

# Review of the Stevenage Cycling Strategy - 2018

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ENVIRONMENT AND ECONOMY SELECT COMMITTEE

28TH JANUARY 2026

# Purpose of Session

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- To provide an overview of the Strategy, its vision and objectives.
- To provide an update on progress against the Implementation Plan, with a focus on:
  - i. Create an implementation plan for cycle network improvements and maintenance (including signage and wayfinding).*
  - ii. Increase the provision of secure and accessible cycle parking across the town, including e-bike charging points*
- To make recommendations on next steps for the Strategy.

# Roles and Responsibilities

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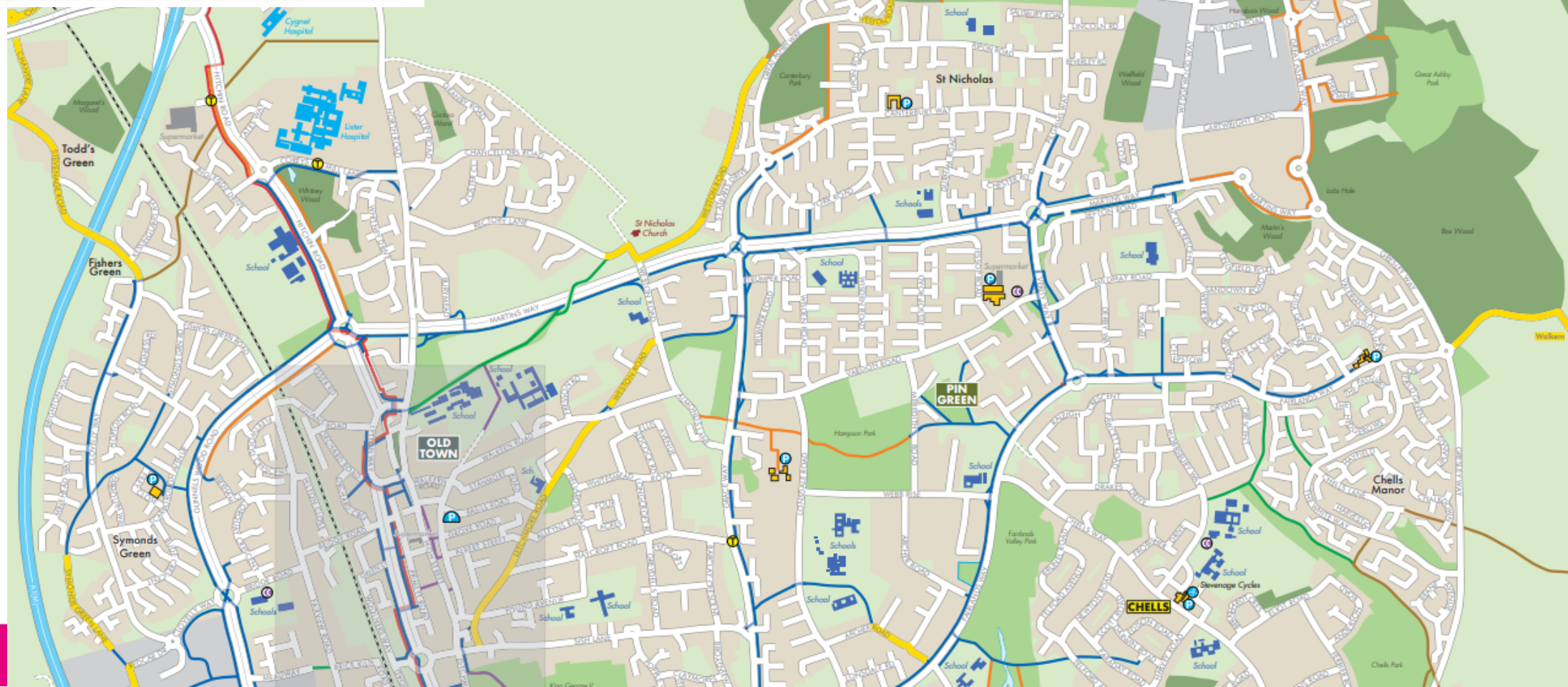
- SBC is only responsible for paths across its park land (Fairlands Valley and for Town Centre) routes whilst the Highway Authority is responsible for almost everything else.
- HCC's cycleways are part of the highway for which they have a statutory duty for maintenance and management under the Highways Act 1980. They have a dedicated cycling officer for this area Nick Truran [nick.truran@hertfordshire.gov.uk](mailto:nick.truran@hertfordshire.gov.uk).
- Their website <https://www.hertfordshire.gov.uk/services/health-in-herts/keep-active/hertfordshire-cycling.aspx> lists their key functions.

# Stevenage Cycle Map

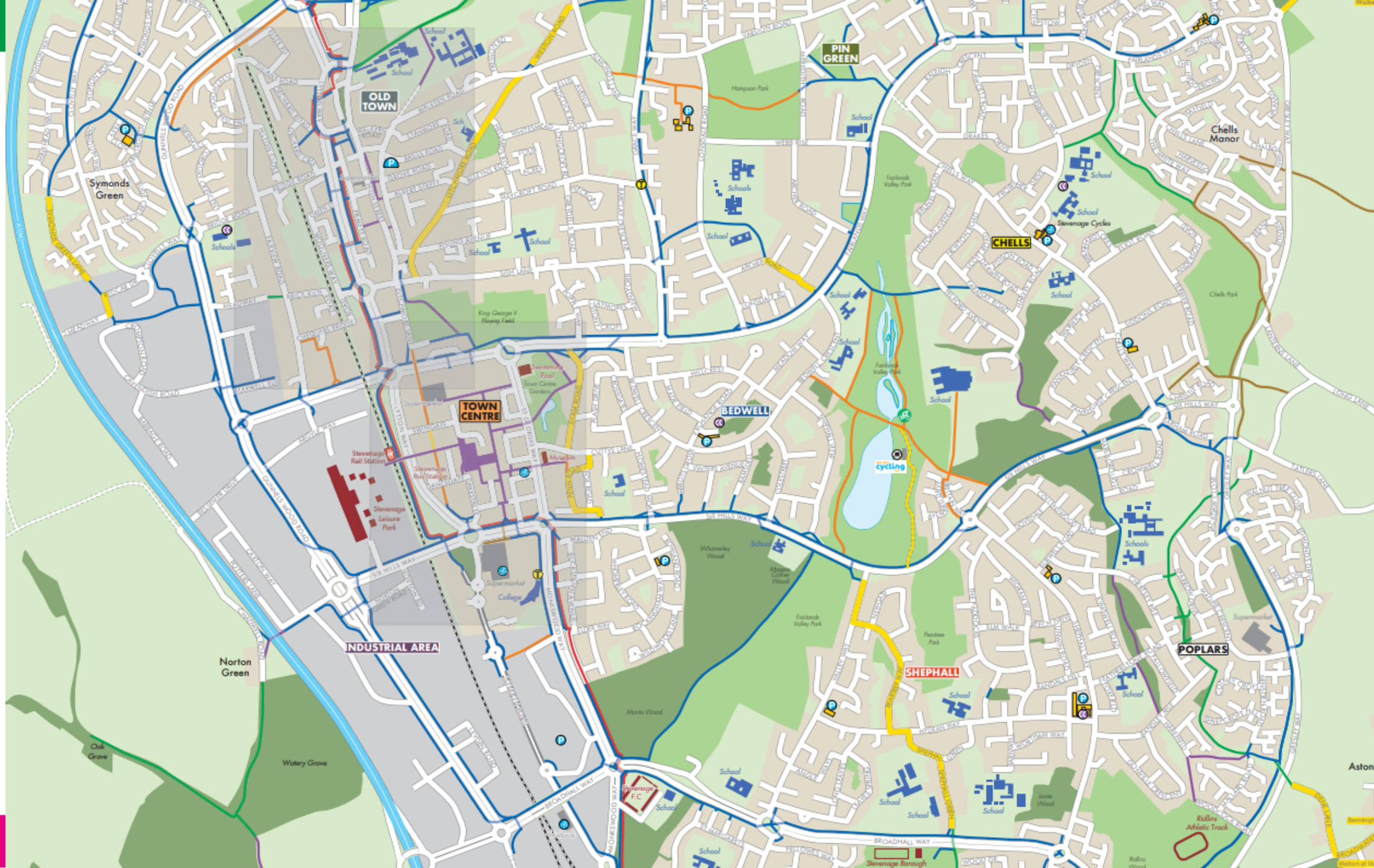
- Traffic-free scenic cycle route
- Cycleway system
- Shared use routes (mopeds prohibited)
- Bridleways (can be used by cyclists)
- Great North Cycleway Route 12
- On road route
- Useful road link for cyclists
- Underpass
- Pedestrian route
- Toucan crossings
- Recommended tea stops
- Cycle Parking
- Cycle Hangar
- Cycle Shop
- Cycling UK meeting point
- Stevenage Cycling Hub
- Childrens Centre

- Rural area
- Open space
- Woods
- Built up area
- Industrial area
- Neighbourhood Centre
- Place of interest
- Selected stores
- School
- Hospital
- Inset map

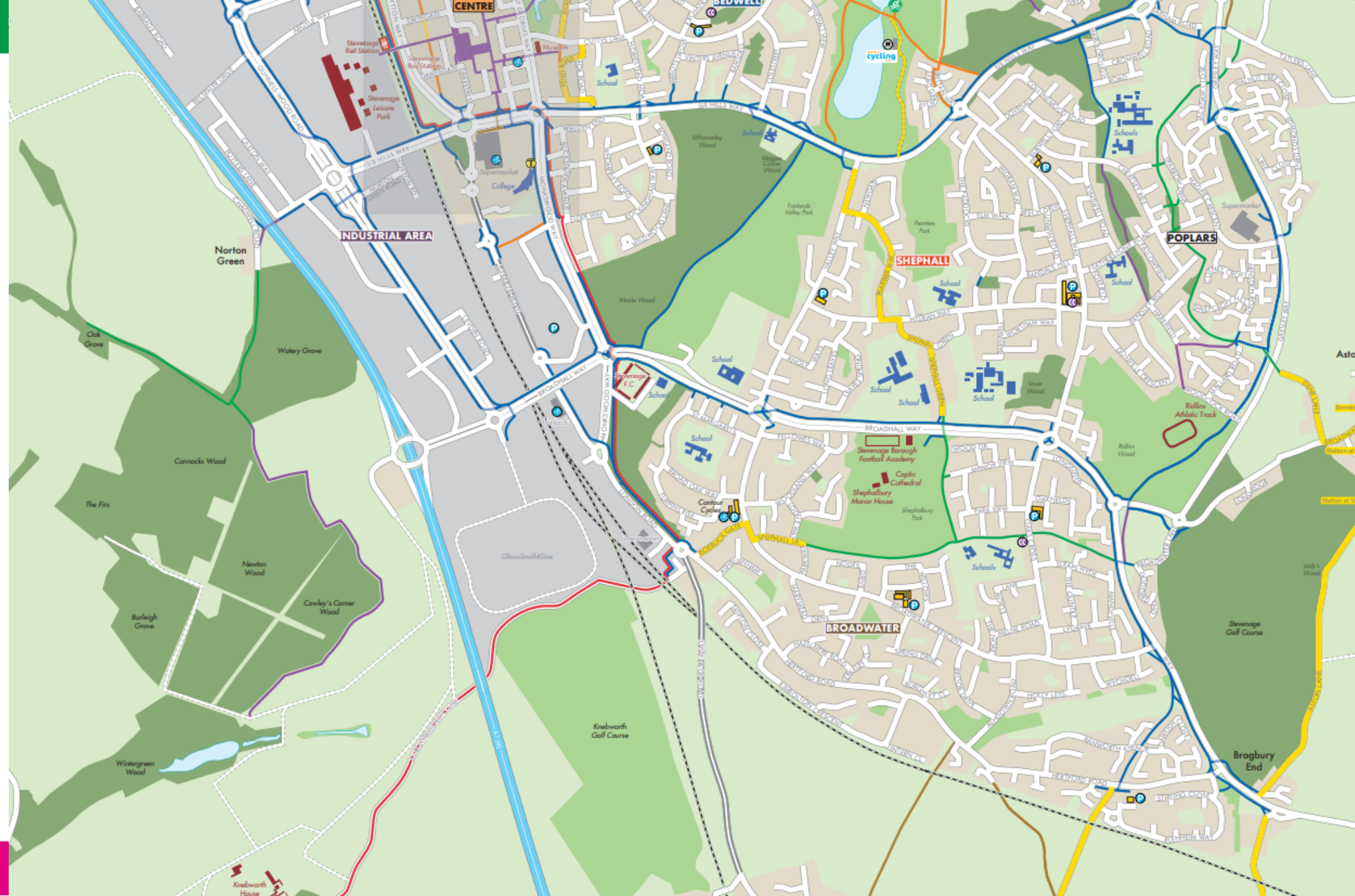
Digital Cartography by Pindar Creative  
www.pindarcreative.co.uk











# The Vision (2018 Strategy)

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- Aims to restore Stevenage's cycle network to its former status, improving and repairing/rebuilding it where it has been eroded and extending it to reach into the new development areas of the town.
- Most importantly, the strategy should galvanise Stevenage's residents into action to using the cycle network as it was intended to be used.
- Aims to make cycling more attractive, visible and socially desirable, changing the car-dependent cultural norm that currently exists in the town. Through a mix of infrastructure improvements and behaviour change interventions.

# Objectives (2018 Strategy)

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- To deliver a high quality, interconnected network for people of all ages and ability to ride bikes;
- To make it easy to travel by bike and park;
- To increase the road and social safety of riding a bike in the town;
- To improve the connections at the beginning and end of journeys;
- To encourage more people to take up riding a bike or ride more frequently; and
- To plan for future growth of Stevenage that includes high quality bike infrastructure.



# Issues Identified (2018 Strategy)

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- **Usage** – Declining usage of the network.
- **Maintenance** - The surfacing of the Cycleway network needs upgrading along the entire network. In addition, the surface layer also required upgrading as this has faded in many places.
- **Markings** - A consistent standard of Cycleway markings is required.
- **Priorities for surfacing** - Gunnels Wood Road; Martins Way; Lytton Way Cycleway; Broadhall Way; Monkswood Way.
- **Lighting** - Where dedicated lighting has been provided, there is poor spread of light from the new lights.

# Issues Identified (2018 Strategy)

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- **Upgrades of Subways** - underpasses act as a barrier to potential users and further work could be undertaken to make them more attractive and reduce any personal safety concerns.
- **Priority to Cyclists over Motorists** - Number of locations on the Cycleway network where vehicular accesses cross over the Cycleways and at these points vehicles currently have priority over bikes.
- **Missing Links and Extensions** - a number of links that are either missing from the Cycleway network or should be upgraded to form part of the Cycleway network to provide a seamless journey for cyclists.
- **Wayfinding** - The wayfinding system for the Stevenage cycle network (cycleway and on-road routes) is in need of a comprehensive review and update

# Baseline Data (2018 Strategy)

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- **Stevenage residents cycle to work less than the Hertfordshire average.** 2.8% of Stevenage residents cycle to work compared with 4.2% across Hertfordshire.
- **Stevenage has more people without access to a car compared to the Hertfordshire average.** Stevenage has one of the lowest level of car ownership in Hertfordshire. 23% of households in Stevenage do not own a car and 44% of households only have 1 car.
- **Stevenage has a similar level of bike ownership to the Hertfordshire average.** 50% of residents in Stevenage own a bike (43% of women and 56% of men). This is similar to the Hertfordshire average of 51% and above the national average of 42%.
- **Stevenage has a lower proportion of residents with a full driving licence compared to the Hertfordshire average.**



# Baseline Data (2018 Strategy)

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- **The daily trip distance is much shorter in Stevenage compared to the Hertfordshire average.** In Stevenage, the largest proportion of trips for all purposes are less than 10 minutes long (33%). 74% of all trips are under 30 minutes long.
- **Stevenage residents travel shorter distances to work compared to the Hertfordshire average.** 48% of work trips from Stevenage are less than 5 miles, which is significantly higher than the Hertfordshire average of 31%. This shows that Stevenage residents travel shorter distances to work than the county 27 average.
- **A similar level of Stevenage residents use the car to travel to work as the Hertfordshire average.** 64% of Stevenage residents drive to work compared to the Hertfordshire average of 63%.
- **The vast majority of shopping trips are internal in Stevenage.** 80% of all shopping trips made by Stevenage residents are internal to Stevenage.

# Where the Strategy Fits

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- **Future Town Future Transport Strategy:** <https://www.stevenage.gov.uk/documents/planning-policy/evidential-studies/transport-infrastructure/future-town-future-transport-strategy-2019.pdf>
- **Local Cycling & Walking Infrastructure Plan:** <https://www.stevenage.gov.uk/documents/planning-policy/evidential-studies/transport-infrastructure/local-cycling-and-walking-infrastructure-plan-2019.pdf>
- **Mobility Strategy:** <https://www.stevenage.gov.uk/documents/planning-policy/evidential-studies/transport-infrastructure/stevenage-mobility-strategy.pdf>
- **Infrastructure Delivery Plan:** <https://www.stevenage.gov.uk/documents/planning-policy/evidential-studies/transport-infrastructure/infrastructure-delivery-plan-september-2024.pdf>

# The Planning Framework for Cycling

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## **Local Plan (2019)**

- *Places a high priority on active travel. Encourages a shift through the creation of an active travel / car differential whereby it is more attractive to cycle for short journeys than drive.*
- *Stevenage is a Sustainable Travel Town and the Mobility Strategy focuses on reducing the need to travel overall and increasing the proportion of journeys made by sustainable modes (on foot, by bicycle, by public transport, or via schemes such as cycle hire and car clubs).*

## **Parking Provision Supplementary Planning Document (SPD) (February 2025)**

- *This SPD sets standards for cycle parking.*

<https://www.stevenage.gov.uk/documents/planning-policy/supplementary-guidance-and-material-considerations/parking-provision-spd-february-2025.pdf>



# The Implementation Plan (2018 Strategy)

Objective	Impact
Create an implementation plan for cycle network improvements and maintenance (including signage and wayfinding).	A world-class cycling infrastructure for Stevenage that is connected, convivial and safe to use and, together with behaviour change interventions, will lead to cycling around Stevenage becoming irresistible.
Develop links with local cycle user groups and create a Stevenage-wide stakeholder group	Ensure user involvement in decisions affecting cyclists
Benchmark existing cycle network usage and develop a methodology for measuring cycling uptake across the population	The health and environmental impact of investment in cycling can be quantified and used to lever additional funding from health, transport and community sources
Increase cycle ownership and/or access, in particular amongst the inactive, disabled, families and older people	Helping to bridge the gap between avid, sporting cyclists and utility cycling and cycling for pleasure or to improve and maintain health of people with a range of medical conditions. Helping people to find the right bike for them. Encourage the 'Wheels for All' initiative in Stevenage which will give people with a disability access to a quality cycling experience. Reduce social isolation.

# The Implementation Plan (2018 Strategy)

Implement cycle training in schools and confidence cycling courses in workplaces and communities. Educate drivers through campaigns and signage to look out and make way for cyclists	This will help to challenge the myths around cycling being unsafe or only for fit, able-bodied individuals. It will also help to reduce the risk of cycling accidents and improve driver behaviour where the cycle network interacts with the roads.
Develop a marketing and promotion plan for cycling in Stevenage	This will tap into Stevenage's 'shared history' of its cycling heritage and will change the social norm around cycling to make it attractive and desirable and remind/raise awareness of Stevenage's cycle infrastructure resource. It will motivate and incentivise people to return to or take up cycling.
Appoint a dedicated cycling officer, working closely with user groups and local stakeholders to lobby for increased investment in cycling in the town	Better links with the community, workplaces, schools and health and transport bodies/organisations. Implementation of the marketing and promotion plan and increased investment in cycling

# The Implementation Plan

Increase the provision of secure and accessible cycle parking across the town, including e-bike charging points	Address the concerns many people have about safe storage of bikes and make cycles more visible around Stevenage, acting as a 'nudge' to encourage others to cycle. Provision of cycle storage in the town centre will help to reinforce the lifting of the cycle ban in that area.
Discussions with rail and bus companies about the potential of improving bike/rail and bike/bus door to door journeys.	Reduce congestion around key transport interchanges and promote integrated sustainable travel.
Training for planners and designers in developing cycle schemes and proposals in accordance with best practice	Future-proofing Stevenage's cycling network and cycling culture and ensuring that new developments are seamlessly connected to the existing network.
Require developments to undertake an audit of the surrounding cycle network and provide high quality connections into and improvements to the existing network.	This will ensure that all developments are properly connected into the Stevenage Cycling Network.
Write a Stevenage Cycle Charter	(no impact text provided in the original table)



# Objective Deep Dive

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CREATE AN IMPLEMENTATION PLAN FOR CYCLE NETWORK IMPROVEMENTS AND MAINTENANCE (INCLUDING SIGNAGE AND WAYFINDING).

# The Aspiration

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**Create an implementation plan for cycle network improvements and maintenance  
(including signage and wayfinding).**

A world-class cycling infrastructure for Stevenage plan for cycle network that is connected, convivial and safe to use and, improvements and together with behaviour change interventions, will maintenance (including lead to cycling around Stevenage becoming signage and wayfinding). irresistible.

# Progress Overview

## Existing Situation (Baseline) at adoption of strategy

*What was the starting point  
when the strategy was  
adopted?*

- **Aging infrastructure** needing structured renewal and regularised maintenance.
- **Gaps and indirect routes**, reducing network usability.
- **Inconsistent or insufficient signage and wayfinding**, making routes hard to navigate.
- **Safety issues and negative perceptions**, partly due to inconsistent design and maintenance.
- **Network not aligned with modern standards** for accessibility, design coherence, or connectivity.
- **Cycling uptake far below potential**, indicating the existing network was not working as intended.

## Work Undertaken

*Summarise actions,  
projects, or initiatives  
implemented to achieve the  
objective.*

- **Network Improvement Planning and Strategic Frameworks. Local Cycling & Walking Infrastructure Plan (LCWIP) – Published 2019.** A borough-wide network plan with preferred and future cycling routes. A programme of prioritised infrastructure improvements to steer investment and delivery. A long-term planning framework guiding improvements up to 2031.
- **Resurfacing and Structural Improvement Works.** Hertfordshire County Council invested £1 million over four years, delivering 35 significant resurfacing schemes affecting 59 separate sections of the Stevenage cycleway network
  - Programme of underpass lighting and artwork improvements
- **Proposed signage and wayfinding improvements** - Targeted interventions addressing lighting, security, and signage “Quick win” upgrades, followed by larger improvements
  - Integration of cultural/heritage features with active travel routes
- **Sustainable Travel Town Programme** – Behaviour Change Measures to complement infrastructure



# Progress Overview

## Analysis

*Is the objective on track, partially achieved, or off track?*

Across the period since 2018, Stevenage has made moderate progress towards building a world-class, connected and safe cycling network.

This aims at addressing navigation (signage, wayfinding), safety (surfacing, lighting), connectivity (LCWIP route planning), conviviality (heritage-based wayfinding, regeneration enhancements), and behaviour change (community involvement, Sustainable Travel Town measures).

Together they move Stevenage toward a fully maintained, legible, welcoming, and high-quality cycling system

## Next Steps / Recommendations

### For discussion

*Actions needed to complete or improve progress.*

# Stevenage Arts and Heritage Trail

- Aims to highlight Stevenage's amazing history, culture and art, whilst also encouraging use of our segregated cycling/pedestrian highway.
- We will be installing a total 320 pieces of signage, where 61 of these will be interoperative signage.
- Signage across the network will include maps to help guide users.



- Installation from end of February this year, with all signs fully installed for before Summer begins this year.
- On top of this we are excited to be delivered four new art pieces to be included in the trail. Three of these will be located along Monks Wood and Fairlands Park, and one located in King George V.
- These will aim to be installed this Summer 2026.



# Objective Deep Dive

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INCREASE THE PROVISION OF SECURE AND ACCESSIBLE CYCLE PARKING ACROSS THE TOWN, INCLUDING E-BIKE CHARGING POINTS



# The Aspiration

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**Increase the provision of secure and accessible cycle parking across the town,  
including e-bike charging points**

Address the concerns many people have about safe storage of bikes and make cycles more visible around Stevenage, acting as a 'nudge' to encourage others to cycle. Provision of cycle storage in the town centre will help to reinforce the lifting of the cycle ban in that area.

# Progress Overview

## Existing Situation (Baseline) at adoption of strategy

*What was the starting point when the strategy was adopted? Include relevant data, conditions, or challenges that the objective aimed to address.*

- When the Cycling Strategy was published, Stevenage was starting from a position where cycle parking provision, security, visibility, and modern standards (including e-bikes) lagged significantly behind the scale and ambition of its cycleway network.
- Insufficient secure cycle parking, town-wide and especially in the town centre.
- Poor quality and security of existing cycle parking facilities.
- Outdated parking standards, not aligned with modern mobility needs or LTN 1/20.
- No e-bike charging or e-bike-appropriate parking, despite their rising popularity.
- Low visibility of cycle parking and cyclists in public spaces, limiting the behavioural cueing effect.
- Legacy issues: poor lighting, design inconsistencies, lack of wayfinding to cycle parking.
- Town-centre provision was especially poor.

## Work Undertaken

*Summarise actions, projects, or initiatives implemented to achieve the objective.*

- More secure parking has been provided across the town (Railway North, MSCP)
- Town-centre regeneration integrates new secure parking provision
- Planning policy strengthened to require more and better cycle parking
- E-bike share scheme launched, boosting visibility and usage
- Cycle hub planned as part of major interchange
- Wayfinding upgrades support parking accessibility and behaviour change
- Ongoing implementation of new standards through planning negotiation

# Progress Overview

## Analysis

*Is the objective on track, partially achieved, or off track?*

- Stevenage has made moderate progress toward providing secure and accessible cycle parking, addressing safety concerns, and improving the visibility of cycling, especially around the station and major regeneration sites.
- However, town-centre provision and e-bike charging remain key gaps, meaning the objective is partially met but not yet fully achieved.

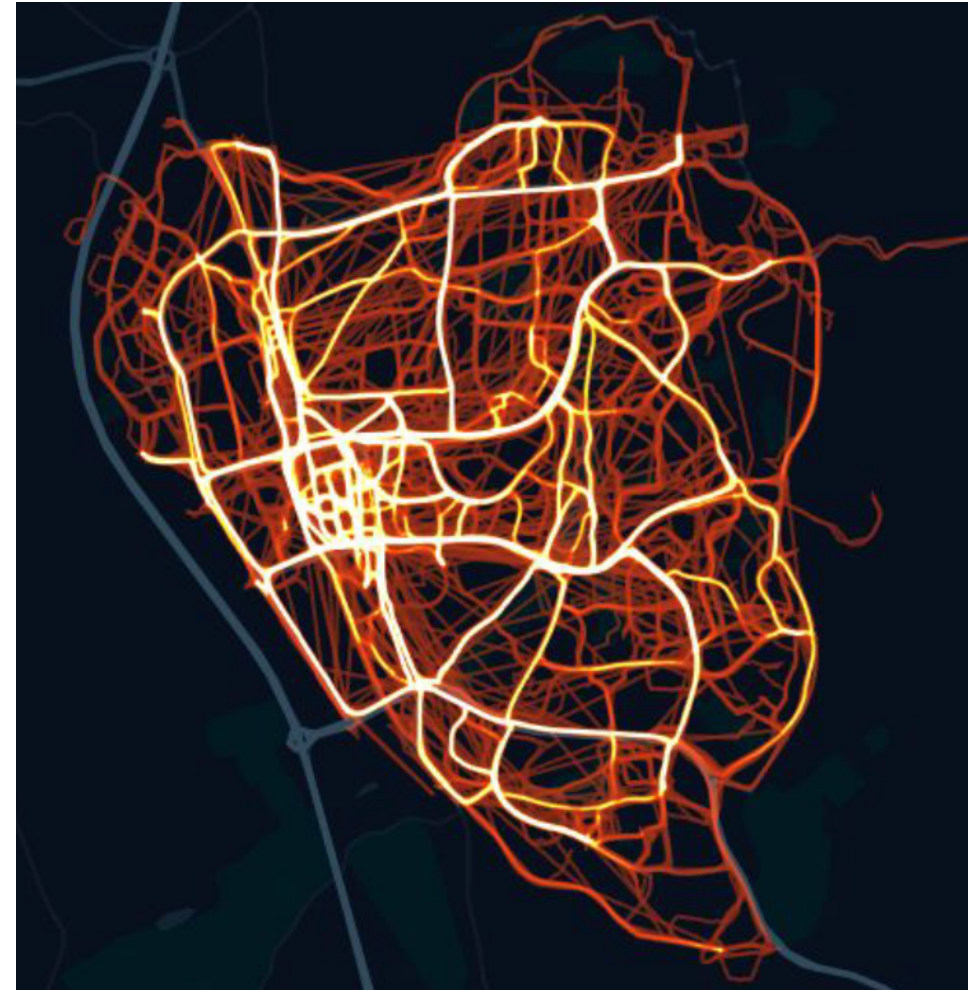
## Next Steps / Recommendations

*Actions needed to complete or improve progress.*

**For discussion**



# Cycling Investments in Stevenage



## Overview of Journeys

4,828

e-Bike Journeys

11,475 km

Distance Travelled (km)

2.39 km

Avg. Distance (km)

1,045

Duration (hours)

13

Avg. Duration (minutes)

1,072

Active Users

227

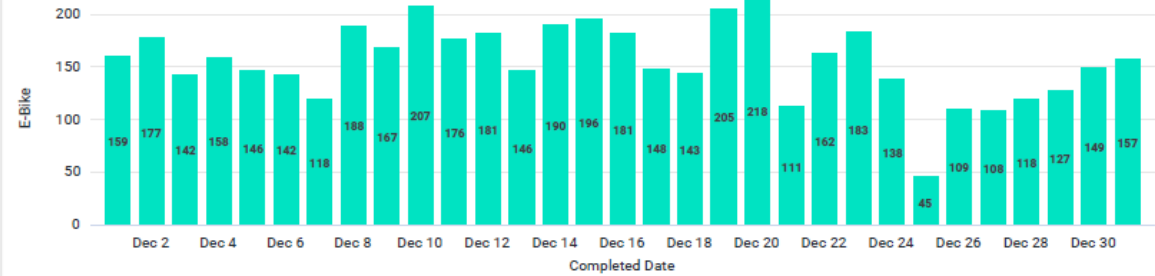
First-Time Users

1.3

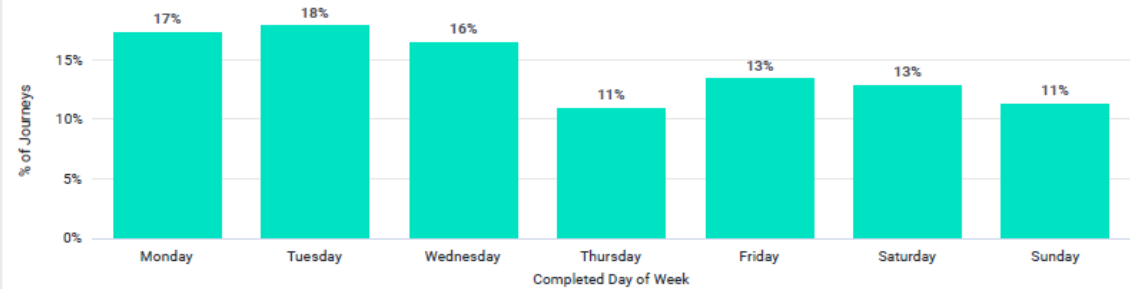
Rides Per e-Bike Per Day

\* Rides Per Vehicle Per Day = mean of (daily journeys ÷ unique vehicles available daily)

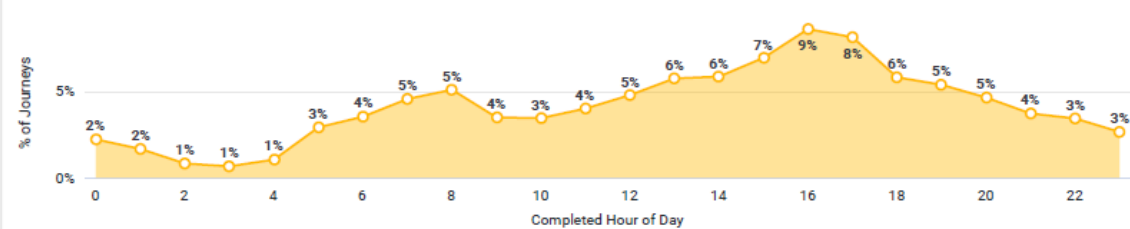
### Journeys by Day



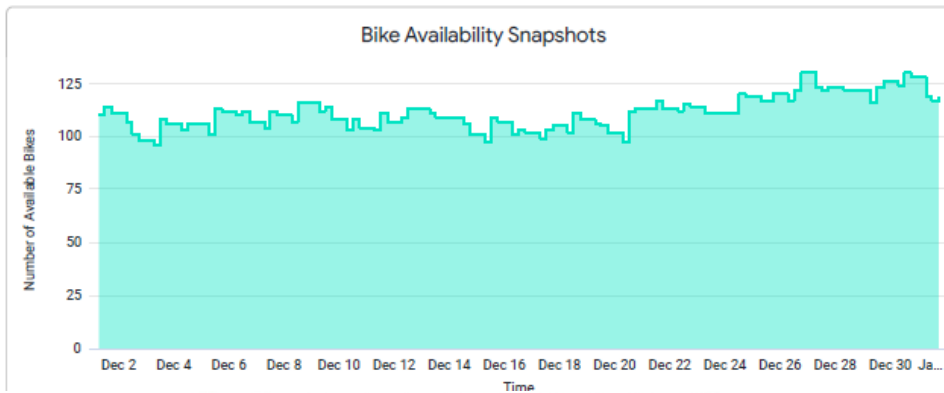
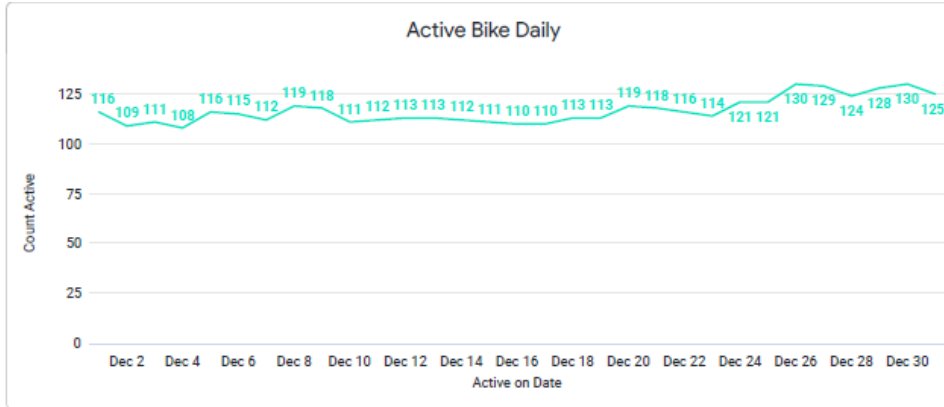
### Journeys by Day of Week



### Journeys by Hour of Day



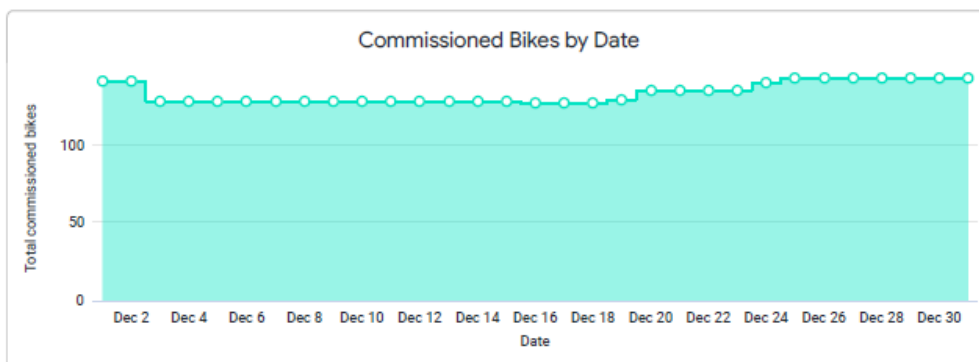




### Origin Bay Popularity

Name	Count of journeys
1 Stevenage Train Station - Cycle Compound	286
2 Old Town	285
3 Stevenage Train Station - East	259
4 Shephall Way - North	230
5 Southgate	209
6 Holy Trinity Church	209
7 Popple Way	171
8 Bedwell	138
9 Cartwright Road	137
10 St Nicholas	132
11 Shephall Way - South	130
12 Fairlands Valley Car Park	129
13 The Oval	125
14 Lister Hospital	109
15 Forge Yards	109
16 Town Centre Gardens	108
17 Grace Way	100
18 Archer Road - South	94
19 Chells Way - North	93
20 Bessemer Drive	91
21 Broadwater Crescent - South	87
22 Chells Way - South	81
23 Valley Way	80
24 Mobbsbury Way	80
25 Archer Road - North	78
26 Fairlands Valley Activity Centre	78
27 Crompton Road	77
28 Symonds Green	76
29 Oaks Cross	75
30 Indoor Market	72
31 Rowland Road	72
32 Six Hills Way	71
33 Maggie Crescent	71
34 Stevenage Interchange	71
35 Danestrete	64
36 North Hertfordshire College	64
37 Broadwater Crescent - North	63
38 Danestrete / Westgate	62
39 Fairlands Way	62
40 Ditchmore Lane	53
41 Fisher's Green Road	53
42 Gunnels Wood Road	51
43 Airbus	27
44 Hertford Road	19
45 Ridlins Stadium	1

time



## Destination Bay Popularity

	Name	Count of journeys
1	Stevenage Train Station - Cycle Compound	300
2	Old Town	276
3	Stevenage Train Station - East	221
4	Shephall Way - North	214
5	Southgate	199
6	Holy Trinity Church	193
7	Popple Way	172
8	St Nicholas	149
9	Bedwell	134
10	Cartwright Road	133
11	Fairlands Valley Car Park	124
12	Shephall Way - South	123
13	Lister Hospital	114
14	The Oval	112
15	Forge Yards	109
16	Broadwater Crescent - South	98
17	Town Centre Gardens	96
18	Chells Way - North	91
19	Grace Way	87
20	Bessemer Drive	87
21	Archer Road - South	84
22	Oaks Cross	80
23	Valley Way	78
24	Mobbsbury Way	78
25	Chells Way - South	75
26	Rowland Road	73
27	Symonds Green	72
28	Archer Road - North	72
29	Indoor Market	71
30	Fairlands Valley Activity Centre	70
31	Crompton Road	70
32	Danestrete	70
33	Stevenage Interchange	68
34	North Hertfordshire College	61
35	Fisher's Green Road	61
36	Fairlands Way	60
37	Danestrete / Westgate	60
38	Maggie Crescent	57
39	Gunnels Wood Road	53
40	Six Hills Way	52
41	Ditchmore Lane	47
42	Broadwater Crescent - North	47
43	Hertford Road	23
44	Airbus	21
45	Ridlins Stadium	1

# Further considerations

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- **Local Transport Plan 5 – Objectives**
  - Increase the number of journeys made by walking, wheeling, and cycling
  - Improve the standard of our transport infrastructure
- **New Local Plan???**
- **Use of CIL and s106 monies**
- **LGR**

# Questions & Discussion

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