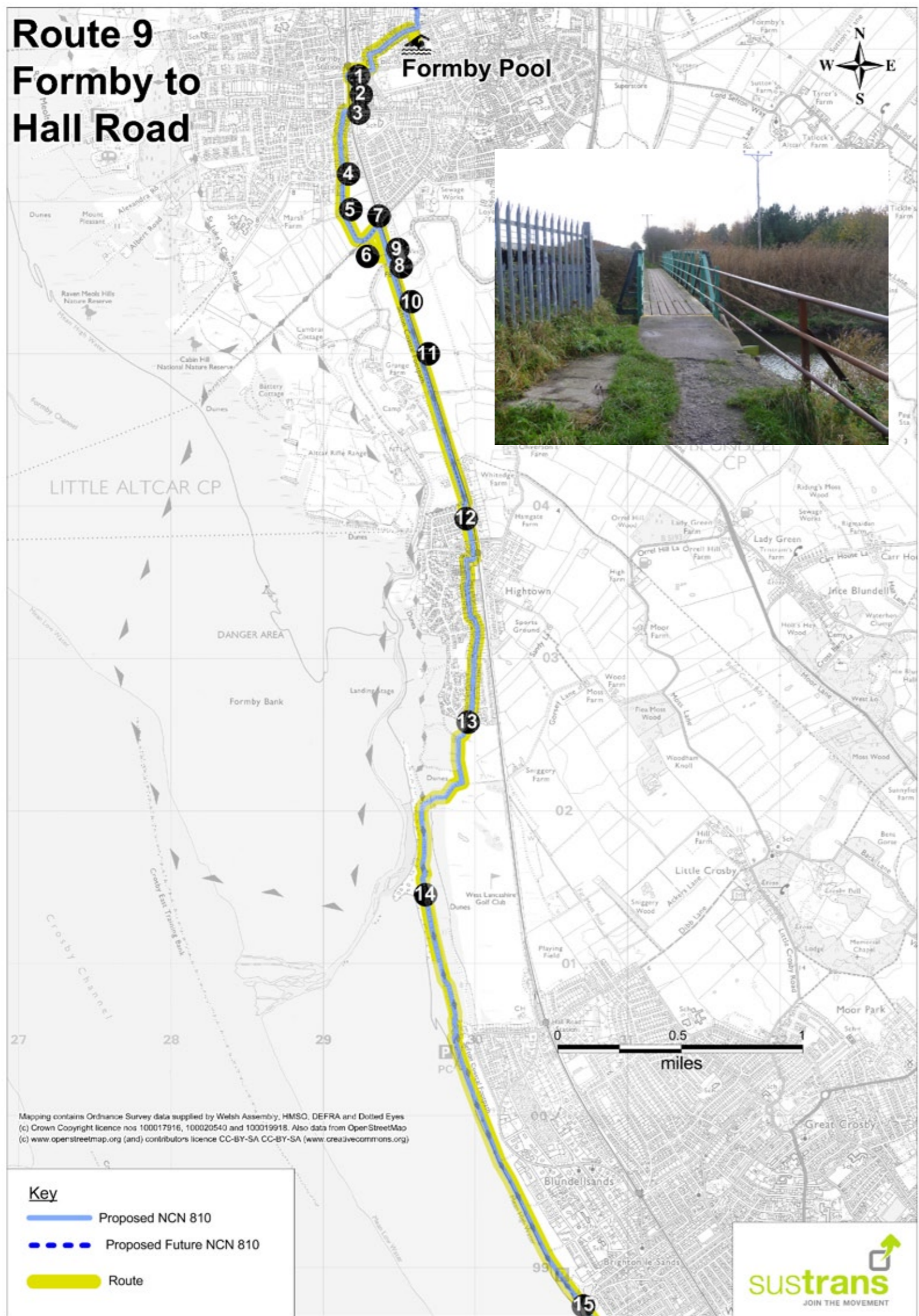
“ I regularly cycle from Hightown, I prefer to use the path next to the railway line. This is in need of upgrading urgently, it was a potential connect 2 project but has not progressed. If only the worst sections were improved that would help. This should then be accompanied by signage through to Crosby. To complement this cycle path could be created from Hightown towards Little Crosby using Gorse Lane which runs in land from Hightown Rail Station and thus onto Thornton.”

“very safe path along railway to Hightown which I use quite a bit – however it is very narrow and quite bumpy”

“I go to Hightown often and have fallen off once ending up hanging on a wire fence over the River Alt. The bridge there is very slippery and when I rang Sefton Council I was told they were very sympathetic but that I was not supposed to be on the path on a bike!!! The path to Hightown is difficult for children to navigate as their pedals hit the grass verge. My son who is seven and a v keen cyclist finds this very hard as it makes him fall off and us pile into the back of him. The path needs to be wider to accommodate children and the nettles and brambles need to be cut back too! The path From Hightown to Hall Rd by contrast is a dream so in some ways worth the struggle from Formby to Hightown. With amazing views to take your breath away it is easy to ride and scoot on. There is also a virtually traffic free route to an amazing new child friendly cafe on College Road, Crosby! This week we got the train to Hightown to avoid the Formby Hightown stretch of the path as there were three families with children of varying ages and ability and they wouldn’t have coped with that part of the walk!”

“I know I should not, but I use the footpath route next to the railway / altcar rifle range. I always ensure that walkers are adequately warned and am polite to ensure there is no risk of accident. This really needs to be widened / cyclised - I understand from recent reports that a cycle path between Formby and Hightown is due soon, but if not, a coastal cycling path from Waterloo to Ainsdale / Southport is an absolute essential for encouraging more people to ride for health and enjoyment in Sefton”

Route 9 Formby to Hall Road



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Key

- Proposed NCN 810
- - - Proposed Future NCN 810
- Route



Route 10: Formby to Ainsdale

Ainsdale and Formby are separated by a couple of miles, an airfield, pinewoods and a golf course. These obstacles dictate that there are only a couple of routes for cyclists and pedestrians between two communities, one is traffic free, the other alongside the bypass.

Option A.

From Formby Pool or the village centre the route takes Rosemary Lane **(1)**, and Freshfield Road **(2)** and follows Montagu Road **(3)** northwards. As the houses end the path becomes an unsealed surface. It was only repaired in very recent times, however large potholes have already appeared. The railway must be crossed at an unmanned level crossing **(4)**, there is little option but to cross the railway due to Woodvale Airfield north of this point to the east side of the railway. The level crossing is used regularly though extreme care must be taken as trains pass 8 times an hour.

There is a section of the Fishermans Path **(5)** which runs across Formby Golf Course, cycling is not permitted on this stretch and signs are displayed to ask cyclists to dismount. At the time of writing this section of path which was in a very poor state, was being repaired.

On exiting the golf course the route through the pinewoods is very pleasant and enjoyable to walk or cycle, the route meanders through the woods and then returns to follow the railway line **(6)**.

A new link **(7)** now exists from this path onto the TPT (NCN62) adjacent to the Coastal Road.

The path under the Coastal Road has been upgraded, as has a pleasant if narrow meandering path through Big Ball's Hill. The TPT can also be accessed from here **(8)**, this provides a safer link as there is no need to cross the Coastal Road.

The path then follows a corridor between the railway line and the grounds of Shoreside School. The path is paved and about 1.5m wide, there is scope for widening it on the railway side. Under Kenilworth Road the path joins Mossgiel Avenue **(9)**, a quiet road giving access to Ainsdale Station. This would mark the beginning and end of NCN 810 though perhaps there may be scope for future expansion using a more inland route that NCN 62 takes, into the suburbs of Southport and beyond.

Option B.

This route offers an alternative to using the path across the golf course and through the pinewoods. Follow option A up to the top of the public highway section of Montagu Road **(10)**. Here a network of paths **(11)** which do require some upgrading for cyclists, and quiet back routes lead through to Eight Acre Lane which joins the Formby bypass **(12)**. The bypass has cycle lanes on both sides, it is now possible to cycle north and join NCN 62 (TPT) at the junction of the bypass (now Liverpool Road) and the Coastal Road **(13)**; the NCN 62 is signed at this junction.

What Formby Cyclists Say:

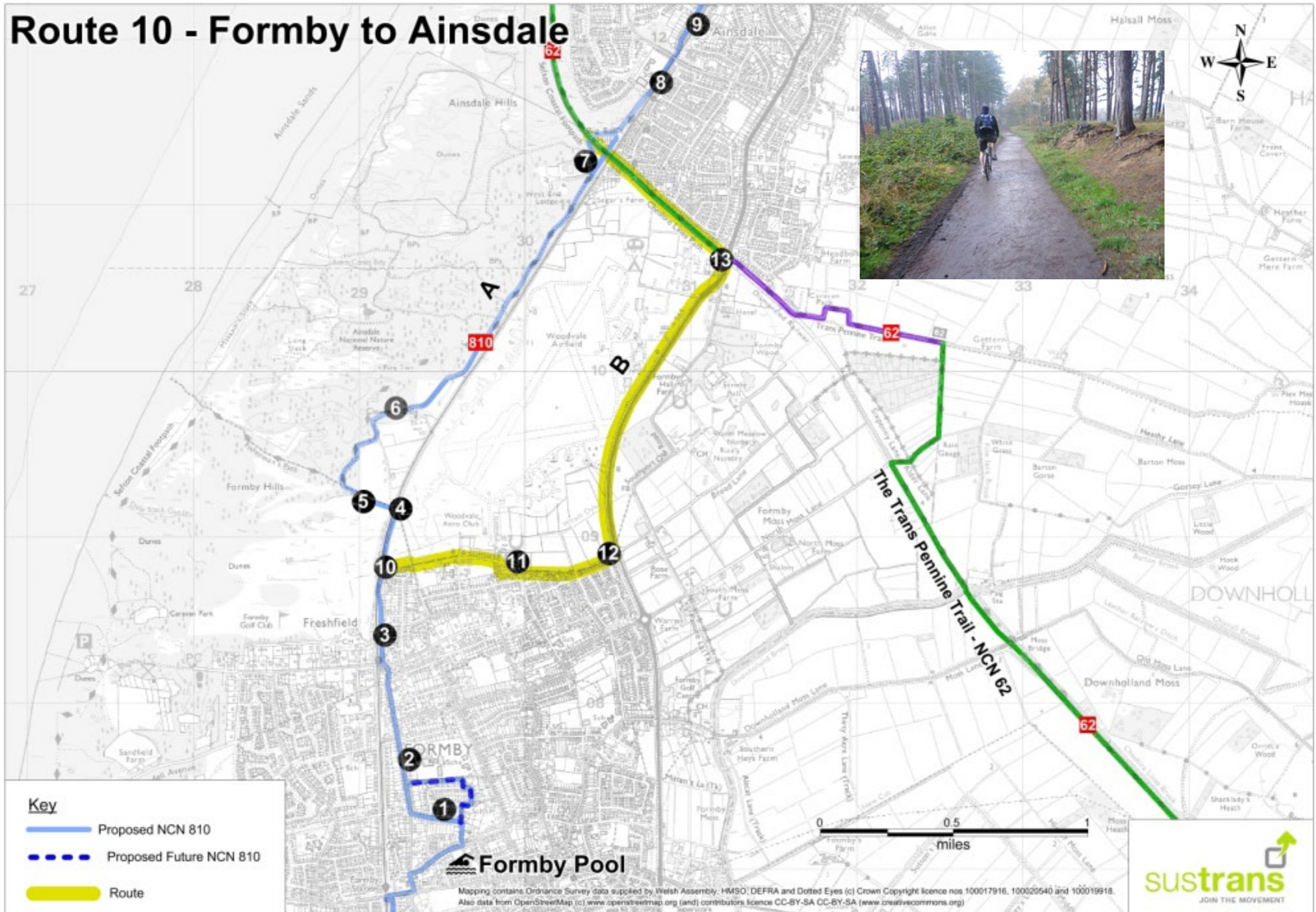
“good safe route from Freshfield Station to Ainsdale through Nature Reserve – though must walk bike 0.2 miles across Golf Course. Very new path exits under Coastal Rd giving safe route to Ainsdale Station and/or cycle path to Southport. The 0.5 mile path from Freshfield Station has been relaid within last 2 years but big potholes have appeared.”

“Good access to Ainsdale with cycle lanes on A565, plus route via Freshfield crossing Golf course leading to Fishermans path and track through pine woods to Coast Rd. at Ainsdale.”

“To Ainsdale I go through the Fishermans Path and join the Coast Road cycle path - and its a really nice ride suitable for all, but the path is somewhat too narrow in place and to pass someone heading in the opposite direction is a squeeze especially if it's a wobbly child !”

“I cycle through Formby Village to Freshfield and then go through the Pinewoods to Ainsdale. I find this route fine in terms of signage and paths, except that there is a section of the path, after crossing the rail tracks at Freshfield that cuts through a Golf Course and cyclists are now being faced with non council signage instructing them to dismount for about a distance of 300m- this is a huge hindrance.”

Route 10 - Formby to Ainsdale



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The Formby Cycle Network

An overview of all the suggested routes shows how the network will look, and how it serves the major destinations in Formby.

Cycle Zebras

Zebra crossings are relatively low cost and are useful facilities as they offer immediate response to pedestrian demand and protect the pedestrian for the whole of the crossing width at every walking speed. Zebra crossings are suitable for widespread use in urban areas, although their use will be limited to roads with lower traffic speeds and volumes. Local Transport Note 2/95 details design characteristics. However, the choice between a Zebra and a Puffin crossing may be influenced by the expected level of use by people with disabilities, as the Puffin control is easier for certain types of users, notably the blind and some people with learning difficulties.

There has been considerable interest over recent years in the possibility of a version of a Zebra crossing designed for shared use by cyclists and pedestrians; in some circles this has been termed a Tiger crossing. Under present legislation these are not permitted, so a number of local authorities have been trialling designs that direct cyclists over standard Zebra crossings whilst others have introduced alternative designs.

The Need for Cycle Zebras

Unsignalled 'priority' crossings for both pedestrians and cyclists are a standard part of the toolkit in many parts of continental Europe but are not authorised for use in the UK. These continental crossings are of shared-use or segregated types depending on the country and their standard layouts.

Zebra type crossings have many benefits compared with signal controlled (Toucan type) crossings, if the pedestrian and cycle flows are not so high that they cause excessive traffic delay. These benefits include:

- lower cost of installation
- signal works programming ('slot' availability) unnecessary
- lower cost of maintenance
- more flexibility in crossing location
- less delay, journey time savings for pedestrians/cyclists crossing
- less effort (due to stop start) for cyclists
- delays of traffic may be reduced if crossing flows are relatively low
- promotion of active travel / sustainable modes
- greater awareness of facility (due to carriageway striped markings) by drivers when driving

There are also some disbenefits of Zebras, compared with signalised crossings, in that no 'safe-to-cross' signal is displayed to users, which is an issue for some user groups, particularly the disabled.

Legalities

The Zebra, Pelican and Puffin Pedestrian Crossing Regulations and General Directions (1997) give direction on the regulatory frameworks surrounding crossings.

- Zebra crossings give pedestrians priority over vehicles on the carriageway
- Cyclists are vehicles and are permitted to ride on the part of a Zebra crossing that is carriageway, provided they give way to pedestrians crossing or waiting to cross.
- It is not illegal to cycle across a Zebra crossing if there is shared-use to either side, but it is contrary to Rule 64 of the Highway Code which states that cyclists should dismount and walk across Zebra crossings. Breach of the Highway Code could be used as evidence of an offence, e.g. cycling dangerously, or of evidence of negligence in the event of a collision.
- Nearly 90% of cyclists at six sites surveyed for TfL cycled across Zebra crossings
- The Secretary of State has powers to make regulations with respect to precedence of vehicles and pedestrians respectively, and generally with respect to the movement of traffic (including pedestrians) at and in the vicinity of crossings. Presently Zebra crossing regulations only allow for pedestrians to have precedence over vehicles.

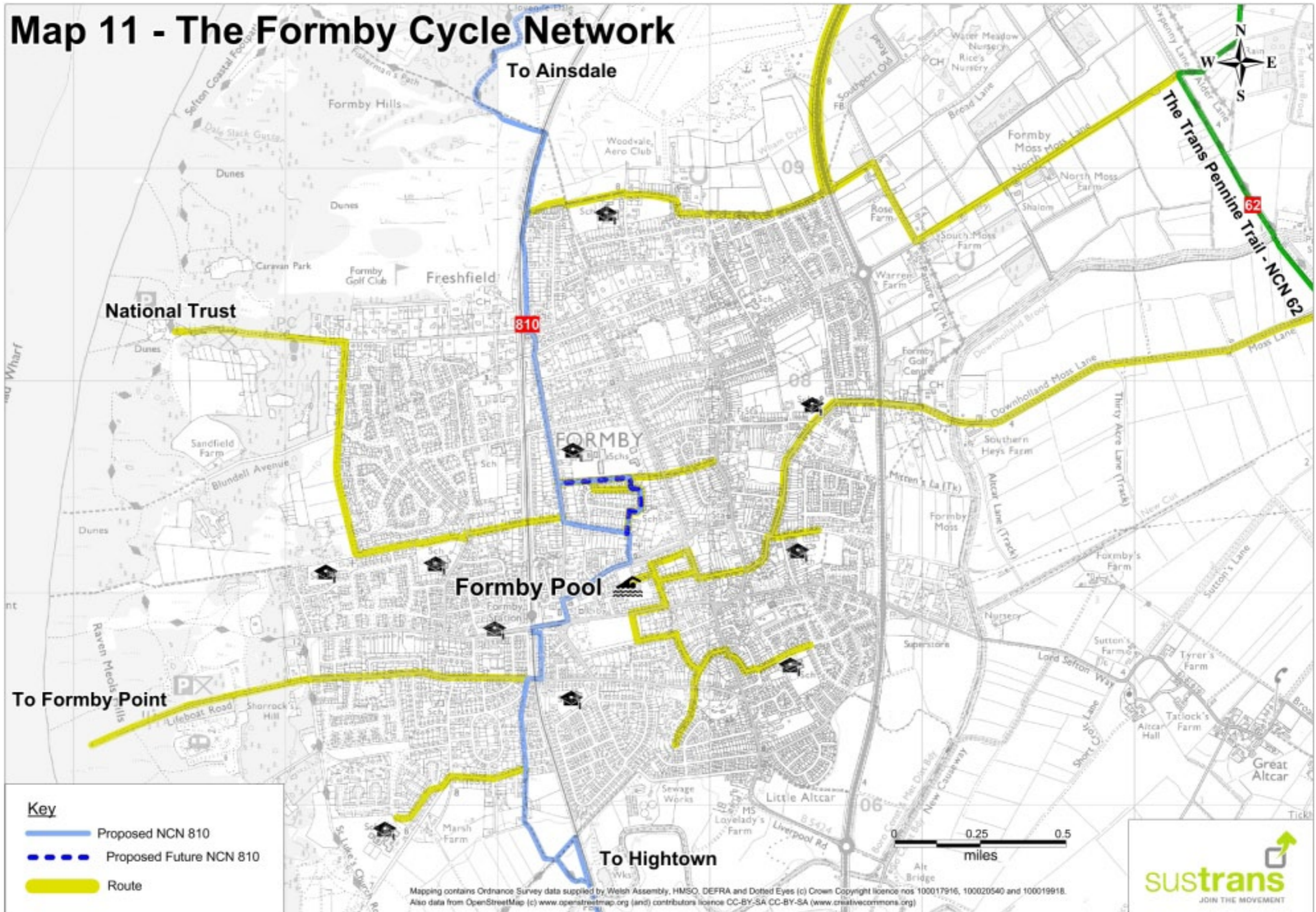
Current Guidance

A study on the Shared Use of Zebras Crossings was carried out by TRL (Transport Research Laboratory) for Transport for London (TfL) during 2005/6. This considered the legal framework of different crossing types and studied the current unofficial shared-use of six different Zebra sites. Conflict analysis was carried out using video surveys of the sites, which showed moderate levels of risk and conflict. The study indicated that the following mitigations were likely to go a long way to addressing both existing risks and any additional risks that might arise from proactively designing for shared-use cycling at Zebra crossings:

- Entrance and exit paths, central refuge and crossing should be of sufficient width and geometry to accommodate pedestrian and cycle flows
- Design to force cyclists to slow or stop and give them adequate visibility and time to assess/decide before crossing
- Signing and road marking should facilitate and encourage awareness of other road users and safe behaviours by drivers, cyclists and pedestrians
- Signing and road marking should support routes taken by cyclists
- Signing should be such as to support enforcement activity against driver/cyclist breach of Zebra restrictions (that endanger / intimidate people legitimately crossing) including drivers obstructing crossings

Following on from this work TfL is undertaking further research at additional sites, consulting on design and implementation issues and following up the findings with DfT.

Map 11 - The Formby Cycle Network



The TfL research recommended a number of considerations and measures to improve the overall conditions for cyclists at crossings:

- Simplify road layouts to minimise cognitive overload and provide for movement through clear unobstructed pedestrian and cyclist desire lines
- The level of risk and conflict can be affected by individual site specific characteristics including visibility, vehicle speeds, crossing access and exit route, pedestrian and cyclists desire lines, width of routes and crossing, motor traffic, cycle and pedestrian flows.
- In most crossing situations pedestrian and cyclist desire lines can conflict, i.e. layouts need to take account of this by providing sufficient width and visibility for space to be informally shared where conflicting movements are being made
- Visibility considerations at Zebras would be different for cyclists unless they were slowed to pedestrian speed.
- Importantly, conflict between cyclists and pedestrians was at a low level and low frequency, and would be reduced further by setting the minimum crossing width of 4 metres (as recommended for Toucan crossings).

Cycling England's advice is that: "A number of mainland European countries allow the use of zebra-style pedestrian crossings by cyclists. At present it is not unlawful for cyclists to cycle across zebra crossings within the UK. However, since there is no legal requirement for motorists to give way when they do, encouraging this practice may increase hazards for cyclists. Where cycle tracks naturally bring cyclists to such facilities, wider than normal crossings should be provided and 'Cyclists dismount' signs used. Cycle track approaches should also have a bend on the immediate approaches to the zebra crossing to slow cyclists' speeds."

The design of a shared-use Zebra crossing should avoid leading cyclists to reasonably conclude that they have precedence. In the absence of a prescribed sign to the effect of "Cyclists Give Way at Crossing" the Cyclists Dismount sign is probably the most suitable alternative available should a local highway authority consider such signing necessary.

A number of local authorities have introduced alternative designs of Zebra crossing that are outside the regulations, without approval from DfT. Cycling England did an assessment of one such design, in Canterbury. This scheme has now been in place for over four years and the Council is pleased with how it has performed and there have been no personal injury crashes recorded either at the crossing or associated with the crossing since the scheme was completed in May 2007.

Conclusions

Sustrans supports the inclusion of Zebra crossings on cycle routes where these appear to provide the most appropriate form of crossing. The cycle tracks either side should be designed to slow cyclists' speed on the approaches and this is perhaps the only situation where we can accept use of the Cyclists Dismount sign should the local highway authority consider it necessary. A wider than normal crossing will generally be needed, preferably on a speed table.

20mph Zones

The notion of introducing 20mph zones to several areas of Formby, perhaps in a measured zone around all of the Formby schools, is something which has been raised during the consultation on this report. Sustrans supports the introduction of 20mph zones, and have carried out research into the benefits as shown below:

A new survey commissioned by Sustrans shows that 70 per cent of British people want the speed limit to be dropped to 20 miles per hour in residential areas to make them safer. But it's not just public opinion that supports an area-wide roll out of 20mph - the evidence of the safety, health and economic benefits is irrefutable.

Safer streets

There were 405 pedestrian and 111 cyclist deaths in Britain in 2010. Yet we know that reducing speeds saves lives. In fact a pedestrian struck at 20 mph has a 97% chance of survival whilst at 30 mph the figure is 80%, falling to 50% at 35 mph. A recent British Medical Journal study showed that the introduction of 20mph zones was associated with 42% fewer road casualties. Younger children were the main beneficiaries in this reduction in casualties, and serious injuries and fatalities also dropped significantly.

A better place to walk and cycle

High vehicle speeds are the greatest deterrent to walking and cycling. Reviews show that reducing speeds to 20 mph (30 km/h) encourages more people to walk and cycle. A 20 mph speed limit in built-up areas allows for the safe mixing of motorised and non-motorised modes of transport, and makes it easier for pedestrians and cyclists to enjoy the same direct and safe routes for their journeys as motorists.

Smoother traffic flow, reduced congestion and cheaper fuel

When 30km/h zones were introduced in Germany, car drivers changed gear 12% less often, braked 14% less often and required 12% less fuel. Research also showed that driving at a steady 30 kph reduces vehicle emissions as braking and accelerating between junctions and other obstacles decreases.

Sociable places

Heavy traffic damages communities – and the speed of traffic plays a key role. A study from the Commission for Integrated Transport found that where cities have 20 mph speed limits covering between 65% and 85% of the street network, they are transformed "from being noisy, polluted places into vibrant, people-centred environments."

Economic benefits

There are clear financial benefits to 20mph. In 2010, the estimated cost to the economy of collisions in Britain was around £15 billion. Conversely, area-wide 20mph limits are low cost and high benefit. For example, Portsmouth converted 1200 streets in the city to 20mph for a cost of just over half a million pounds whilst Transport for London (TfL) estimates that the 20mph London's zones are already estimated to be saving the city more than £20 million every year by preventing crashes.

Claims that 20mph is expensive to enforce are misleading. The police are required to enforce the speed limit whatever it is – this is no different with 20mph. A recent meeting with ACPO underlined their support for 20mph and highlighted the need for more resources to enforce speed limits on all roads and streets.

http://www.sustrans.org.uk/assets/files/policy/0212_Summary_of_arguments%20_for_20mph.pdf

Routes to avoid or room for improvement?

When investigating all of the routes above, as well as cycling them Sustrans consulted Sefton Council and looked at the Cycle Sefton maps for an idea of which routes would be most practical but also routes which in general most cyclists could use confidently, minimising use of the busier roads (aside from the need to cross the bypass to access the TPT), and avoiding roundabouts and tricky junctions.

Nevertheless it will be impractical, especially for local people, to stick to the recommended routes for all their journeys, and sometimes busier roads are going to be unavoidable. We asked Formby cyclists which areas they felt were a hazard. Resolving some of these issues will be way beyond the scope of the funds currently available for work in Formby but should be borne in mind when future highways work is carried out:

Roundabouts are seen as a particular concern; Manual for Streets recommends making roundabouts as compact as possible preferably with single lane approaches; don't provide left turn slips. There may be other things that can be done to make the existing roundabouts safer for cyclists such as trimming or removing vegetation on roundabouts and on the approaches to give all users better visibility

Provide Advanced Stop Lines (ASL's) at all major junctions to make car drivers more aware of cyclists, help right turning cyclists to position themselves correctly, reduce cyclists' conflict with left turning motor vehicles, enable cyclists to wait away from direct exhaust fumes, give cyclists some priority over motor vehicles, and increase cyclists' comfort and belonging on the carriageway.

Formby bypass is going to remain an issue, with a speed limit of 70 and limited controlled crossing points. The speed limit is soon to be reduced to 60mph though this will make little difference to a vulnerable road user in the event of a collision. The crossing at the junction at Altcar Road is probably the safest, but is quite a diversion for anyone from the north end of Formby wishing to access the TPT. Section 106 monies from any future development in the business park could be used to improve facilities for pedestrians and cyclists in this area.

What Formby Cyclists say:

"I am 73 and force myself to cycle on the roads to keep my confidence, however i was knocked off in December on the roundabout by the Grapes Hotel, roundabouts are a problem"

"cycle use on the pavements should be a long term aim, or cycle lanes which segregate cyclists from traffic"

"Southport Road is very busy"

"I avoid roundabouts on the bypass and use the traffic lights or the little cycle slip north of the lights. Fishermans Path is now very potholed."

"As a road cyclist I would like to see access to the cycle lane along the bypass improved eg at the south end roundabout for Formby. We go this way to Hightown and Thornton. I realise it would be quite a scheme but should surely qualify for sustainability money. It needs a push button crossing with pavement widening either side of it."

"Roundabouts on the by pass and the roundabout at Duke Street/Kings road/ Freshfield road; there is a lot of through traffic and going quite fast in peak hours. The roundabout is on a bit of a hill if coming from Kings Road – hard to get momentum and speed sufficient to cross in the small gaps – if you had to stop to give way."

"Worst junctions are on the Formby bypass particularly the two roundabouts."

"The three junctions with the Formby Bypass are very dangerous for cyclists – the person who designed these junctions is a lunatic

(a) Altcar Rd – traffic moves very fast coming from Liverpool along the bypass and many drivers do not signal that they are turning left into Altcar Rd

(b) Tesco Lights – very dangerous when crossing Moss Side on the eastern side of the bypass as there is no break in the lights sequence for cyclists/pedestrians and traffic comes fast from the Southport direction and is blind when turning left into Moss Side, heading towards Tesco

(c) Southport Rd – the big roundabout is full of trees/ bushes so it is impossible to see the heavy traffic

turning right, especially the traffic coming from Southport. Additionally very fast traffic coming from Liverpool often fails to signal when turning left and because of the slight bend in the bypass is largely obscured."

"Liverpool Road, Formby Village, Church Road, roundabout at Cross Green and r'about at the bottom of Formby Hill, Duke Street."

"The cycle path (?) from the Red Squirrel on the Northbound direction of the A565 is particularly poor quality - not sure it really is a cycle path or a pavement for pedestrians - until it hits North End Lane, when it is great. Re-joining the main carriageway at the first roundabout to continue North is quite stressful as even if you get a break in the traffic to start heading onto the roundabout, traffic heading South and looking to turn right into Formby is sometimes travelling really fast and you risk trying to cycle across them before joining the cycle path on the other side of the roundabout. A warning sign for that turning traffic to watch out for bikes as they turn may help to make them more aware."

"The junction at the Tesco crossroads is even more difficult as there is no sign on the path that to head North, you need to exit the cycle path and join the main carriageway to the traffic lights - this needs attention - and then, because of the left filter lane at the lights , you need ride across to the middle lane to head straight across the lights before you can rejoin the cycle path heading North. For the BP garage roundabout see first answer again."

"For a good short ride, starting at Fishermans path, head through to Ainsdale, down the Coast Road to join the Cheshire Lanes and exit at Moss Lane to get back to Formby. The quality of the metal roads to join the Cheshire Lines at both ends are absolutely shocking with massive cracks and holes and uneven surfaces that could easily cause inexperienced cyclists or children to fall off. As these roads are narrow, the risk of being hit by a car if you did fall off is that much more increased. I would not ever advise any Mum or Dad to take their children on this ride because of the road surfaces, which is a shame."

Chapter 2. The world wide environmental context

The Kyoto meeting of 1997 was an important step in bringing the world's attention to the long term effects caused by man-made pollution and the depletion of fossil fuels. The subsequent protocol was a voluntary agreement, without the support of such countries as USA and Australia, and whilst an important move in international negotiation, has had limited effect. Concern over whether any future average temperature rise can be kept to 2°C has led to the further Durban discussions of 2009 in which countries of the world have until 2015 to work out how they are to reduce their emissions.

The United Kingdom supported the protocol and overall emissions have started to reduce through new policies on renewable energy, and an industrial policy which has seen a reduction in manufacturing activity in the country. To put the process on a more formal basis, the Government started to work, prompted by environmental organisations in particular, on a legally binding framework to reduce emissions gradually and hence the dependence on fossil fuels. The Climate Change Act of 2008 resulted which requires all subsequent Governments to work toward an 80% reduction by 2050 compared to 1990 levels.

The Act created a Committee on Climate Change, an independent body of 9 scientists and public figures, who advise the Government of the day through a series of carbon budgets, leading to the 80% figure in 2050. Every walk of life is affected by this target, some more than others.

Transport in particular has a big impact on emissions of CO₂, with surface forms of travel responsible for 22% of the UK's emissions in 2008 of which 13% was from cars. Whilst the efficiency of engines has been improving over the last two decades, the benefits in terms of CO₂ reduction have been lost as there was a significant increase in the amount of travel. Very recently in 2008 and 2009 though there have been signs of an overall decrease in emissions.

Nearly ¾ of oil consumption in 2010 in the UK was for transport; the decline in output from the North Sea oil fields and the volatility in international oil prices due to rising demand from newer economies, has resulted in a more concerted effort to decarbonise transport.

The carbon budget set by the Committee on Climate Change for transport, suggests that CO₂ levels can be reduced by 26% from their 2008 levels by a combination of measures as follows:

- Reduction in car engine pollution from 150g CO₂/km to 95g CO₂/km by further cost effective engine improvements and by encouraging plug-in electric and hybrid vehicles. By 2020 the CCC estimates there will have to be 1.7 million of these vehicles, to achieve the reduction of approx 11% of CO₂. 2011 sales of electric vehicles have been very low, giving some indication of the scale of the challenge.
- Rollout of “smarter choices“ in all UK cities and towns. The CCC uses the experience from the Sustainable Travel Town projects to show that encouraging walking, cycling and public transport use could lead to a reduction of just over 2% by 2020.
- Enforcing the existing 70mph speed limit and possibly reducing it to 60mph which is estimated to save 2%.

Beyond 2020 the CCC has already investigated a further carbon budget. The challenges became significantly greater, with “smarter choices” playing an important part.

Following on after the budget statement of 2011 the Government issued its carbon plan, “Delivering Our Low Carbon Future”. The transport section of this is not quite as ambitious as the CCC's targets with a reduction for example in CO₂ emissions of approximately 15% by 2030. The DECC envisages there will be much greater reduction in CO₂ emissions as a result of technological advances in the fourth carbon budget period between 2020 and 2030. Still in these scenarios, greater uptake of walking and cycling is important for local journeys.

Environmental organisations discussed with Government setting up a carbon fund specifically to help bring about the changes required by the CCC's budgets. The idea was accepted but in the form of a Local Sustainable Transport Fund which will

enable local authorities to deliver transport solutions that build strong local economies and cut carbon emissions. Sefton Council in partnership with West Lancashire County Council have made a successful bid to this fund.

The Formby re-imagined report posed the question, Formby – a Transition Town? and made the suggestion that there are three actions which the Formby Pool Partnership could take to support the ambition to make Formby a more sustainable community:-

- (a) Support an even more rigorous programme to promote sustainable transport in Formby
- (b) Encourage the production of more local food through the establishment of a community/edible garden demonstration plot and by making more locally grown and healthy food available in the café.
- (c) As part of its ambition to become the “heart of the community”, offer to act as the focal point for any community-led initiative to transform Formby into a “Transition Town”.

Sustrans believe that this report and our ongoing support and work in Formby through infrastructure investment, our Bike It Officers, and volunteer Active Travel Champions programme we can help Formby achieve (a) and (c).

Chapter 3. Getting people cycling in Formby

The role of Formby Pool

After many years of planning Formby Pool was opened in January 2007, it is an award winning building encompassing very high standards in environmental sustainability; and the parkland setting has greatly enhanced the attraction of Formby Village. The swimming pool is heavily used, visitors travel long distances to attend the swimming lessons, and the health and fitness centre is “bursting at the seams”. (from Formby Re-imagined).

Now that the Pool has been open for five years the Formby Pool Trust and partners feel it is time to take stock and reflect on whether the Pool, successful as it is, is achieving its aim of being at the ‘heart’ of the community, and what else needs to be done to ensure the Pool fully reaches its potential as a true “community hub.”

Formby Pool has a very central location with entrances on Brows Lane and Elbow Lane. The Brows Lane entrance allows cyclist and pedestrian access to the Pool and includes a drop off point for vehicles but does not provide vehicular access to the car park. The Elbow Lane entrance gives access to the car park, with a footpath for pedestrians alongside it. The Pool car park has capacity for 62 (52 + 6 family and 4 disabled) cars. Drivers pay between £1 and £2.50 depending on the length of their stay, however this is reimbursed by Pool reception staff if the car park user then uses the Pool.

The Pool is directly adjacent to the centre of Formby, a stone’s throw from the main shopping street and on the main route between Formby Station and the village centre, however the pool does not feel like its in the centre of Formby, it rather seems to shy away from attention, with no sign on the building to say what it is. Set back from the street on its public facing side at Brows Lane, the natural and unobtrusive look of the architecture causing it to blend in with its environment, and its main entrance tucked away to the side of the building. These factors, whilst making the building look attractive, do beg the question “do people know the Pool is there?” Sustrans have heard anecdotally that even some Formby locals aren’t aware of the Pool’s existence; if the Pool is to be Formby’s

community hub and a visitor attraction for people from further afield, there should be some consideration given to boosting the Pool’s presence and creating a slight shift in the centre of Formby, physically and psychologically so that the Pool is less peripheral and more central. Sustrans hope that the signed routes suggested in chapter 1 will assist with this as they will all ultimately lead to the Pool.

Formby Pool Website

Formby Pool website is likely to be a first port of call for many considering visiting the Pool as well as regular users finding out about classes, opening times, special events and so on. It is therefore important that some information about travelling to and from the Pool is available on the site.

At present there is a section on parking, giving details of the albeit refundable parking charges, but there is no information regarding any other ways of travelling to the Pool which firstly gives a false impression that travel by car is seen as the norm, and also could exclude some potential visitors.

Due to its central location Formby Pool is very accessible by train, bus, on foot and by bike. The website should reflect this by including a prominent section on “How to Get to the Pool” or “planning your journey to the Pool”:

This could include the following information:

- A map showing the proximity of the Pool to Formby Station and the recommended walking route, and the nearest bus stops to the Pool
- A link to www.merseyrail.org for train times and journey planning
- A link to the Transport Direct online cycle journey planner www.transportdirect.info
- A link to www.walkit.com the urban online walking route planner
- The National Traveline number for enquiries about bus and train travel
- Links to the walking and cycling pages Sefton.gov.uk or letstravelwise.org for more local information.

The Chester Zoo website is a good example of a website with plenty of information about planning a journey to a site; it uses an encouraging tone and sells the benefits of the different modes of transport, it provides links to all the relevant information, and makes a point of putting how to get there by road at the bottom of the list.

<http://www.chesterzoo.org/plan-your-visit/how-to-get-here>

Chester zoo also offer 15% off admission to those who come by bike.

Information at the Pool

The Pool has a reception area and café which are ideal areas for people to collect information on local activities, and indeed there is a notice board and leaflets available. Although an overload of different leaflets is not ideal Sustrans recommend that up to date Sefton Cycle maps and local Formby maps should be available at all times, along with train timetables and timetables.

Formby Pool Staff Travel

Wherever possible the staff at Formby Pool should lead by example and travel to work on foot, by bike or by public transport. Incentives to encourage this could include:

- Formby Pool as an employer offering a bike to work scheme or bike loan scheme to allow staff to purchase discounted bikes and pay monthly through their salary (and ensure that they can buy their bikes at the local bike shops)
- Adult cycle training and bike maintenance courses
- Incentives for sacrificing their parking spaces such as discounted public transport passes
- Car share schemes

All of these ideas can be combined to produce a workplace travel plan for the Pool. Merseyside TravelWise and Sefton Council will be able to offer assistance with these initiatives

http://www.letstravelwise.org/content105_Workplace-Travel-Plans.html

Bike Hire

A bike hire scheme does operate from Formby Pool, it is part of the Freewheeling scheme which has been operating in Sefton for 10 years, there are 7 centres across Sefton, the scheme is open to Sefton residents over the age of 16 and the bikes are stored in the bike lockers at the Pool, there are 4 bikes available. However little is done to promote this activity at the Pool, and with only 4 bikes available the scheme is pretty limited in what it can achieve. There is a strong feeling amongst many people who have been consulted on this study that there is great potential for a much bigger, potentially commercial cycle hire scheme in Formby, along the lines of the scheme that has been so successful in nearby Southport. The Pool would be an ideal venue to host the scheme, assuming space could be found to store the bikes, and Pool staff trained to administer the scheme. For the scheme to be sustainable in the long term, it would be appropriate for customers to pay for the hire of the bikes (the Freewheeling scheme presently operating is free to use). There is certainly a market for cycle hire in Southport, where customers pay £8 per day or £6 for up to 4 hours; this price includes the use of helmets, locks, lights and other accessories, and family and group discounts are available.

A sizeable bike hire scheme operated from the Pool would certainly work to increase local awareness of the Pool, but it would also raise the profile of Formby by attracting people into the village and encouraging them to explore the area by bike. In order to maximise the success of a cycle hire scheme it needs to be coupled with much improved signage and information around Formby to ensure people know where they can go to on the bikes, how long it will take and what they will be able to see. For example people may wish to take a tour of places of historical interest in Formby such as the churches, or they may wish to access the National Trust site, or join the Trans-Pennine Trail and do a longer ride, all of these trips are more appealing if there is plenty of information available in and around Formby demonstrating the ease with which these journeys can be made by bike.

A bike hire scheme may also encourage Formby residents who are new to cycling, or returning to cycling after a considerable break, an opportunity to “try before they buy” and have a go at cycling again before committing to purchasing a new bicycle. This is where partnerships with the local bike shops such as Formby Cycles and Pedal Power could be beneficial; perhaps they could offer a discount to people who have taken part in the bike hire scheme?

In order for a sizeable bike hire scheme to be successful it would need to be promoted by all local partners, such as local attractions, shops, the railways stations etc. so their staff would need to be well briefed as to how the scheme works.

It is encouraging that bike hire has been very successful in neighbouring Southport, organised by Sefton Council, a fleet of high quality Pashley bicycles are available from the Eco Centre, Southport Station and some hotels, there has only been one incident of bike theft since the scheme began and all of the bikes are in very good order. The staff working in the Southport Cycle hire centre report that most people hiring bikes also ask for advice on routes they can use to explore the local area, staff ask them about their levels of experience as cyclists and then recommend the appropriate rides from the selection of seven themed leisure routes which have been created, leaflets are available for each route with easy to follow maps, and the symbol for each themed route e.g. The Squirrel or The Natterjack is also replicated on some of the signage on the routes.

We would recommend that a Bike Hire scheme in Formby be operated as an offshoot or expansion of the Southport scheme, with staff in both Formby and Southport working together and promoting each other. It may also be helpful if bikes could be hired from one venue and returned to the other, if this is logistically possible in terms of ensuring an even spread of bikes between the two locations, as it would encourage people to cycle between Southport and Formby.

Discussions with Sefton imply that this would be a long term aim, in the short term bikes would need to be returned to the Pool.

A bike hire scheme at Formby Pool would be funded entirely through the Local Sustainable Transport Fund at no cost to the Pool. The funds would cover the costs of the purchase of the bikes and storage, as well as training for Pool staff on administering the scheme. The management of the scheme will be tendered for shortly, and the same organisation will manage both Southport and Formby schemes. The plan is to commence the hire scheme with 6 adult bikes and 2 child bikes, and expand based on demand.

Cycle Parking

Having somewhere convenient and secure to park your bike is integral to encouraging people to use their bikes for journeys that might otherwise be made by car. Typically eight bikes can be parked in the space of one car. Transport for London research suggests people don't want to leave their bikes more than 50m from their destination if they are only planning to stay a short while, and public attitudes towards cycling are influenced by the success (i.e. occupancy levels) of cycle storage. So in summary getting cycle parking right in Formby is very important.

Cycle Parking at Formby Pool

Formby Pool has good quality cycle storage which is sheltered and immediately adjacent to the pool entrance, which gives a greater sense of security because it is under regular surveillance. The location of the storage shows that cyclists are a priority as opposed to an afterthought, because they are given such a prominent and accessible location to leave their bikes. The prominent location also gives a good impression to all Pool users because everyone going to the pool will see the many bikes coming and going throughout the day and this will send a message that cycling is a viable way of getting to the Pool.



Due to the popularity of cycling in Formby and to the Pool it seems likely that the capacity of the existing cycle storage will need to be increased, (current capacity is for 10 Bikes) indeed it often reaches capacity at present, and will certainly need expanding if some of the other measures recommended in this report are implemented and cycling to the Pool increases. The Pool Trust will need to make some decisions with regards the type and location of additional storage.

Sustrans recommends that this additional storage is:

- Located as close as possible to the Pool entrance so that surveillance is high for security reasons, and so that cycling is seen as having an advantage over car use.
- Preferably of the Sheffield stand type design but including a lower cross bar for children's bikes. This allows bikes to be locked in two places with more than one lock if needed and keeps them more stable avoiding damage to the bike or hazard to pedestrians.
- Of a sufficient capacity to allow cycling numbers to grow (1 Sheffield stand holds 2 bicycles).
- Does not obstruct pedestrian movement.

We understand that the aesthetic appearance of the Pool and its grounds are of great importance, however there are many different and attractive ways of introducing cycle storage either as a subtle feature or a bold statement which is itself a piece of public art.

First time visitors to the Pool who are considering cycling also need to know that there will be somewhere safe for them to leave their bike on arrival, as will any cycling clubs or groups considering using the Pool as a meeting point or refreshment stop for their rides. At present there is no information on the Formby Pool website with regards the cycle storage facility available and Sustrans strongly recommends that this information is added to the website along with additional information about how to get to the Pool without a car. Staff also need to be aware of the facilities available for cyclists when they receive enquiries.

What Formby Cyclists Say:

“Never had any problems with getting my bike into the storage, it is sheltered and overlooked”

“There have been some problems with vandalism to the bike stands”

“On my last visit to the Pool there was one bike against each stand - so that wasn't bad.”

“The provision for bikes is good - the racks are under cover and in view from the reception area. I am usually there at 8.30am and there is always space available though it gets quite full if there is a class on.”

Cycle Parking at Formby Station (and other stations along the Sefton Coast)

Ample secure parking in the form of a locked cycle cage has been introduced at Formby and many other Merseyrail stations however usage appears low. At Formby station it has often been observed that there are more bikes locked to pieces of station furniture and fencing than there are within the cycle cage. One reason could be the difficulty in registering for the scheme (which gives access to the cycle cage), until recently this either had to be done via a clunky online application or by post; a £10 deposit was also required. It is now possible to pick up an application form at stations which may encourage more people to join. Further publicity of how the scheme works is needed on the trains and at the stations.



Cycle Parking in Formby

There is certainly scope for increasing the availability of cycle parking around Formby, especially scattered Sheffield stands for cyclists nipping into local shops. Sefton Council have asked Formby Parish Council to assist with a review of existing cycle parking and help determining locations for new parking; Formby Parish Council have chosen the style of cycle parking they wish to install in the village centre and are reviewing locations (a Sheffield stand in black and gold with a low tapping bar for blind and partially sighted people). 50 new stands will be installed, replacing 25 old stands, and adding 25 entirely new stands. Sefton can have some “quick wins” by installing parking on their

own land, but in many cases land is owned by others, and Formby Parish Council may have better links with local landowners to approach them regarding cycle parking.

Local firms will be used to supply and install the cycle parking and Sefton Council have funding available to install cycle parking in Formby before the end of the 2011/12 financial year.



Cycle Parking at Formby Schools

All Formby Schools have, or are imminently getting cycle storage. Sefton Council pay 75% of the costs of the storage. The Bike It officers working in the schools have identified where there are shortages in the storage available and these shortages have been quickly rectified.

What Formby Cyclists Say:

“I think there is sufficient capacity but the old type should be replaced with Sheffield stands”

“In the main village area and near the pool ok, for current volumes of cyclists. Outside of the central village are a bit more fragmented. There are lots of pubs / restaurants out of the main village road that do not have cycle parking.”

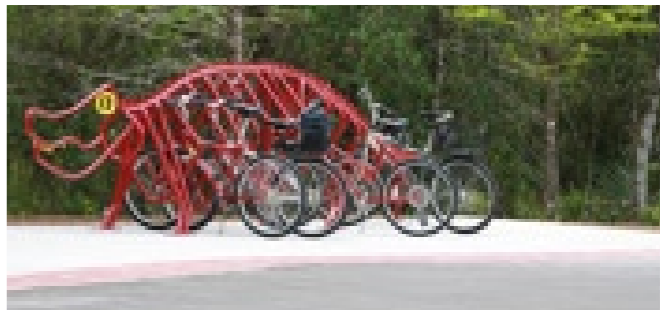
“There is loads of unused capacity at the stations which could be encouraged with a financial incentive and more yellow lines around the stations to discourage street parking.”

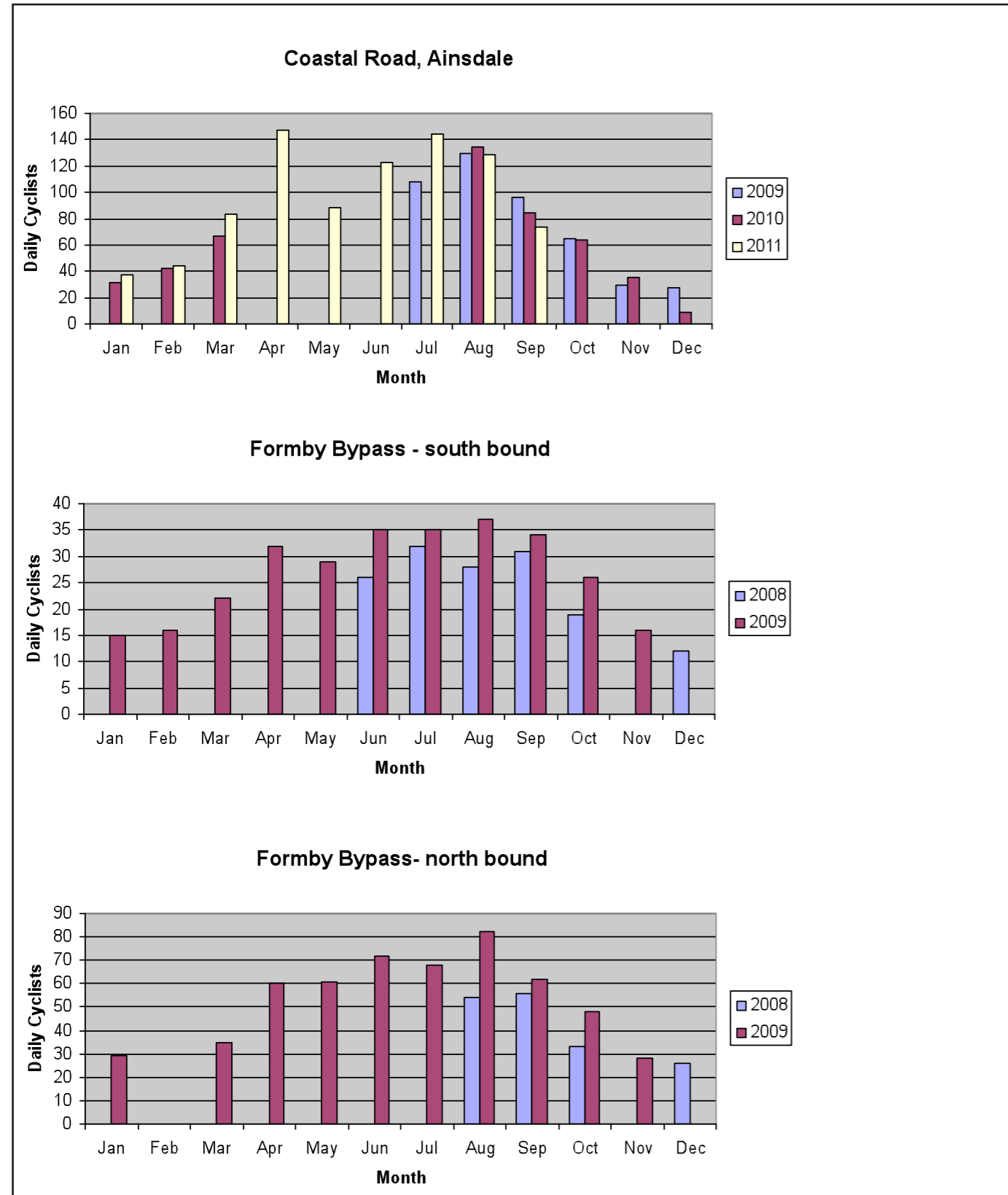
“Cycle parking appears to be good but could be improved at the national trust areas.”



(Above) Examples of David Byrne’s cycle storage in New York (http://www.davidbyrne.com/art/bike_racks/index.php)

(Below) Examples of quirky cycle storage from around the world





Data on Cycling levels in Formby

There are no cycle counters in Formby village, however there are 2 on Formby Bypass and some on the Trans Pennine Trail, the nearest being on the Coastal Road section in Ainsdale. The graphs below show usage from the most recent data available. Where there are gaps in data, this is due to problems with the cycle counters as opposed to there being no cyclists on the routes.

The graphs show highest usage during the spring and summer months, particularly on the TPT with well over 100 cyclists a day in the summer months, many of whom could be tempted into Formby to spend some money if the routes and signage are right.

Therefore the main data source for information on cycling levels in Formby comes from the schools. Data is collected by the Bike It officers

Cycling to School in Formby

Formby has 7 primary schools and 2 Secondary schools. School run traffic accounts for a large volume of the local traffic congestion in Formby at school start and finish times. The secondary schools also attract pupils from further afield in particular from neighbouring Hightown where there is no secondary school. This makes the Hightown to Formby Link described in chapter 1 particularly important as it will offer an alternative for those pupils who are currently either driven to school or use the train.

Sustrans Bike It Officers are engaged with nearly all of the schools in Formby. They regularly visit the schools to carry out activities such as Bike It breakfasts, ditch the stabilisers sessions, bike maintenance, Bike It assemblies, computrainer* sessions and plenty of other activities tailored to the schools but with the overall aim to increase cycling (and walking) levels among schools children. These activities have proved very successful in Formby with hundreds of pupils taking part in some of the Bike Breakfasts. Many of these activities also allow parents to get involved too, encouraging them to get on their bikes for the school journey and for leisure; reminding them that cycling is a great way of getting around and most of all that it is fun.

Schools have staff and pupil Bike It Champions, however pupils move on and staff change roles and have many other pressures on their time, so it's vital that schools get ongoing support from their Bike It Officer to ensure that the enthusiasm levels remain high. Sustrans strongly recommend ongoing funding for Bike It in Formby; as each generation of school children develops a real sustained passion for cycling, the long-term results in terms of making Formby a truly sustainable community will soon begin to show.

All schools in Formby also take part in Bikeability cycle training. Pupils from year 5 are trained over a number of weeks by professional cycle trainers, firstly on the playground and then on-road in real traffic conditions. This gives them the confidence to make journeys on quieter roads, gives them increased independence, and makes schools and parents feel happier about

allowing them to cycle. Level 3 Bikeability is now also taking place at Range High School, this is training to make more advanced manoeuvres on a bike such as difficult junctions and roundabouts.

Walking to school is also something which Sustrans would very much like to encourage. Every school in Formby has a school Travel Plan which sets out how they will look to reduce the number of cars on the school run. Walking to school is the simplest activity for schools to encourage as it requires no training or equipment and is completely free. Infrastructure that benefits cyclists, such as 20mph zones, Cycle Zebras, widened and resurfaced footpaths and improved signage will also all benefit pedestrians.

*computrainer is a programme allowing indoor simulated cycle races between multiple users on static bicycles linked up to a computer.

St Lukes Primary

The school holds plenty of Bike It based assemblies introducing cycle events to the whole school and even included Bike It in their end of assembly prayer! The school already had fairly good cycling figures at the beginning of the year with 26.8% cycling at least once a week to school although this has still risen to 34.2% over the academic year. Bike It breakfasts have been well attended although the school has tended to only invite 2 year groups at a time to keep numbers manageable. Parents seem very willing to get involved at these events too.

A successful cycle incentive scheme has been held this term with extra prizes being requested due to so many children getting involved. Also a successful after school bike club was held for Y3 & 4 children with demand so high that the group had to be split into 2 to accommodate all those wanting to join in. Next year they will receive their Bronze award.

Quotes from Bike It schools

“St. Jerome’s Primary made particularly good progress in their first year of Bike It. The percentage of pupils regularly cycling to this school increased from 13.6% before Bike It to over half of pupils after engagement in the project (52.2%), with an increase in every day cycling to school from 0.0% before Bike It to 17.9% of pupils after. Furthermore, the percentage of pupils regularly walking to school also increased (from 47.3% before Bike It to 50.4% after) and the percentage of pupils regularly being driven to school decreased by 9.2 percentage points (from 81.8% before Bike It to 72.6% after)”



“Being part of the Bike It initiative has been incredibly good fun! The pupils, parents and teachers have really entered into the spirit of swapping cars for bikes or scooters on a regular basis. The pupils have come up with fantastic ideas through the Bike It Council and have really encouraged their friends and families to become involved. It’s really easy in the Summer to make the change, but in the Autumn and Winter it is really down to the children and parents being determined to make the effort - and they do everytime! Not only do we see less cars near school but we’re also making a difference to the environment and to our own health. It’s win-win for everyone!”

LSTF and the Visitor economy (2011 – 2015)

An emerging theme from discussions with partners in the LSTF process is that people don't associate Formby with the nearby attractions such as the National Trust pine woods, dunes and beaches despite their geographical proximity. Formby centre, and consequently the Pool is not seen as a place to visit and is therefore bypassed by many potential visitors; Formby is therefore missing out on the potential economic benefits these visitors can bring through spending in cafes and shops.

Formby is bypassed not only by the Formby bypass, but also by the Trans Pennine Trail, a long distance walking, cycling and bridleway route between Southport and Hornsea which attracts thousands of visitors a year, either making the entire trip as a touring holiday, or passing along small sections for day trips.

The LSTF partners hope to rectify this by increasing the awareness about Formby and the Pool through signposting from partner's websites and promotional materials, and physical signposts showing how close Formby is, advertising of Formby village centre and the Pool as a place worth visiting, and producing maps and guided rides around the Formby area. But in order for this to be a success work has to be done to make sure Formby and the Pool is a place worth visiting and a place people want to come back to, and not only that, to make sure that the vast majority of people who visit Formby do so using a mode other than the car. So Formby needs to be seen as a place which is "Cyclist Friendly", easy to walk around, easy to access by bus and train, and easy to navigate once you are there.

If Formby Pool is to become a visitor attraction in its own right as well as a hub for the local community and to be seen as more than just a swimming pool and gym, then it needs to develop an identity revolving around the activities it can offer. Discussions with the FPT suggest that an identity as a Centre of Excellence for practical learning about "sustainable lifestyles" may well be the way forward.

Cycling and walking would play a major part in this identity, not just in terms of how people arrive at the Pool before they go off to do other things, but also as activities which could be based at the Pool or operate from there, such as bike maintenance classes, cycle training for adults, Wheels for All activities, and walking groups.

Themed Leisure Routes

The staff working in the Southport Cycle hire centre report that most people hiring bikes also ask for advice on routes they can use to explore the local area, staff ask them about their levels of experience as cyclists and then recommend the appropriate rides from the selection of seven themed leisure routes which have been created, leaflets are available for each route with easy to follow maps, and the symbol for each themed route e.g. The Squirrel or The Natterjack is also replicated on some of the signage on the routes. The routes all commence in Southport, however The Squirrel Route does link Southport with Formby using part of the route described in this report linking Ainsdale with Formby (see Chapter 1), however the Squirrel route only skirts the northern edges of Formby, directing visitors to the National Trust site at the end of Victoria Road, but making no mention of Formby village itself.

It would be very helpful if this portfolio of themed leisure routes could be expanded to include 2 or 3 Formby orientated rides, perhaps commencing at Formby Pool, taking in points of interest within the village itself, and also showing the routes down to Hall Road, and across to the Trans Pennine Trail (once a suitable crossing point of the bypass can be established). It is our understanding that it is the intention of Sefton Council to introduce these new routes for Formby using their LSTF funding. If signage can also be introduced as part of this project it would go a long way to improving the cycling network around Formby.

Signage

One of the key requirements in developing safe and attractive places to cycle is comprehensive direction signing that links paths, tracks, lanes and roads together that make up the network. The attractiveness and utility of any network to potential users will, in part, depend on the quality, coherence, consistency and frequency of the signs. Inadequate, missing or misleading signage is the main concern expressed by users on a network. Visitors and local residents should be able to follow all routes in any direction, without needing a map.

Signing advertises the presence of cyclists to other road users and advises them that there is an alternative to using the car. Cohesive and continuous signing of a route or network gives first-time users a good impression of the area, and encourages further exploration.

Signing should be appropriate to the user and the location. Too many signs or signs that are too large may add little or nothing to the cycling experience but clutter views and streetscapes. Cycle path surface painting is a useful alternative to post-mounted signing and usually only one or the other is required.

In Formby there is a need for two tiers of signage; firstly the signage of National Cycle Network route 810 (formerly Regional Route 810) which will pass through Formby from Crosby up to Ainsdale to meet NCN 62 (the Trans Pennine Trail). The second tier of signage will be for local routes in and around Formby. Since signage for cyclists and pedestrians is fairly limited in Formby at present, there is an opportunity to produce a signage schedule for the whole village. Signage need not always be conventional either, Sustrans have hundreds of Millennium milepost signs around the country which are themselves a work of art, a similar model could be adopted at certain key locations in Formby.

It is essential that at frequent locations along any cycle route signs advertise key destinations and distances. Ideally, two main destinations should be given, directing the cyclist to locations close by or to major destinations within a reasonable cycling distance.



A Sustrans 'Millennium Milepost' on NCN route 6

Typically, these will be the next village and town. In larger urban areas signs should point to known landmarks, which may be parks, squares, public spaces or even pubs or cinemas.

Cycling distances should be measured accurately along each leg of the network, and to defined points (e.g. "Hyde Park" is an area over 1½ miles wide by ¾ miles long and not suitable, whereas "Speaker's Corner" is a defined location). Where distances are measured to "town centre", then a defined landmark (e.g. the main town square or the town hall or railway station, or in Formby's case the Pool or the War Memorial) must be determined and consistently used. Points where distances are measured to must be reached by a continuously signed cycle route.

Sustrans can provide detailed advice on signage as there are many different options available and also certain regulations that must be adhered to when signs are on the public highway.

In summary signage in Formby should make it as obvious as possible to any user which direction they need to be going in, how far their destination is (either in miles or time distance), whether the route is suitable for them (e.g. is it a path for pedestrians only or shared with cyclists), and it also must be continuous and well maintained as it only takes one junction to not be signed and people can easily get lost.

Sustrans volunteers have a long history of helping with checking and reporting issues with the signage of the NCN by carrying out rides along stretches of route. They can also help install some signs, in particular adhesive signs which can be put to good use on routes where signposts aren't appropriate.

Local signage in Formby could follow the route of the proposed themed leisure rides mentioned earlier in this chapter, through the signs must be useful to everyone, not just those who have the accompanying map.

Sustrans suggest signage for the following routes within Formby using NCN 810 as a North – South spine (with signs at every junction and relevant point showing destination and distance):

1. From Formby station to Formby Pool and village centre and vice versa using NCN 810
2. From Formby Station to the National Trust Site (this could be via NCN 810 and local route as described in chapter 1) and vice versa
3. From Freshfield Station to the National Trust site and vice versa
4. From Formby village centre to the Trans Pennine Trail (via whichever route from those suggested in Chapter 1 Sefton Council feel happiest with) and vice versa
5. From NCN 810 to the two secondary schools

Many of these routes suggested in Chapter 1 also pass Formby's primary schools so the schools could also feature as destinations on the signage for these routes.



Public views on signage for cyclists in Formby

“There are signs for the beach and Formby Point”

“There is potential for lots of signage to avoid the bypass, use the coastal path and find the TPT. It really doesn't matter about local people - they can find their way around but people from not very far away such as Bootle need more signs.”

“Formby is not well signed for motorists pedestrians or cyclists – it's a bit of a maze and anyone who does not live there inevitably gets lost trying to find whatever it is they want- unless they have a map or go there regularly. Its easy to loose ones sense of direction and parts of the shopping/ village are and eateries are fragmented you sometime s have the sense you are going round in circles to get somewhere. Better signage to key points and attractions as well as to general village exit point would help.”

“I don't normally notice signage as I am very familiar with the area. Though I am bemused by a sign at the junction of TPT and North Moss Lane indicating 'Formby 4' when the distance is 2 miles at most to the centre of Formby”

“At present the only cycle routes in the Formby area are alongside the A565 dual carriageway, going North they finish at Woodvale with almost a connection to the Trans Pennine Trail, going South to finish before Ince Woods, with no useable connection. Not advisable to use B5195 to cross A565 due to absence of any cycle provision on narrow / busy junction. Possible quiet route on College ave. from Grisdale Close through to Victoria Rd”

“Not really well signed no - I think that a route signed from the start of Formby to Fishermans Path to join the cycle path to Ainsdale to meet the TPT would be good together with signs on the A565 Bypass cycle path at Moss Lane to turn and join the NCN 62 would be useful.”

The views of Formby Cyclists:

General comments:

“cycling is well catered for in Formby and there are a growing number of cyclists, there must be a market for it to keep two bike shops going”

“Mostly cycling in Formby is a dream by comparison with where I used to live!”

“Yes, it's (Formby) quite cyclist friendly, the nature of the roads mean people do not use excessive speeds and the traffic is not heavy within the village. Parking is fairly adequate and there is a perception of personal safety. Its also got a couple of bike shops if you need an emergency part/repair. I am not aware of any current projects encouraging cycling in the village. There is high car ownership in Formby, however perhaps some promotion emphasising village life and engagement – better ambience without parked cars/ shopping in multiple smaller stored than going to Tesco's/ meeting for coffee – all on cycles- may appeal. In Copenhagen, if you sit and people watch its amazing how two cyclists who know each other will bumping into each other, stop and chat/ pull over for a coffee – its creates a real 'living vibrant feel to the city, whilst keeping the centre car free prettier looking and clean. I think in Formby you need to make cycling 'trendy' which I think is what many view the village itself as being.”

“Improve access from Formby towards Liverpool via Hightown and towards Maghull/Netherton via Ince Blundel & Lunt. The principal Catholic secondary schools servicing Formby are in Thornton Virgins Lane (Holy Family) & Crosby (St Marys Liverpool Rd) and the principal independent school serving Formby is Merchant Taylors Liverpool Rd Crosby. If cycle routes could be developed to link to these schools this would reduce a significant amount of school run journeys.”

“Formby is conducive to cycling as it is so flat – attitude of motorists to cyclists is variable (similar to other places) with usual sprinkling of maniacs. There are a large number of snickets/paths that are used by cyclists to take short cuts through Formby.”

“There is an excellent wide path from Formby Point to Freshfield Squirrel Reserve which was put down a few years ago and is perfect for cycling. Unfortunately and illogically cycling is banned on this path but English Nature??? seem happy to see the path used mainly by dog walkers and their uncontrolled dogs which cover the dunes in dog mess. It would be good to see the path opened up to cyclists.”

“There are projects to promote cycling in Formby but they are not aimed at people my age (late thirties) and not at my children”

“More publicity of cycling groups especially at the pool where large numbers of people who want to cycle congregate both inside and out - ie young people - the wheels for all project could be pushed harder and an organised summer ride from there round Formby down to the woods would inspire people to get out of theirs cars and explore the back lanes of Formby - of which there are many!”

“The attitude to cycling in Formby is possibly above average, with good instruction for schools. and ideal cycling terrain.”

Local Attractions working together

The National Trust site which is at the north end of Formby and receives a large number of visitors is struggling with parking capacity and would very much appreciate more visitors arriving on foot or by bike.

The site is half a mile from Freshfield Station, 1.3 miles from Formby Station, and 2 miles from Formby centre (by the most direct route), yet many people do not realise how close Formby is to the site. The National Trust site hope to expand their cycle storage facilities, allow and actively promote cycling on some of their internal footpaths which currently aren't supposed to be for cyclists (see route 5 in chapter 1), and be a part of any bike hire scheme which is introduced in Formby. The National Trust site is able to apply to Sefton Council for funding to support these projects as they fall within the remit of the Sefton and West Lancashire LSTF funding.

Other attractions within Formby itself (aside from the Pool) are less obvious to the outside observer, however Formby has a long and rich history and there are many buildings and sites of historical significance, impressive architecture, homes of the rich and famous and so on, certainly plenty of material to provide sufficient points of interest for tourists wishing to have a look around the village.

Formby is also a very green and attractive village with pleasant quiet streets and footpaths, many independent shops, restaurants and pubs, and a pleasant atmosphere to spend a couple of hours. It is extremely accessible by public transport with two railway stations served by trains every 15 minutes from Liverpool (28 minutes away), and Southport(14 minutes away). It has all the makings of a place that people would want to visit, it just needs a little extra help in order to encourage people to do so without their car.

Formby also has two bike shops, Formby Cycles and Pedal Power. The latter has very recently relocated to Brows Lane, adjacent to the Pool. A partnership between these shops and local attractions in Formby especially the Pool could be very beneficial.

The Trans Pennine Trail

The Trans Pennine Trail (TPT) is an exciting route for walkers, cyclists and horse riders linking the North and Irish seas, passing through the Pennines, alongside rivers and canals and through some of the most historic towns and cities in the North of England.

The Trail from coast-to-coast between Southport and Hornsea is 215 miles (346Km) long. A north-south route connects Leeds and Chesterfield and a spur to York means there are approximately 350 miles (560 km) of Trans Pennine Trail available to explore.

The Trans Pennine Trail is mapped and signed all the way, mainly traffic free and is surprisingly level considering the dramatic scenery along the way. Easy gradients and surfaced paths make many sections suitable for families, gentle exercise and people using wheelchairs and pushchairs. So whether on foot, horse or cycle; for a day or longer; alone with friends and family - the Trans Pennine Trail can offer something for everyone.

The potential influence of the Trans Pennine Trail on walking and cycling in Formby, as well as the economic benefit from visitor spend (estimated by the TPT office as around £6 per person per day) is huge. Formby could be the perfect place for a spot of lunch for fresh-faced walkers who set off that morning from Southport on their walking holiday, or weary cyclists almost reaching the end of their 200 mile slog from Hornsea. As well as a draw for the many people who walk and cycle sections of the TPT as day trips.

Sustrans and Sefton Council work closely with the Trans Pennine Trail office to ensure the TPT in Sefton and the rest of Merseyside is in good condition. There is certainly some scope for some path resurfacing on certain stretches within Sefton. We also recommend that the signage on the TPT showing how to get into Formby is improved. The signage should some information about Formby such as the facilities available including the all important bike shops, railway stations, cafes, toilets, shops, as well as opportunities to visit the National Trust site. Similarly in Formby there should be information given about the Trans Pennine Trail, how to access it, where it goes to, and the opportunity for a circular walk or ride via the TPT and NCN 810.

Table 1. Trans Pennine Trail use

Total	Walkers	Cyclists	Walkers/ Cyclists	Total	Equestrians (Est.@ 3.8%)
2002	201,408	97,809		299,217	11,370
2003	496,405	290,505		786,910	29,903
2004	436,838	270,817		707,655	26,891
2005	448,059	287,914		735,973	27,967
2006	465,710	255,800		721,510	27,417
2007	445,413	220,872		666,285	25,319
2008	375,908	221,952	37,951	635,811	24,494
2009	389,460	188,217	31,985	609,662	23,167
2010	373,018	172,988	35,827	581,833	22,110
Total	3,632,219	2,006,874	105,763	5,744,856	218,638

Data from the original counter locations on the Trail

Active Travel Champions

Active Travel Champions are volunteers who help people be more active through walking or cycling for more of their everyday journeys.

Champions give advice about walking and cycling and/or set up walking and cycling activities in their local community, workplace, university or school. They are given a full training programme and resources to enable them to do this and receive support from a Volunteer Coordinator.

Active Travel Champions is one of the outstanding projects granted the Games 2012 Inspire mark, which recognises exceptional and innovative projects inspired by the 2012 Games. The Inspire programme is an opportunity for everyone to be a part of the Olympic & Paralympic Games.

The Active Travel Champion programme is a new initiative for Sustrans, building on the success of our volunteer ranger programme. In the North West Sustrans staff have been asked to consider geographical areas that could benefit from the recruitment of some Active Travel Champions, and Formby seems the perfect location.

Sustrans will be offering training to anyone interested in becoming a champion. If Formby is chosen as a potential location for Active Travel Champions, we will advertise locally for interested members of the public, employers and organisations, and if there is interest in the scheme we will come to Formby and get things started.

Further information <http://champions.sustrans.org.uk/>

Green Tourism award

As part of their LSTF programme Sefton and West Lancashire are trying to engage businesses and attractions to encourage their visitors to use sustainable transport to and from their sites. One of the first initiatives offered by the project is membership of the **Green Tourism Business Scheme**.

Sustainable and green issues are now very much mainstream with governments, businesses and individuals all involved. Tourism, as one of the main economic drivers in the UK, has its part to play.

The Green Tourism Business Scheme is the national sustainable tourism certification scheme for the UK. Originally developed in partnership with Visit Scotland, it is now the only certification scheme validated by Visit Britain, through the International Centre for Responsible Tourism.

In January 2012 Sustrans attended a seminar run by the Green Tourism Business scheme with Sefton Council and attended by some local businesses from Sefton and West Lancashire. Sustrans felt that joining the scheme could be very worthwhile for businesses in Formby such as the Pool, the National Trust, and any accommodations in Formby.

To achieve the award organisations must show evidence to help them meet criteria in the following categories:

Management and Marketing - demonstrating good environmental management, including staff awareness, specialist training, monitoring, and record keeping

Social Involvement and Communication of environmental actions to customers through variety of channels and range of actions, e.g. green policy, promotion of environmental efforts on the website, education, and community and social projects

Energy - efficiency of lighting, heating and appliance, insulation and renewable energy use

Water - efficiency - e.g. good maintenance, low-consumption appliances, flush offset, rainwater harvesting, as well as using eco-cleaners

Purchasing - environmentally friendly goods and services, e.g. products made from recycled materials, use and promotion of local food and drink, and use of FSC wood products

Waste - minimisation by encouraging, the 'eliminate, reduce, reuse, recycle' principle, e.g. glass, paper, card, plastic and metal recycling; supplier take-back agreements; dosing systems; and composting

Transport - aims to minimise visitors car use by promoting local and national public transport service, cycle hire, local walking and cycling option, and use of alternative fuels

Natural and Cultural Heritage - on site measures aimed at increasing biodiversity, e.g. wildlife gardening, growing native species, nesting boxes, as well as providing information for visitors on the wildlife on and around the site

Innovation - any good and best practice actions to increase a business's sustainability that are not covered elsewhere.

An important element of the award revolves around transport; Examples of the travel assessment criteria Include:

- Informing guests of public transport options
- Walking and cycling facilities and information
- Facilities for coaches
- Staff travel options
- Public service vehicles
- Eco-friendly vehicles
- Carbon Management

Implementing these measures where applicable in Formby would help to reinforce the sustainability messages in this report and in Formby Reimagined.

Chapter 4. Action plan

Infrastructure

Recommendation	Cost	Priority level	Timescale	Responsibility
Hightown to Formby Link	£500,000	High	Complete by March 2013	Sefton Council and Sustrans
Signing of NCN route 810	£	High	Complete by March 2013	Sefton Council and Sustrans
Cycle Zebra – Freshfield Road	£15,000	Medium	2013/14	Sefton Council (through LSTF/LTP)
Cycle zebra – Halsall Road	£15,000	Medium	2013/14	Sefton Council (through LSTF/LTP)
Cycle Zebra – Liverpool Road	£15,000	Medium	2013/14	Sefton Council (through LSTF/LTP)
Contraflow cycle lane on Coronation Avenue	£tbc	Medium	2013/14	Sefton Council (through LSTF/LTP)
Contraflow cycle lane on Sumner Road	£tbc	Medium	2013/14	Sefton Council (through LSTF/LTP)
Eight Acres Lane footpath upgrades	£tbc	Medium	Longer term	Sefton Council – no funding source identified
Signing of local routes within Formby (signing schedule, sign design and installation)	£10,000	Medium	2013/14	Sefton Council (through LSTF/LTP)
Long Lane footpath upgrades	£200,000	High	2013/14	Sefton Council Environment Agency
Dropped kerb on Philips Lane by playing fields path	£2000	Medium	2013/14	Sefton Council
Improve footpath between Rosemary Lane and Lonsdale Road, revoke No Cycling order	£4,000	Medium	2012/13	Sefton Council
Maintenance of new and existing infrastructure to a high standard	£TBC	High		Sefton Council

Conclusion and Next Steps

While producing this report it became quickly apparent that there is a definite movement growing in Formby towards becoming a much more sustainable community, and making Formby a place that can be a sustainability model for other parts of Merseyside and the North-West. We have argued that the Pool should be at the centre of this movement and we have given a variety of proposals in terms of infrastructure and promotion of Active Travel which will help to make this happen.

Sustrans will work in partnership with Sefton Council, Formby Parish Council, the Freshfield Foundation and Formby Pool Trust to organise a launch event for this report and to showcase the many walking and cycling activities already happening in and around Formby. We anticipate that this will mark the start of regular events and activities held at the pool to encourage walking, cycling and other sustainable lifestyle choices for the people of Formby.

Formby Pool Infrastructure

Recommendation	Cost	Priority level	Timescale	Responsibility
Additional cycle storage	£10,000	High	By September 2012	Formby Pool Trust

Active Travel

Recommendation	Cost	Priority level	Timescale	Responsibility
Formby Bike Hire	£tbc	High	2012/13	Sefton Council and Formby Pool Trust (through LSTF)
Themed Leisure Routes (mapping, leaflets, signage and promotion)	£3k - £5k per route	High	2012/13 (first route), 2013/14 (second route)	Sefton Council (through LSTF)
Website changes – add active travel info	£0 / minimal	High	Immediate	Formby Pool Trust
Continuation of Sustrans Bike It	£50,000 per annum per officer	High	July 2012	Sefton Council and Sustrans (LTP or Merseyside LSTF if successful)
Green Tourism Award	£ minimal	Medium	immediate	Sefton Council and LSTF partners inc Formby Pool and National Trust site
Volunteer Active Travel Champion Programme	£ minimal	Medium	Summer 2012	Sustrans and local people and businesses
Walking and Cycling programme	£tbc	High	March 2013	NHS Sefton