Ilkeston

Active Travel Masterplan

March 2024

DERBYSHIRE County Council

Quality information

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Revision History

Revision	Revision date	Details	Name	Position
01		First Issue (Draft)	Lucy Sykes	Senior Active Travel Consultant
02		Second Issue	Lucy Sykes	Senior Active Travel Consultant

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1. Introduction

1. Introduction

As part of its wider commitment to achieving Net Zero, Derbyshire County Council is investing in its pedestrian and cycle networks. This work will contribute to Derbyshire's ambition to be the most connected and integrated county for cycling in England[1], and the Government's target that 50% of all trips in towns should be walked or cycled by 2030[2].

1 Derbyshire Cycling Plan 2016-2030
2 Cycling and Walking Investment Strategy, 2022

Derbyshire County Council has already adopted a Local Cycling and Walking Infrastructure Plan, which was developed in collaboration with the neighbouring authorities of Derby, Nottingham, and Nottinghamshire (who together are forming a Combined Authority in 2024). Derbyshire County Council is now further developing its approach to walking and cycling through the development of town-specific Active Travel Masterplans.

This document forms the Active Travel Masterplan for Ilkeston. It offers a comprehensive strategy to encourage and support active and sustainable modes such as walking, wheeling, and cycling. The Active Travel Masterplan sets out the basis on which a significant increase in walking, wheeling, and cycling could be facilitated within the town through ambitious infrastructure investment, supported by a programme of travel behaviour change.

The aim of this Active Travel Masterplan is to make active travel safer, more convenient, and more appealing to a wider range of people. In doing so, it considers how Ilkeston can be made more accessible for all, supporting the needs of local residents and local businesses, whilst contributing to the cross-cutting Net Zero and public health agendas of Derbyshire County Council.

Each of the proposals contained in this Active Travel Masterplan has been tailored to the specific opportunities and challenges identified within Ilkeston. This draft document has been prepared following discussion with local elected representatives and community groups, ahead of wider consultation scheduled for early 2024.

The development of the Active Travel Masterplan has been funded by Active Travel England via the Capability and Ambition Fund. It is intended that schemes identified within the Ilkeston Masterplan would be submitted to Active Travel England as part of further (and separate) Active Travel Fund tranches. Notwithstanding this, this Active Travel Masterplan has been developed to be flexible such that its components could be taken forward individually if alternative funding becomes available either at local, regional, or national level.


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The town of Ilkeston

Ilkeston is a market town located within the Erewash Valley. It has a central position between Derby and Nottingham, alongside the M1 motorway. The town has good access to the surrounding countryside and is located on the south-eastern edge of the Derbyshire County border, alongside the border of Nottinghamshire. With a population of approximately 38,000 (Source: NOMIS), it is one of the larger towns within Derbyshire.

The study area for the Ilkeston Active Travel Masterplan is shown in Figure 1.

Throughout this report, the term 'pedestrian' is taken to mean all people travelling on foot, people using mobility aids, and people with mobility, visual, sensory or cognitive impairments. It also includes people travelling with small children, those with buggies, or those carrying luggage and shopping. It is also noted that walking and wheeling trips will include those who may arrive in the town centre by private car (including taxi), bus and rail. All these pedestrians are to be considered in the design of an inclusive street environment.

Methodology

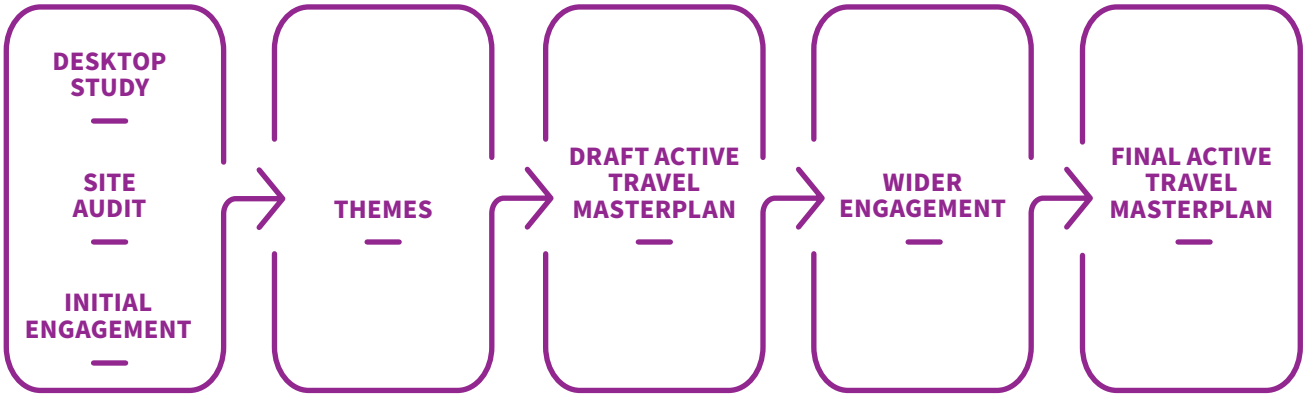
The methodology used to develop the Active Travel Masterplan combines:

- desktop study work;
- site audits of the existing walking, wheeling and cycling networks; and
- engagement with local elected representatives and community groups.

Engagement has been undertaken in two stages: the first stage has been to speak with elected representatives and community organisations interested in active travel. A second round of engagement will then be undertaken on the draft Active Travel Masterplan to test the ideas with a wider audience and to identify priorities.

Based on the above, a series of potential active travel network maps have been developed to enable scheme concept design.

The work has also made use of a series of design tests (as recommended by Active Travel England) to objectively measure the quality of active travel networks. These tests are described later in this report, and show the level of improvement that could be secured.



This report is arranged such that:

- **Section 2** examines the specific Ilkeston context to identify barriers and opportunities for active travel at a strategic level.
- **Section 3** provides a summary of the area-wide site audit which has been undertaken, the findings of which have informed the development of this Active Travel Masterplan.
- **Section 4** articulates the engagement strategy and the engagement that has been undertaken to date. It also charts a way forward if the project is taken forward.
- **Section 5** identifies a series of strategic themes which have been developed to address the problems and challenges within Ilkeston, and which build on the potential of the town.
- **Section 6** develops the key themes in more detail and shows indicative design solutions. (A separate Components Guide has also been developed).
- **Section 7** identifies a potential active travel network and details the design tests that have been undertaken including porosity, mesh density, permeability and 'rat run'.
- **Section 8** provides a supporting Behavioural Change strategy that could be adopted to maximise the use of any infrastructure investment.
- **Section 9** provides a framework monitoring and evaluation strategy for the project, consistent with that already agreed for the D2N2 Local Cycling and Walking Infrastructure Plan.
- **Section 10** sets out an action plan for the Active Travel Masterplan.
- **Appendix A –** Policy Review
- **Appendix B –** Equality Impact Assessment
- **Appendix C –** Site Audit Methodology
- **Appendix D –** Ilkeston Site Audit Notes

The Ilkeston Active Travel Masterplan:

- **Develops the D2N2 Local Cycling and Walking Infrastructure Plan.**
- **Builds on the Derbyshire Key Cycle Network and Local Cycle Network.**
- **Supports Government's Net Zero ambition that 50% of all trips in towns should be walked or cycled by 2030.**
- **Supports Derbyshire County Council's Net Zero strategy and Erewash Borough Council's declared climate emergencies.**
- **Supports both the Derbyshire Local Transport Plan and Erewash Borough Council Local Plan objectives.**
- **Feeds into the forthcoming East Midlands Combined Authority Transport Plan.**
- **Supports the Derbyshire Health and Wellbeing Strategy's ambition to create healthy and sustainable places.**

A full review of policy alignment is included in Appendix A.


Erewash Valley Trail
Town centre

2. The Ilkeston Context

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This section provides an overview of the existing context of Ilkeston and identifies some of the influences on how people travel. This baseline information has been gathered through a desktop survey. Section 3 then summarises the results of a detailed walking, wheeling, and cycling audit conducted within the town as part of this study.

Equalities Impact Assessment

An initial Equality Impact Assessment is provided as Appendix B. This will be developed further and made specific to Ilkeston within the finalised Active Travel Masterplan (following consultation on the draft in 2024). Key headlines from the initial Equality Impact Assessment are that:

- The population of Ilkeston has a slightly lower proportion of residents over the age of 65 (17.9%) than the national figure (18.4%). Encouraging active travel would have a positive impact on the mental and physical health of young people. In 2021-2022 in Derbyshire, 22.4% of children in year 6 were obese.
- 9% of the Ilkeston population have a disability that limits their day-to-day activities 'a lot' and 11.8% have a disability that limits their day-to-day activities 'a little', which means that a higher proportion of the Ilkeston population have a disability (20.8%) than England as a whole (17.3%). A 2020 report from the Department for Transport found that only 55% of disabled adults had a full driving license compared to 83% of the non-disabled population. In addition, 39% of disabled people don't have access to a car, compared to 19% of the total population. This highlights the importance for alternative travel options for disabled people.
- According to the Indices of deprivation, in 2019, Ilkeston was in the top 50% of most deprived neighbourhoods in England. Ilkeston was in the top 30% of most deprived neighbourhoods for health and disability deprivation. People in more deprived areas are more likely to be impacted by air pollution, traffic collisions, and cost barriers associated with travel.
- A 2021 survey into perceptions of safety and experiences of harassment found that one in two women felt unsafe walking alone after dark in a quiet street near their home in comparison to one in seven men (Source: ONS, 2021-B). Safety concerns when walking can result in women using public transport and relying on more expensive and less sustainable methods of transport such as taxis. As women make up 50.9% of the Derbyshire population, making active travel safer for women could result in an uptake of sustainable active transport modes.

It is important to recognise that older persons and persons with a disability won't simply be benefited by improvements to walking and wheeling. According to recent research by Transport for London (TfL), 78% of disabled people are able to cycle, while 15% sometimes use a bike to get around. Two out of three disabled cyclists, riding a bike is easier than walking; easing joint strain, aiding balance and relieving breathing difficulties[1].

1 https://www.theguardian.com/cities/2018/jan/02/cambridge-disabled-people-cycling-rolling-walking-stick

Current Travel Patterns

The existing travel choices of those living in Ilkeston can be examined through the Census. In both 2011 and 2021, those living in Ilkeston were asked their usual mode of travel to work (a useful proxy for total trip patterns, though recognising that the Census dataset doesn't include trips associated with education, shopping, leisure etc).

The 2021 census occurred during the third national Covid19 lockdown. This means that many jobs were furloughed (e.g. hospitality, leisure, retail) and others switched to home working (e.g. office staff). The proportion of people working at home in Ilkeston at the time of the 2011 census was 3.1% and this rose to 19.2% at the time of the 2021 census. Usage of public transport was also discouraged by the Government during the pandemic.

Figures 01 show the travel to work mode choices in both 2011 and 2021 of those who didn't work from home and demonstrate approximately 15% of Ilkeston residents' trips are by active modes.

History

The history of the town can help to explain how the settlement has evolved into the layout it is today. The Erewash Valley was a predominantly agricultural area until the turn of the industrial revolution which saw the area thrive, notably in the industries of coal, mining, and hosiery. Having previously used the water network with the Erewash Canal, the opening of the Erewash Valley Railway in 1847 helped to support the local industry with the transportation of goods. Ilkeston also enjoyed a brief period as a spa town around this time.

The Ilkeston Conservation Area captures many of the town's assets associated with this period of industrial growth, including a concentration of Grade II and Grade II* listed buildings.

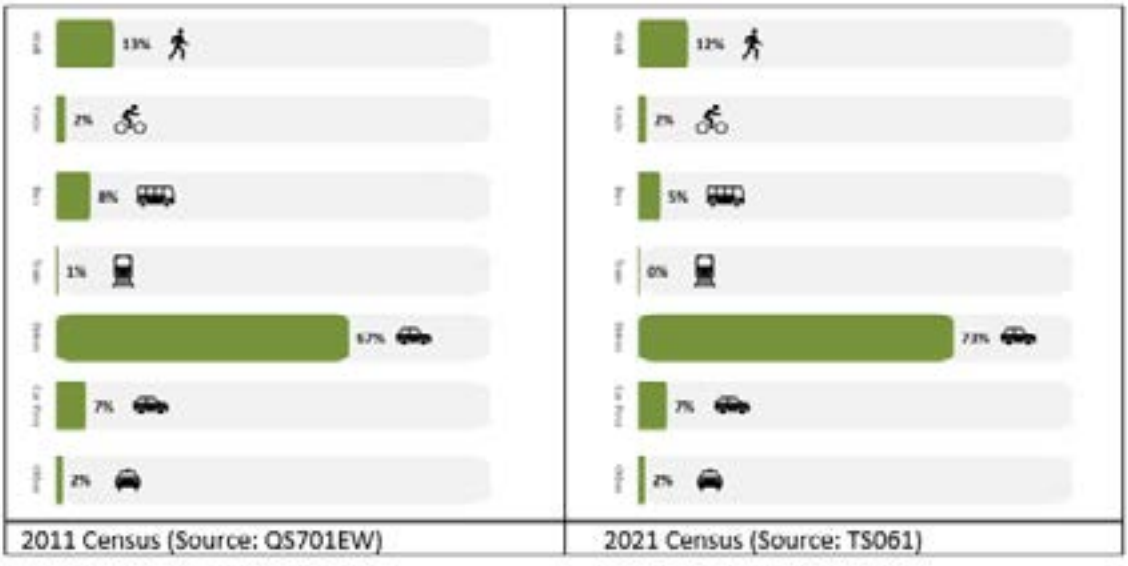


Figure 01: Travel to work mode choices in 2011 and 2021

Settlement Structure

Ilkeston is identified as one of two Principal Towns within Erewash. The town grew from its traditional core into a gridded, terraced street network much of which remains. The original layout of the town is interrupted by the A6007 / A609, a key spine road which connects to Heanor in the north and Stapleford in the south. For a stretch, this road functions as a dual carriageway known as Chalons Way which has a major impact on connectivity across the town. Chalons Way is bound by high retaining walls and crossed via pedestrian footbridge and underpasses. Two roundabouts exist at each end.

The neighbourhood areas of Cotmanhay, Shipley View, Awsworth, Larklands, Hallam Fields and Little Hallam radiate from the A6007 / A6009. These residential areas present a combination of street types, from traditional terraced streets to cul-de-sac development parcels.

Figure 02: Traditional housing styles within Ilkeston.

Key Destinations

The purpose of this Active Travel Masterplan is to facilitate more walking, wheeling, and cycling for everyday journeys within Ilkeston. As such, key locations within the town have been mapped so that they can be compared with the existing pedestrian and cycling infrastructure, and to understand origin and destination points.

Services & Facilities:

As with all towns, there is a concentration of trip attractors within the town centre. The High Street runs along Bath Street, up to the Market Place. Key town centre trip attractors include St Marys Church, the Cantelupe Centre, Ilkeston Town Hall and the Erewash Museum, one of the towns visitor attractions. Ilkeston Community Hospital is located on the northern edge of the town and accessed from Heanor Road.

Within the neighbourhoods, Cotmanhay has a collection of local shops and services.

Employment:

There are various industrial estates located across the town which provide key employment sites. These include Manners Avenue, the Rope Works, Digby Road and Quarry Hill Industrial Estates. Waterside Retail Park is located along Station Road, and several large scale supermarket sites also provide employment opportunities. In the south, an emerging large scale, strategic employment site (New Stanton Park) is allocated for industry and warehousing.

Education:

Schools are spread around the town neighbourhoods. Most are in proximity to the primary route network. The Ormiston Ilkeston Enterprise Academy is Ilkeston's only secondary school.

Leisure:

The Erewash Valley provides a valuable wildlife corridor which connects the Trent Valley to the countryside of Derbyshire. The valley has a chain of wildlife sites, nature reserves and designated sites on each side of the valley. Land to the west and south of the town is designated as Green Belt land. The Erewash Canal is an attractive canal-side route which runs along the east, whilst the Nutbrook Trail is another popular traffic-free leisure route which runs from Long Eaton to Heanor. Victoria Park and Park Cemetery are popular green spaces close to the town centre.

The recent opening of the Bennerley Viaduct is a popular attraction to both locals and visitors, and offers an attractive leisure route which spans Nottinghamshire and Derbyshire.

Shipley Country Park offers 700 acres of parkland and is a regional visitor attraction within Derbyshire. Other leisure sites in the west including the Manor Floods Local Nature Reserve, Pewitt Golf Course, Nutbrook Trail Ponds, and Rutland Sports Park.

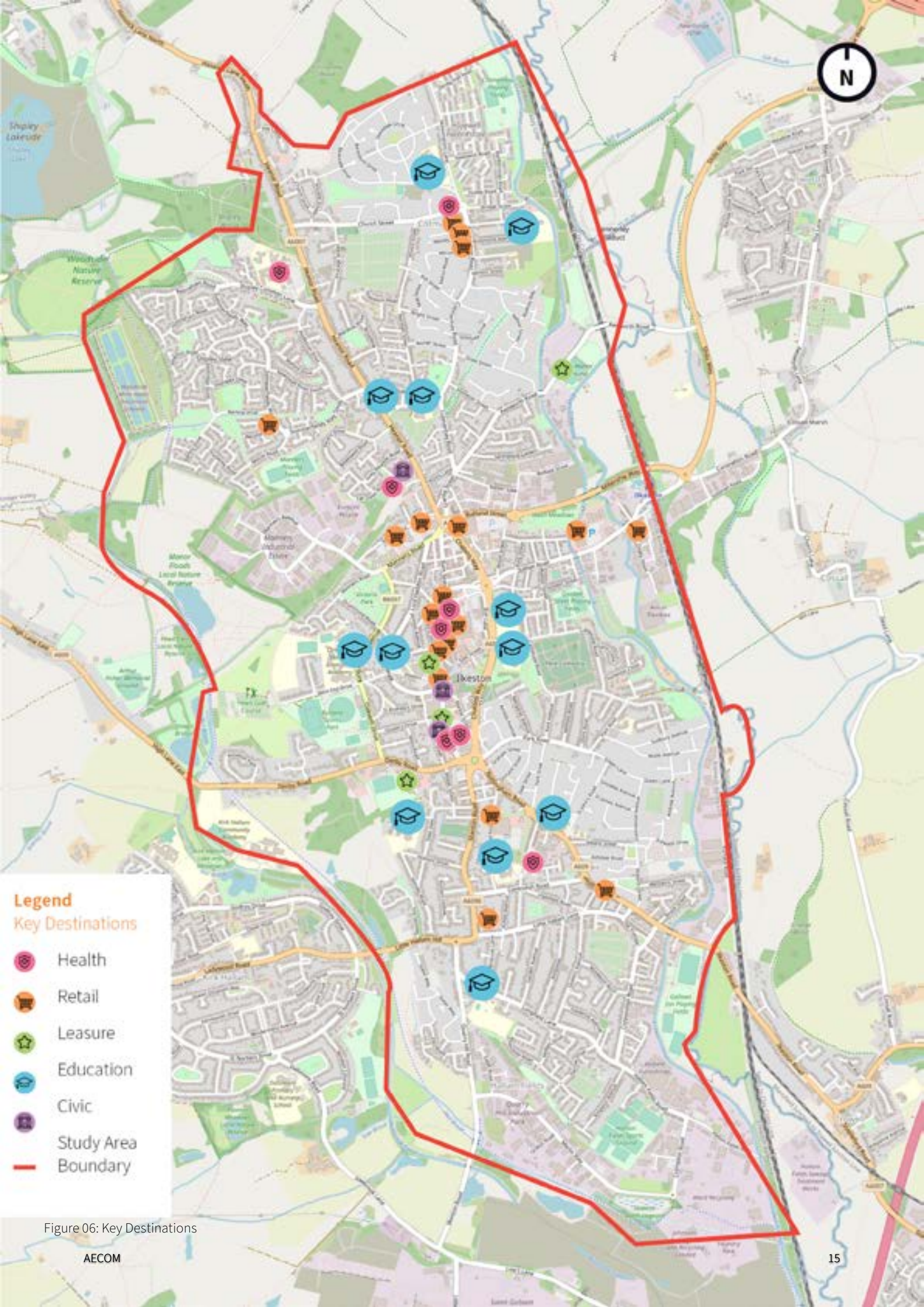


Figure 06: Key Destinations

Transport Infrastructure

Ilkeston railway station sits on the eastern edge of the town and runs parallel to the River Erewash. The town was without a railway station for the period between 1967 to 2017; its reopening has helped to improve regional connectivity. Given its location on the edge of the settlement, there is a sense of disconnect between the railway station and the town centre.

A comparison of usage against Long Eaton and Alfreton is provided in Table 1 below. There would appear to be potential to further strengthen the rail connectivity from Ilkeston via active modes.

Bus services provide accessibility to public transport across much of the neighbourhood area. There is a gap in the bus service in the southernmost neighbourhood, Hallam Fields, and the Quarry Hill Industrial Estate.

Table 01: Comparison of railway station usage (Source: Census)

	Town Population	Entries / Exits (Apr 21 to Mar 22)	Entries / Exits per person
Ilkeston	38,735	101,026	2.6
Long Eaton	37,817	461,426	12.2
Alfreton	22,000	245,910	11.2

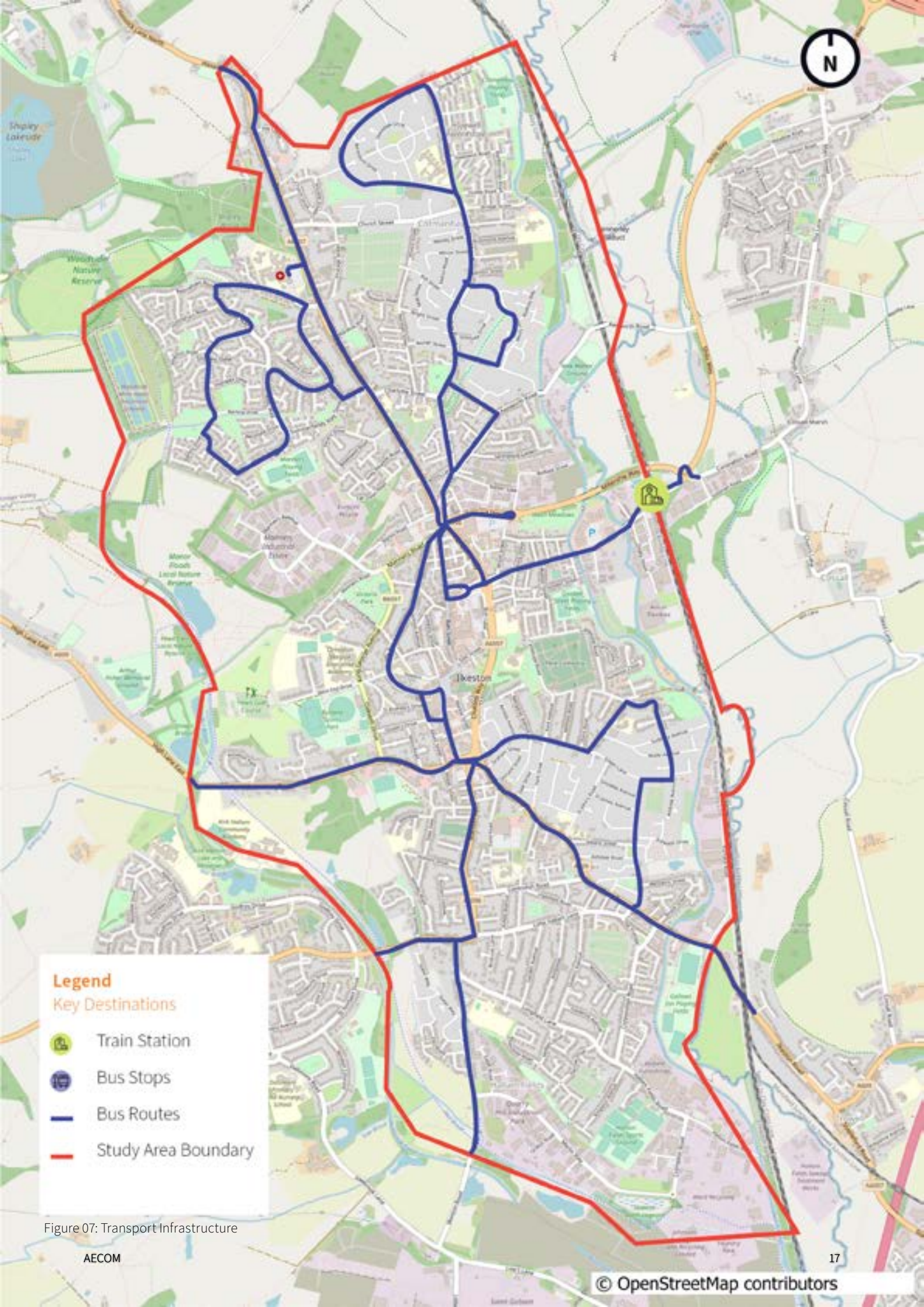


Figure 07: Transport Infrastructure

Existing Walking, Wheeling, and Cycling Infrastructure

Walking & Wheeling:

In the town centre, much of the high street along Bath Street to the market place is an identified pedestrian zone and provides clear pedestrian priority. Pedestrian passageways between residential streets exist in part, but are quite limited. Outside of the settlement area, various footpaths connect out to the countryside.

Footpaths run along the Nutbrook Canal and the Erewash Canal (part of the Erewash Valley Trail, a 30-mile-long route for walkers and cyclists which runs along the Nottinghamshire and Derbyshire borders).

The Nottingham Canal is another canal route which exists in proximity to the town, within 400m of the east boundary. These off-road options provide good pedestrian links around the settlement periphery.

As already noted, the A6007 and associated roundabouts form a notable barrier to pedestrian movements.

Cycling:

Figure 8 shows existing cycle routes within Ilkeston. The Derbyshire Key Cycle Network also includes routes along the Erewash Canal and the Nutbrook Trail. The Derbyshire Local Cycle Network then helps to link the Key Cycle Network, with a route along Millership Way to the railway station, and a route which passes along Park Cemetery and Rutland Recreation Ground.

In the north of the town, the LCN provides good coverage in the Cotmanhay neighbourhood with good east -west and north-south routes. Just over the canal, Bennerley Viaduct is a popular recreational route for those walking, wheeling and cycling.

Figure 08: Existing Walking and Wheeling Infrastructure. Nottinghamshire County Council's LCWIP routes to the east have also been plotted on Figure 08, but these are indicative and subject to further design and funding.

Topography

Given its location within the Erewash Valley, the town is located amongst valley sides. The town centre occupies a high point in this landscape, with the land rising up to Market Place from all directions. Bath Street is particularly steep. There is also a slight rise to the north of the study area. The areas around the Erewash Canal and Nutbrook Trail tends to represent low-points of the area.

Air Quality

There are no designated Air Quality Management Areas within Ilkeston.

Figure 09: Bath Street, a steeply rising high street in the town centre

Collision Data

Personal Injury Collision data was obtained from Derbyshire County Council for the period 1st January 2017 to 25th June 2023.

The data shows that:

- There is a concentration of pedestrian collisions in the town centre, notably along Bath Street. Serious collisions tend to be related to the primary road network, including the A609 (Nottingham Road), Stanton Road (A6096) and Millership Way (A6096).
- Most cycle collisions occur at junctions. Serious collisions are identified along the A609 (Nottingham Road).
- Most child-involved collisions occur in neighbourhoods (whereas others seem to be on main road network).

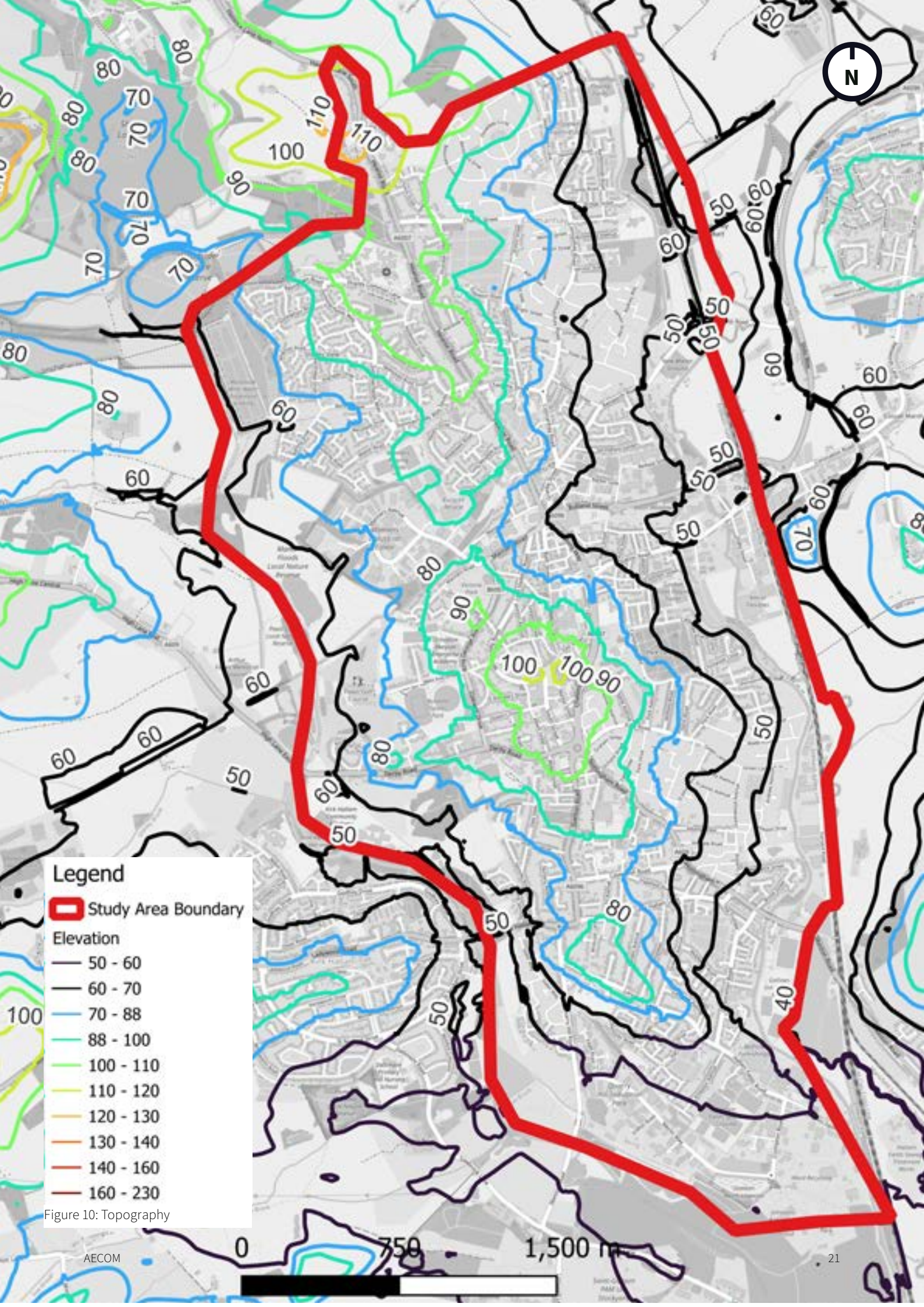


Figure 10: Topography

Planned Walking, Wheeling and Cycling Infrastructure

The production of this Active Travel Masterplan is not being undertaken independently of existing or ongoing initiatives.

Derbyshire County Council has already considered potential improvements to walking and cycling at a strategic level across the county through the Local Cycling and Walking Infrastructure Plan (LCWIP) proposals.

Proposals for the pedestrian network are limited to minor schemes, such as footway / crossing improvements.

Proposals for the cycling network would see some of the gaps plugged in the Key Cycle Network in the north of the town, creating a route from Manners Industrial Estate and the Bennerley viaduct, over to Nottinghamshire.

The Proposed Local Cycle Network improvements would provide improvements to connectivity in the south of the town, with a new route proposed from Ormiston Ilkeston Enterprise Academy through the Little Hallam neighbourhood area and down to Quarry Hill Industrial Estate. Other routes are proposed to join the Nut Brook trail, with a new route to Kirk Hallam and to the New Stanton Park.

The proposals for Ilkeston in the Local Cycling and Walking Infrastructure Plan are noted as being 'medium-term' aspirations, with each route subject to further design work and availability of funding.

There are no known or forthcoming Town Deal, Levelling Up or Shared Prosperity schemes in Ilkeston.

Figure 11: Planned Walking, Wheeling and Cycling Infrastructure. Nottinghamshire County Council's LCWIP routes to the east have also been plotted on Figure 11, but these are indicative and subject to further design and funding.

Planned Developments

Erewash Borough Council has submitted their new Core Strategy to the planning inspectorate and adoption is expected in the near future. Key development sites for housing and employment are allocated within the Adopted Core Strategy, with sites mainly proposed to the south of the urban area, with one housing allocation to the north in Cotmanhay.

Some of the key designated sites relevant to Ilkeston are identified in the Erewash Core Strategy Review- Revised Options For Growth (March 2021) and include:

- Former Stanton Ironworks
- West Hallam Depot
- Land North of Cotmanhay
- Land South West of Kirk Hallam

Within the Greater Nottingham Strategic Plan- Strategic Distribution and Logistics: Preferred Approach Consultation (September 2023) – a large scale site is also identified alongside the Bennerley Viaduct. Although in Nottinghamshire, this 68ha site is identified for employment use.

Ilkeston Gateway SPD (2015)

Erewash Borough Council adopted a Supplementary Planning Document in 2015 titled "Ilkeston Gateway" associated with the opening of the new station. The document provides a clear set of planning directions for the area between Ilkeston town centre and Ilkeston railway station, known as the gateway. The SPD presents a vision for Ilkeston Station *"to act as a catalyst to improve sustainable transport infrastructure and use and drive economic regeneration both within the Gateway area and across Ilkeston more generally"*.

In addition:

- "*The prominence of the car, not only across the Gateway, but also more widely across Ilkeston, will have reduced. In its place, the sustainable travel modes of walking and cycling in particular will have been promoted through the introduction of improved sustainable links between the town centre and the Gateway and populations to the north and south. Development of these links will be sympathetic to their important Green Infrastructure role and wherever possible will help to deliver improved local environmental quality and biodiversity. Changes to the existing road infrastructure will have led to a step-change towards using more sustainable modes of travel*".

A number of key projects to improve access and connectivity across the Gateway were identified and appraised. Many of these were delivered between 2016-2018, supporting general accessibility. How these relate to the Active Travel Masterplan proposals is discussed in more detail within Section 6 Masterplan Proposals- Station Access Improvements.

Existing Community Initiatives

There are various community organisations and initiatives being undertaken within Ilkeston which share an interface with the Active Travel Masterplan.

Active Erewash

Active Erewash is a strategic partnership group led by Erewash Borough Council and Active Derbyshire with health and physical activity partners across Erewash. It has a vision for physical activity to become part of peoples everyday lives, to help create more active communities, and improving connectivity to increase people's health and wellbeing. Various schemes fall under the Active Erewash Action Plan which supports the groups mission. The Ilkeston Active Travel Masterplan will help to contribute infrastructure in the town which supports the whole-systems approach being promoted by Active Erewash.

Cotmanhay Active Neighbourhood

The Active Neighbourhoods Pilot Programme seeks to increase levels of walking by engaging with communities to understand what would enable people to walk more within their neighbourhood area. The project in Cotmanhay is being delivered in collaboration between Erewash Borough Council and local youth provider, Parkside High. Whilst this programme only focuses on the Cotmanhay neighbourhood, it offers a valuable contribution to the Ilkeston Active Travel Masterplan by providing an understanding of some of the barriers and opportunities for active travel.

Cotmanhay was chosen as the location for this pilot based on data provided by Active Derbyshire which showed that:

- People living in more deprived areas are less likely to be active;
- The health outcomes for people living within Cotmanhay are worse than other areas of Erewash;
- There are higher rates on obesity for adults and children in this area; and
- Life expectancy and disability-free life expectancy is lower in this area.

It was agreed that a significant positive impact could be made in the neighbourhood. The group has undertaken some early engagement and was able to identify three themes, which will be considered as part of the evidence base for the Active Travel Masterplan Proposals.

Table 02: Themes from the Cotmanhay Active Neighbourhood Pilot

Active Neighbourhood Proposals	
Access	Public conveniences Benches More canal bridges Dropped kerbs Confidence
Safety	Crime Less Motorbikes Drugs Cleaner Streets Dog Mess Groups of young people Lighting
Supported Walking	Routes (familiarity) Where you can walk Walking groups or others to walk with

3. Site Audit

3. Site Audit

Following the desktop work described in Section 2, detailed site audits were conducted to determine the quality of the existing walking, wheeling, and cycling networks. These site audits also provided the opportunity to start to think about potential improvements prior to engagement with stakeholders.

Methodology

A detailed methodology statement for the work is provided in Appendix B. The audit team always included at least one cyclist, and one member focused on the pedestrian environment. A team of mixed ages and genders also helped to capture a broad experience of users.

The site audits were based on the best practice audit tools developed for the Local Cycling and Walking Infrastructure Plan programme. The audits also drew on experience of conducting audits for Derbyshire County Council within the development of the Key Cycle Network. Various parameters were considered including:

- Route characteristics;
- Permeability;
- Crossings and Gateways;
- Directness and Connectivity;
- Safety and Security;
- Signage; and
- Quality of the environment.

Specific attention was given within the audit to the needs of vulnerable pedestrians (e.g. school pupils, persons with mobility needs) in keeping within guidance expressed in the Transport Research Laboratory's Street Audit handbook: "In general terms, the reviewer should be considering the extent to which the environment under consideration provides easy, convenient and pleasant conditions for all users, with more vulnerable pedestrians needs acting as the benchmark of acceptability" and "the review procedure aims to place the needs of mobility impaired or vulnerable pedestrians at a level of equal importance to all other pedestrians"

Headline Observations

A diagram showing the full audit observations is included in Appendix C.

The headline observations noted by the audit team, include:

- The major road network (A6007 / A609 / A6096) has a high traffic volume. Where this is a dual carriageway (Chalons Way), pedestrian permeability is particularly limited to a handful of crossing points (footbridges or underpasses). There is currently no cycle infrastructure along these major routes.
- The major roundabouts along the A6008 each provide differing provision for pedestrians and cyclists. The Rutland Street / A6007 roundabout (north) has well-placed toucan crossings. The Station Road/ A6007 roundabout (central) has irregularly placed pedestrian crossings, and the Park Road / A6007 roundabout has well-placed pedestrian-only crossings.
- Traditional streets tend to be terraced with a high reliance on on-street parking.
- The canal network and the Nutbrook Trail provide well-established, popular trails for both pedestrians and cyclists.
- The Bennerley Viaduct is a popular local and visitor leisure route, with high quality landscaping and access ramps. It currently is accessed via an indirect route along the Erewash Canal.
- The undulations in topography are sometimes steep and could be considered inaccessible to some, in particular the rise into the Town Centre along Bath Street.
- There are good opportunities to improve accessibility around school sites, many of which could benefit from enhanced crossings.
- The industrial estates in the south offer hostile environments for both pedestrians and cyclists.
- There is a lack of cycle parking across the town, and notably within the town centre itself.
- Where cycle infrastructure exists along Millership Way it is of a high quality, smooth and is well lit.

Audit Conclusions

Following the site audit, the following barriers to pedestrian and cyclist connectivity have been identified:

Strategic Barriers

- The major road network, in particular the dual carriage way (Chalons Way / A6007) and its associated roundabouts, with high traffic volumes and vehicle speeds. Other main roads also create a sense of disconnect especially where there is an absence of crossing points.
- Although important recreational assets, accessibility across the River Erewash and the Erewash Canal is somewhat limited to bridge points (which can be indirect and inaccessible). This especially affects access to the Bennerley Viaduct.
- Topography across the town can be problematic for pedestrians, especially where the gradient rises steeply.
- Lack of adequate public cycle parking provision disincentivises cycling between facilities.
- The railway line could also be considered a linear barrier, as movement is limited only to a handful of crossing points. However, given the location of the railway line on the eastern edge of the town, the actual impact of this is limited.

Local Barriers

- The industrial estates across the town are unattractive to pedestrians and cyclists given and the lack of infrastructure, HGV presence and poor perceptions of safety.
- The general lack of appropriate cycling infrastructure and crossing provision across and between the neighbourhoods, especially along the major road network.
- On-street parking along terraced streets can create conflict for space and present barriers to crossing
- Perceptions of safety, particularly around the major road network.
- The quality of the public realm and surfacing, which is sometimes poorly maintained.

4. Engagement

4. Engagement

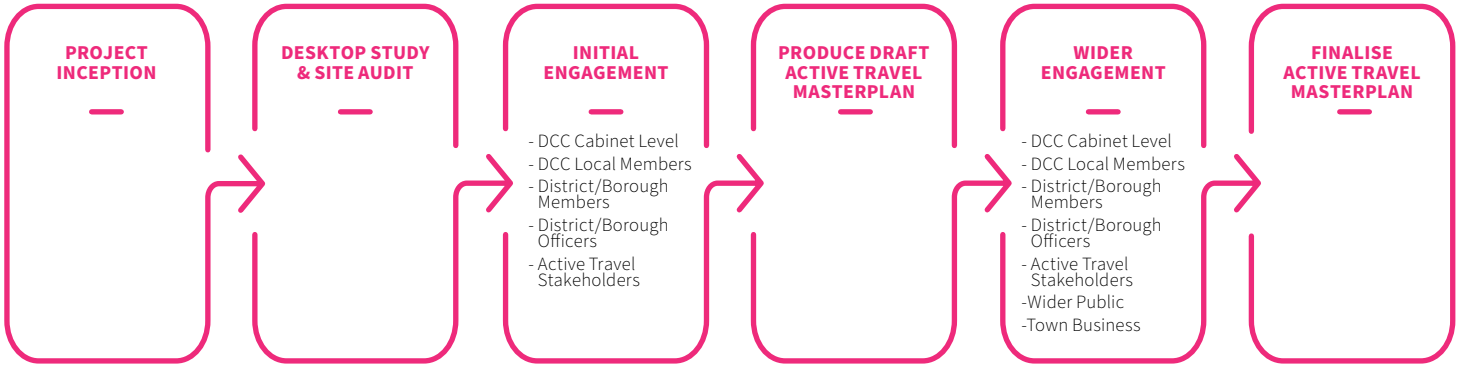
Early and ongoing engagement is a crucial part of delivering walking and cycling schemes. An effective engagement strategy was therefore considered integral to the development of the Ilkeston Active Travel Masterplan and was developed alongside officers of Derbyshire County Council.

This Section sets out the engagement strategy and establishes the principals which we have adopted as part of our approach. It concludes by setting out a forward engagement plan, should the Ilkeston Active Travel Masterplan attract funding for implementation.

Methodology

Those interested in the Ilkeston Active Travel Masterplans will come from a wider variety of backgrounds and have differing interests and priorities. Residents, for instance, will often more likely have an interest in what is taking place at street level or on a wider neighbourhood level, whereas councillors, businesses and / or local transport providers could have an interest at both street level and wider town level (strategic).

Prior to commencing the work, an initial engagement plan was agreed with Derbyshire County Council. This initial engagement plan focused on first liaising with elected representatives, and community groups (with an interest in active travel). It is envisaged that Wider Engagement (including with the public) would take place on the draft Active Travel Masterplan prior to its finalisation.



Engagement (Autumn 2023)

Following a briefing to the Derbyshire County Council Cabinet Member (Infrastructure and Environment), Cllr Renwick, on the project (inc. Belper, Glossop and Ilkeston), the following engagement was undertaken:

- Briefing for Derbyshire County Council Local Members.
- Workshop session for elected representatives of Erewash Borough Council.
- Worksop session for Erewash Borough Council officers & interested community groups.
- Attendance at (1) Active Erewash, and (2) Active Neighbourhoods Consortium (Cotmanhay) session.
- Follow-up call with local Sustrans officer.

In addition to the town-specific groups, approaches were made to Accessible Derbyshire, Living Well Derbyshire and Sight Support Derbyshire. Friends of Bennerley Viaduct were invited to the workshop sessions and approached for information.

Derbyshire County Council Elected Members

A briefing was held for Derbyshire County Council Elected Members (Cllrs King, Gibson, Flatley) on 19th October 2023. Cllr Renwick (Infrastructure and Environment) was also in attendance.

Key issues and opportunities discussed included:

- General improvement of accessibility between the train station and the town centre.
- The general impact of topography as a barrier to active travel.
- Opportunities to improve access around schools.
- Opportunities to improve and expand connections to the surrounding leisure routes, including the Bennerley Viaduct and the Nutbrook Trail.
- Ensuring good connectivity to link with emerging development in the south (at New Stanton Gate).

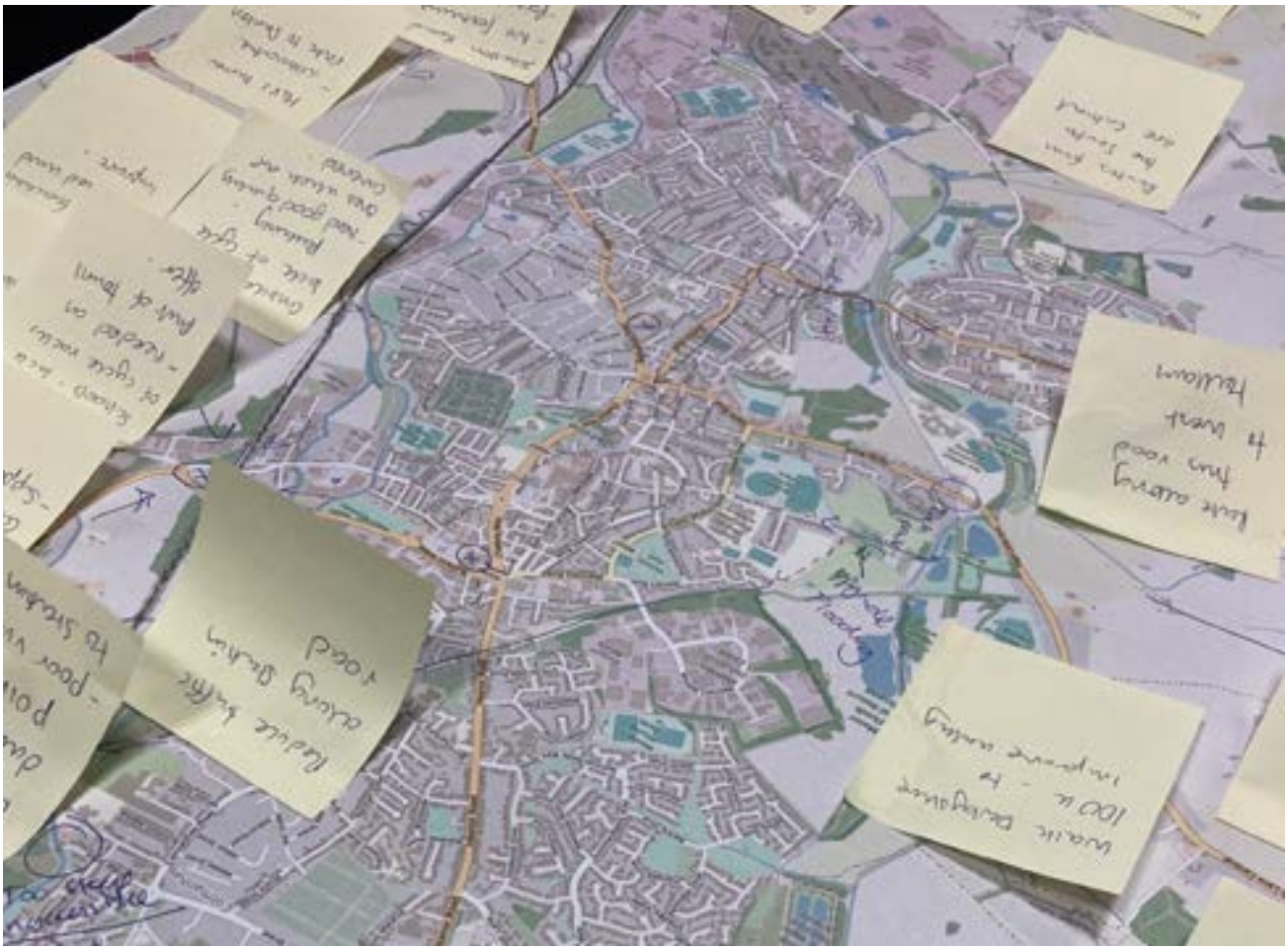
Erewash Borough Council Elected Members

A session was arranged at the Arena Church on 1st November 2023, to which all Ilkeston Members of Erewash Borough Council were invited. Following a presentation which introduced the scheme, participants were invited to discuss active travel using maps of the town to help identify barriers and opportunities. The following attended: Cllr Burns.

Key issues and opportunities discussed included:

- The role of lighting and perceptions of safety in people's propensity to walk and cycle.
- Support for lower vehicle speeds across the town.
- The importance of bus services in a town with topographical and accessibility challenges.
- Opportunities to improve school accessibility, in particular around schools within Cotmanhay.
- An appreciation for the abundance of leisure routes which surround the town.

Figure 12: Image taken from the workshop session



Wider Stakeholders

A session was arranged at the Arena Church on 1st November 2023. Following a presentation which introduced the scheme, participants were invited to discuss active travel using maps of the town to help identify barriers and opportunities. Representatives of the following attended: Active Derbyshire, Sustrans, Toton Neighbourhood Forum Infrastructure Group (*) and officers of Erewash Borough Council. (Notes: (1) The Toton Neighbourhood Forum Infrastructure Group were not specifically invited, but brought some useful ideas to the discussion (2) The Ilkeston Cycle Club and Friends of Bennerley Viaduct were also invited).

Key issues and opportunities discussed included:

- Recognition there is a growing appetite for cycling as a mode of transport within the town. Any infrastructure improvement should be supported with behavioural change initiatives.
- The importance of connecting the town to emerging development sites, especially those in the south.
- Wayfinding, and digital ways of engaging with routes, are an opportunity to promote interest.
- Lighting and perceptions of safety are a key barrier.
- The railway station would benefit from secured cycle parking, as the existing provision is not considered adequate. The town in general has a lack of cycle parking.
- Station Road experiences a lot of HGV traffic which can undermine the pedestrian / cycle experience.
- The canal and other leisure routes should be considered on a more strategic, regional basis.
- Links identified included upgrading the old railway line, building a new connection to Bennerley Viaduct, and enhancing the connection between the town centre and the NCN 67 (across the golf course).

In addition to the above, separate meetings were held with (1) Active Erewash, and (2) the Active Neighbourhoods Consortium (Cotmanhay). Key issues and opportunities discussed included:

- Opportunities to connect with further groups and initiatives including the All Move In Erewash (AMIE), Walk Derbyshire, Derbyshire Health Ride, Green Social Prescribing Pilot and the Childrens Healthier Weight Network. Information shared about the interrelationship of the Active Travel Masterplan with these schemes.
- A focus on active travel through the lens of local public health.
- Opportunities to work alongside local schools for improved access.
- Cotmanhay Active Neighbourhoods Consortium is identifying social initiatives to improve walking within Cotmanhay, and has shared gathered information relating to this local scheme.

Detailed notes of the above engagement have been used to develop the Ilkeston Active Travel Masterplan.

Wider Engagement (Early 2024)

Wider engagement will be conducted prior to the finalisation of the draft Active Travel Masterplan. It is anticipated that this engagement will occur in Spring 2024. Once findings of this engagement have been determined, they will be added to this section as part of the final Active Travel Masterplan document.

It is important to note that, whilst their initial views were gathered as part of the engagement described above, none of those groups or individuals listed in the preceding section have seen an early version of the draft Active Travel Masterplan, nor should their inclusion in the above text be interpreted as endorsement. Views of elected representatives and stakeholder groups will be an important part of the early 2024 engagement.

Scheme-specific Consultation (Future)

Once the Active Travel Masterplan is finalised, it is expected that funding to further develop and deliver any identified schemes will be required. It is recommended that progression of any individual elements should be undertaken alongside a further programme of public and community engagement to include co-design workshops, wide scale engagement and pop-up events to help capture local input and refine the approach for investment.

Figure 13: Stakeholder engagement session

5. Key Themes

5. Key Themes

In the previous Sections, we have considered the existing context in Ilkeston through a desktop analysis, a site audit, and initial stakeholder engagement. This has provided us with an overview of the common issues and opportunities for active travel within the town, which are summarised in the table below.

Table 03: Summary of Key Issues and Opportunities

Issues	Opportunities
• A lack of pedestrian priority along the key movement corridors. • A lack of crossing provision, including side road crossings, signalised pedestrian crossings, and toucan crossings for cyclists. • A general lack of cycle parking across the town, with demand for secured public cycle parking facilities. • The lack of pedestrian priority along Station Road, despite its various uses. • A lack of accessible, active travel routes between the neighbourhoods and the town centre.	• To enhance Station Road as an active travel corridor which connects into the town centre. • To enhance connections to existing leisure assets, including the canal. • To reallocate road space at generous residential junction mouths and to adopt continuous crossings over side roads. • To provide public cycle parking at key trip attractor sites. • To enhance existing pedestrian connections between residential streets, upgrading these to include enhanced lighting or cycle provision. • To improve access and arrival to schools within the various neighbourhood areas. • To address some of the severance caused by the major road network and provide safer pedestrian and cyclist provision, included new and upgraded crossing points. • To plan for the development of New Stanton Gate and ensure there are sustainable routes to and from the development site.

A series of themes have been developed which capture the proposals of the Ilkeston Active Travel Masterplan. Each of these themes will contribute to unlocking the town network in different ways and combine to form the full masterplan. This section provides an overview of the themes, before Section 6 (Masterplan Proposals) describes each in more detail.

Supporting Local Business

Build Back Better: High Streets, the government's long-term plan to support the evolution and regeneration of high streets and a key part of the overall Levelling Up agenda, was launched in July 2021. This recognises the role of walking and cycling to enable sustainable place making linked to regeneration, with a vision for half of all journeys in towns and cities to be cycled or walked by 2030.

According to the Indices of deprivation, in 2019, Ilkeston was in the top 50 of most deprived neighbourhoods in England. Ilkeston was in the top 30% of most deprived neighbourhoods for health and disability deprivation. Ilkeston has recently benefited from an under-used railway station that is disconnected from the town centre. It has many industrial sites and proposed sites for housing on its periphery which require linking to the town centre to capture local spend for local business. Many of these Active Travel Masterplan proposals will help to improve connectivity to existing and emerging employment sites, and will support more local people to access local jobs. In addition, the new Bennerley Viaduct investment has the potential to increase visitor economy spend in the town.

Strategic Routes

Strategic Routes refer to the primary active travel movement corridors which support movements within the town and connections to other places. Whilst important movement corridors for all people, these routes are typically dominated by high vehicle volumes with poor quality provision for pedestrians and cyclists. There is an opportunity to enhance these routes to create an improved environment for those walking, wheeling, and cycling.

In Ilkeston, the strategic routes run through the centre of the town and radiate out from a series of roundabouts. Within the Ilkeston Active Travel Masterplan, Heanor Road, Derby Road and Nottingham Road have been identified for potential improvement.

Local Routes

Local Routes provide access between and within neighbourhoods. There is an opportunity for local connections to unlock the network to people walking, wheeling and cycling. This theme captures opportunities for addressing localised barriers to movement, route upgrades or route additions which can form part of the larger network.

Within Ilkeston, various routes have been identified to run through the neighbourhoods and contribute to additional north-south connections. These can provide quiet alternatives to the strategic route network, and create additional linkages through the Greenway in Cotmanhay, Shipley Common & Manor Park Industrial estate, and from Little Hallam into the town centre.

Access to Schools

Schools are crucial community facilities and are key trip attractors within any town. According to the National Travel Survey, 14% of trips on a weekday are associated with education (Source: NTS0504b) and encouraging active travel would have a positive impact on the mental and physical health of young people. Safety is a key issue for many when using transport, with children and young adults particularly vulnerable (WHO, 2018). There is therefore a need for these sites to be well-connected to their local communities and catchment areas. In many cases, access to schools can be compromised through poor crossing facilities or obstructive pavement parking. Such measures can also help to build confidence in people walking, wheeling and cycling as they get older, and help to support behaviour change to more sustainable modes over the longer term.

In Ilkeston, various schools could from benefit from accessibility improvements, such as crossing facility upgrades (like at Cotmanhay Junior School), the designation of a school street (like at Charlotte Nursery and Infant School), or improved connections to the site for both pedestrians and cyclists (at Hallam Fields Junior School). These, alongside other school sites, will be considered within the masterplan proposals.

Wider Linkages

Beyond the town, there are a range of leisure routes and recreational linkages which provide wider connections to surrounding settlements and countryside. There is an opportunity to improve the accessibility, quality, and provision of these wider linkages, helping to connect the local network with a wider area.

Ilkeston is surrounded by good leisure links, including the Erewash Canal and Nutbrook Trail. The masterplan will consider how routes to and from the town can be including links with West Hallam and improving the connection to the Bennerley Viaduct, which provides a high quality (albeit indirect) link into Nottingham.

Area Treatments

In addition to the route-based enhancements, there are areas within the town which could benefit from more focussed attention within the active travel masterplan. These areas could be made more accessible to those walking, wheeling, and cycling, which could include the provision of additional infrastructure as well as public realm and placemaking enhancements.

In Ilkeston, the town centre will be considered in detail, with proposals identified to help improve its challenges of accessibility. The High Street is located on a steep slope which presents its own difficulties for ease of movement. Routes into the town centre will be considered as part of the masterplan proposals[1].

Cycle Parking

A crucial part of people journeys is the transition between transport modes and the availability of parking. A lack of cycle parking can be considered a key barrier to people cycling. Indeed, Investing in Cycling & Walking: Rapid Evidence Assessment (Source: DfT, 2016) states that "the provision of bicycle parking has been found to increase levels of cycling, mainly in the context of commuting and public transport access trips."

There are limited opportunities to park cycles across the whole of Ilkeston. There is potential to adopt secured, sheltered cycle parking facilities at key sites, such as the station, as well as Sheffield stands across the town. Proposals will explore how additional cycle parking could be adopted across Ilkeston and help to remove the final 'end-point' barrier by ensuring people have secure places to leave their cycles whilst accessing employment, services and facilities.

1 A separate parking study may be needed for each Active Travel Masterplan, to ensure appropriate levels of parking are maintained. It is noted that parking controls can be used proactively to increase parking turnover and thereby increase the overall quantum of space that is available through the day, with healthy turnover of parked cars being especially important to support local businesses.

Wayfinding

Wayfinding is an important tool in communicating routes to and from local destinations. It helps to promote active travel by signposting facilities and can be used to encourage people to take non-vehicular modes. It can also be used as a platform to promote local history and character and celebrate the identity of the town. Proposals will discuss the opportunities to improve wayfinding features, especially at key sites.

Within Ilkeston, there is limited signage to guide people to the town, to wider destinations and for journeys within the town. The Erewash Canal is well signed with regular information boards, and the existing cycle network is also legible with clear signage. Signage to and from the railway station, however, and bus station is also limited, rather than being obvious to users.

Station Corridor

Ilkeston Railway Station is an important destination and origin point for trips within the town. It currently is located outside of the town centre on the settlements eastern edge, beyond the canal and the river. Whilst connectivity to the site has improved due to the delivery of various proposals identified within the Ilkeston Gateway SPD, an opportunity remains to improve Station Road as an accessible, active travel corridor. The proposals of this masterplan will provide an additional level of detail to Ilkeston Gateway SPD, with particular focus on Station Road.

Connections to New Stanton Park

Identified as a key regeneration site, New Stanton Park is a 200ha area located to the south of Ilkeston, off Lows Lane. This site holds strategic importance not just for Ilkeston but for the wider East Midlands: once developed, it is anticipated to create around 4000 new jobs. It is important that such a large scale site has a positive spatial relationship with Ilkeston, and that it is well connected for active modes to ensure that sustainable travel is encouraged. The proposals will consider how this site can be effectively weaved into the existing walking, wheeling and cycling network, and support the next generation of employees to adopt active modes.

6. Masterplan Proposals

6. Masterplan Proposals

This section describes in detail the proposals for each of the identified themes. It builds on the overview of the interventions set out in Section 5 and shows how these combine to form the full active travel masterplan network.

This section includes a number of concept level, sketch options. If the Active Travel Masterplan receives funding, then further detailed design work and appraisal, public engagement (consultation and co-design), and political approval (Derbyshire CC Cabinet-level) will be required.

Key Themes	
	**Strategic Routes**
	**Local Routes**
	**Access to Schools**
	**Wider Linkages**
	**Area Treatments**
	**Cycle Parking**
	**Wayfinding**
	**Station Corridor**
	**Connections to New Stanton Park**

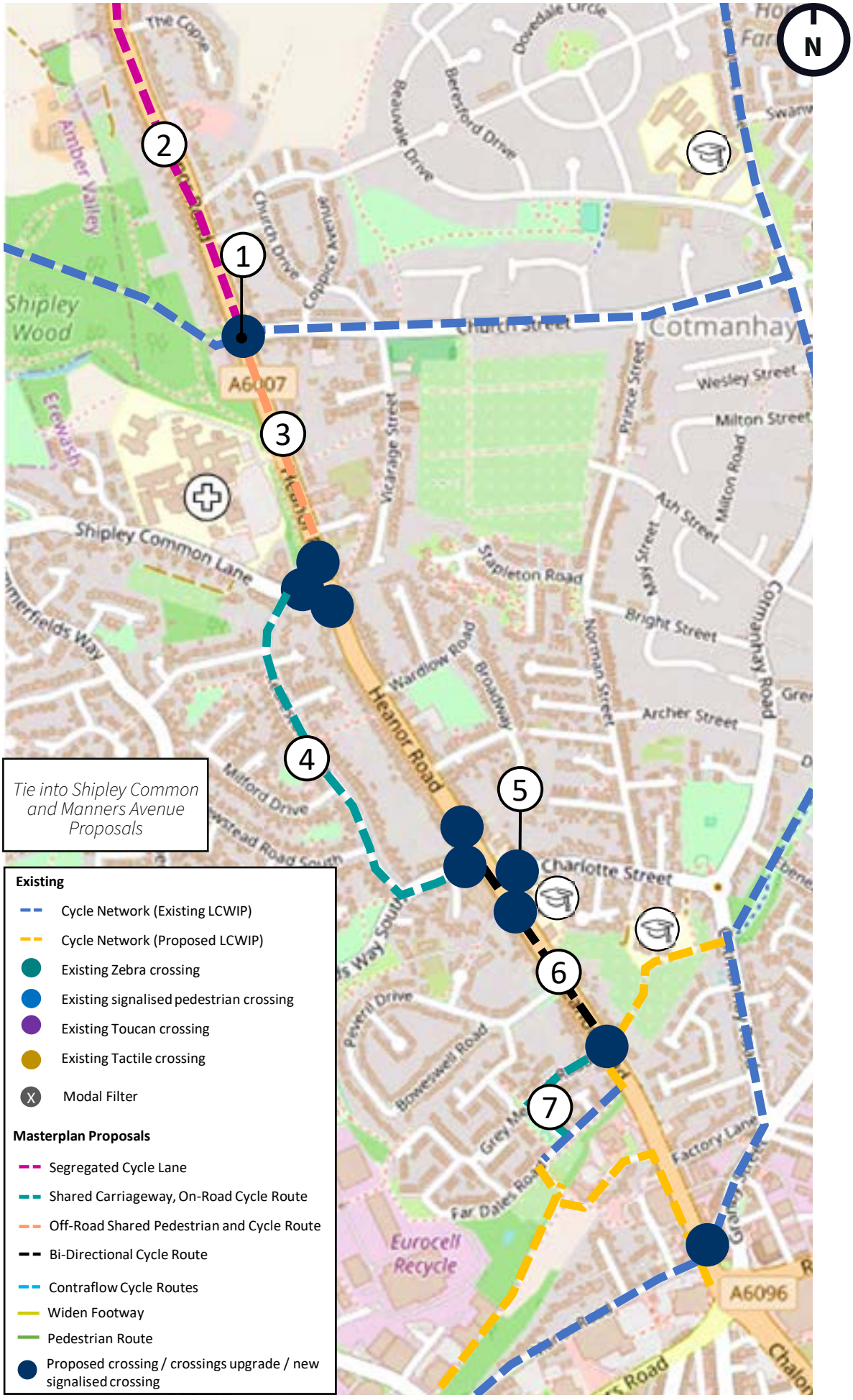


Figure 14: Heanor Road Proposals (OpenStreetMap)

Strategic Routes

Heanor Road

Heanor Road is the key route into Ilkeston from the north. It provides onwards travel to Heanor and is a key access route for Shipley Common and into Cotmanhay. Ilkeston Community Hospital is located along its length, as is Ilkeston Contemporary Arts, Granby Junior School, a petrol station and a care home. A designated housing site is also located at its northern end.

The corridor has a 40mph speed limit and supports high volumes of vehicle traffic, particularly during peak hours. The carriageway is generous, comfortably supporting two lanes of vehicle use with central hatching which allows for turning where necessary. Informal on-street parking occurs intermittently along its length. The Heanor Road bridge over the greenway acts as a pinch point. Collision data shows there are multiple instances of collisions (all types) along this route.

There is an opportunity to adopt walking/ wheeling priority measures along this route, and to utilise the width to accommodate new cycling infrastructure. New crossings will help to support connections to and from the cycle network.

Proposals along this corridor include:

1. Upgrade existing crossing points to Toucan Crossings. In some cases, they could be relocated to better serve adjoining routes, such as at the junction with the entrance to Shipley Wood.
2. Reduce the size of the central hatching / turning area and instead use the reclaimed space to accommodate segregated cycle provision.
3. Between Church Street and Shipley Common Lane, widen the footway on the western side of the road and use the space to accommodate a shared pedestrian / cycleway which links to the signalised junctions.
4. Between Shipley Common Lane and Summerfields Way South, adopt a quiet route along Kedleston Drive which avoids the constraints of Heanor Road.
5. Signalise the junction by Granby Junior School to support pedestrian and cycle crossing.
6. Between Summerfields Way South and Grey Meadows Road, adopt a bi-directional cycle way on the west side of the carriageway. Central hatching and right turns will require removal.
7. Connect Heanor Road with Cotmanhay Linear Park / Greenway route.

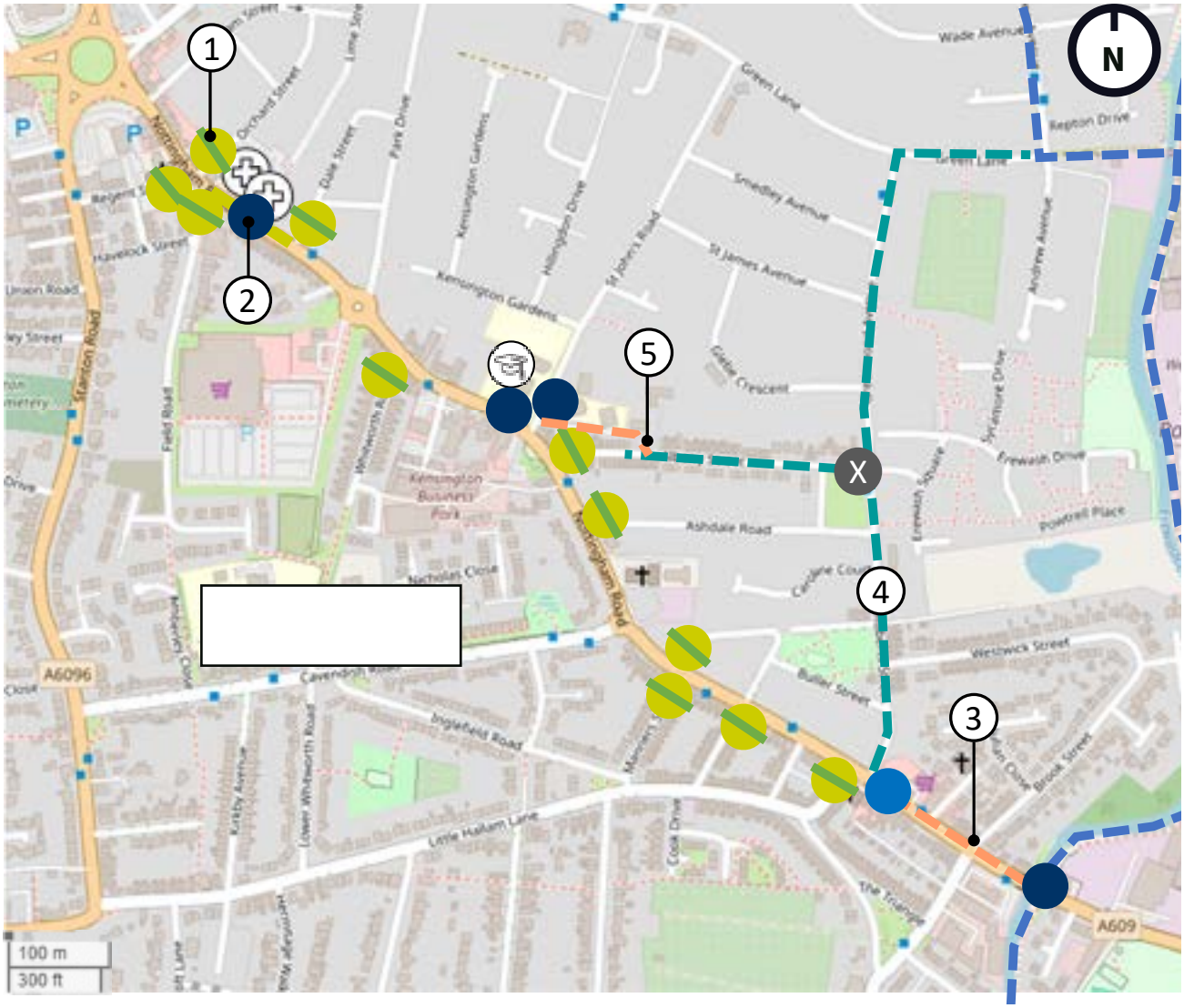


Figure 15: Nottingham Road Proposals (OpenStreetMap)

Existing

- Cycle Network (Existing LCWIP)
- Cycle Network (Proposed LCWIP)
- Existing Zebra crossing
- Existing signalised pedestrian crossing
- Existing Toucan crossing
- Existing Tactile crossing
- X Modal Filter

Masterplan Proposals

- Segregated Cycle Lane
- Shared Carriageway, On-Road Cycle Route
- Off-Road Shared Pedestrian and Cycle Route
- Bi-Directional Cycle Route
- Contraflow Cycle Routes
- Widen Footway
- Pedestrian Route
- Proposed crossing / crossings upgrade / new signalised crossing
- Proposed side road crossing / continuous crossing

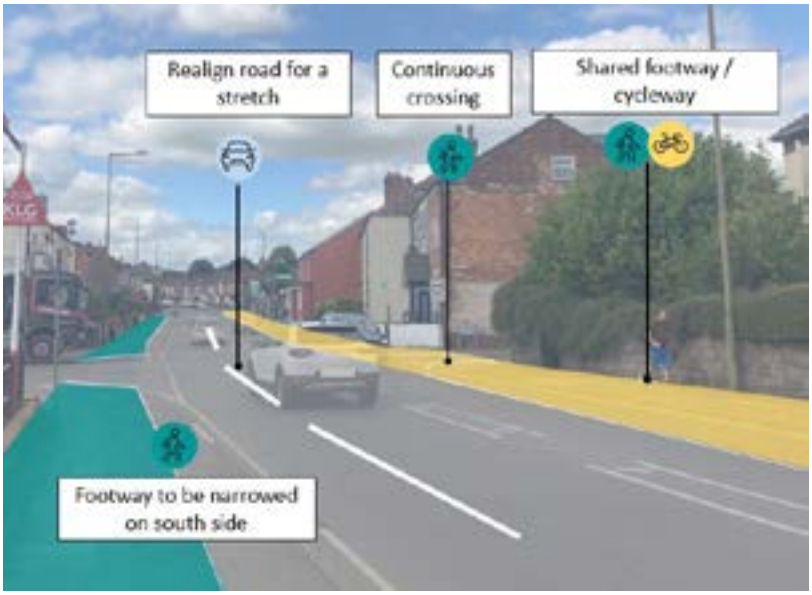


Figure 16: Indicative proposals for Nottingham Road

Strategic Routes

Nottingham Road

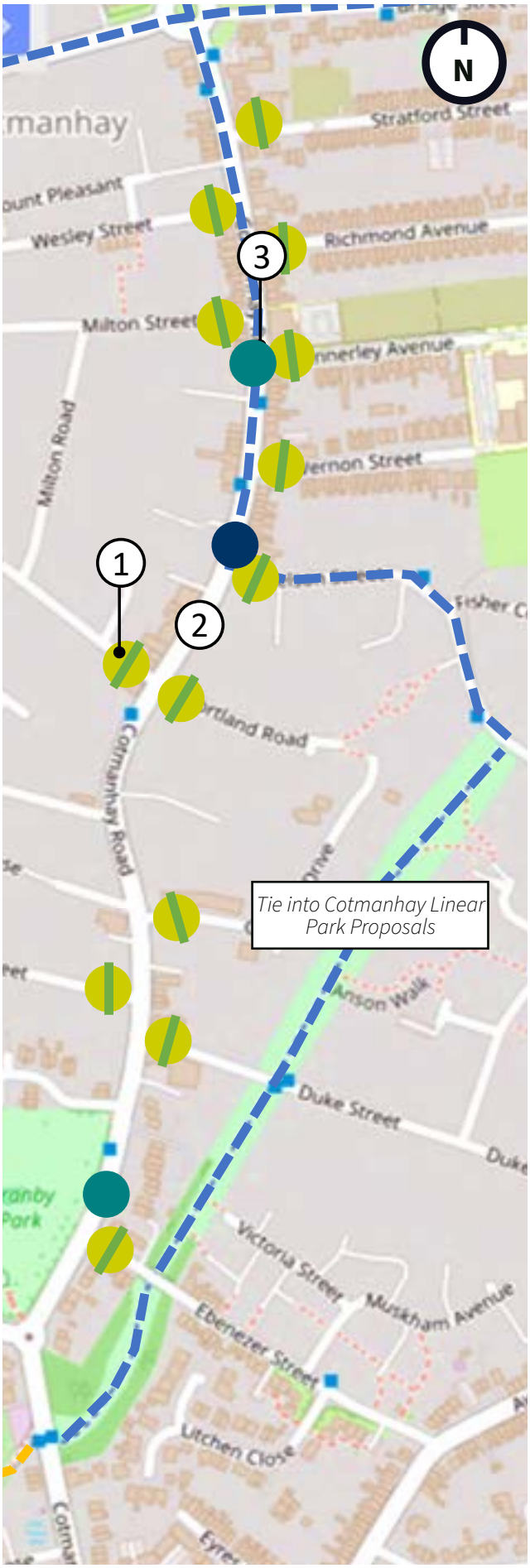
Nottingham road is a primary route into Ilkeston from the south-east and provides onwards travel to Stapleford. It is a mixed-use route with two lanes of high-volume traffic. The land slopes upwards from the canal to the town centre. A couple of mini roundabouts are located along its length, and a bus route runs along this corridor. High vehicle volumes are governed by a 30mph speed limit.

This is a complex route which supports many users and functions. Several shops, small businesses, garages and a school are located along its length, alongside terraced housing which is often set directly onto the street with no set-back. Some areas of designated on-street parking exist, whilst there is also evidence of pavement parking. With narrow pavements, varying carriageway widths, and a steep gradient, there is limited scope for improved cycle provision. However, there is an opportunity to improve this corridor for pedestrian movement.

Proposals along this corridor include:

1. Adopt side road crossing treatments across adjoining roads along the length of Nottingham Road, along with a decluttering programme to consolidate signage and street furniture.
2. Improve and upgrade signalised crossing provision along the length of the route, with an additional crossing by the medical centre and the school.
3. Between Roberts Street and the canal, consider realigning the carriageway to accommodate a shared footway / cycleway along the northern side. This would involve removing the central hatching, reducing the pavement width on the south side, and widening and levelling the pavement on the north side (with consideration for the level change where the steps are located). Bus and HGV use should be supported. Continuous crossings should be adopted across the garage access / egress, and adjoining streets.
4. Adopt either a 20mph speed limit along Roberts Street / Greenwood Avenue or segregated cycle lane provision, connecting to Green Lane and the existing cycle network.
5. Consider how a quiet route could connect from the rear of houses on Albany Road to Kensington Junior School.

Figure 17: Cotmanhay Road Proposals (OpenStreetMap)



Existing

- Cycle Network (Existing LCWIP)
- Cycle Network (Proposed LCWIP)
- Existing Zebra crossing
- Existing signalised pedestrian crossing
- Existing Toucan crossing
- Existing Tactile crossing
- Modal Filter

Masterplan Proposals

- Segregated Cycle Lane
- Shared Carriageway, On-Road Cycle Route
- Off-Road Shared Pedestrian and Cycle Route
- Bi-Directional Cycle Route
- Contraflow Cycle Routes
- Widen Footway
- Pedestrian Route
- Proposed crossing / crossings upgrade / new signalised crossing
- Proposed side road crossing / continuous crossing

Figure 18: Indicative image of Cotmanhay Road Proposals

Strategic Routes

Cotmanhay Road

Cotmanhay Road is a key route which serves the Cotmanhay neighbourhood. The road provides a corridor of services to the residents of the community including the Cotmanhay and Ilkeston Adult Community Education Centres, shops, convenience stores, and small businesses. It also provides access to many other services along its adjoining streets, including the Bennerley Fields SEN School, Amber Valley and Erewash Support Centre and the Media Centre, home of Erewash Sound Radio Station. A bus route also runs along this corridor. Collision data shows there is a high propensity for collisions (all types) along this route.

North of Nelson Street is designated as part of the existing cycle network, which runs on-road and is identified with signage. The rest of the corridor has no cycle provision. The street varies in width but remains relatively narrow, and the buildings have no set back from the street. In some places there is designated on-street parking however largely most of the on-street parking is informal.

Existing traffic calming exists in the form of speed bumps and build outs along the route. Whilst the width of the street presents challenges for cycle provision, there is an opportunity to improve Cotmanhay Road as an accessible pedestrian corridor.

Proposals for this intervention include:

1. Provision of side-road crossings to support pedestrian movement across adjoining streets (often the junction mouths are tight so could well-support such measures).
2. Reduce traffic speeds along the length of the road.
3. Additional zebra crossing points along the street, and upgrade the condition of the existing zebra crossing by the Cotmanhay and Ilkeston Adult Community Education Centre.

Along the length of the route, there is also an opportunity to formalise additional on-street parking areas, with the potential to define these with traffic calming features (such as build outs). Additional cycle parking could also be provided by shops and key trip attractors.

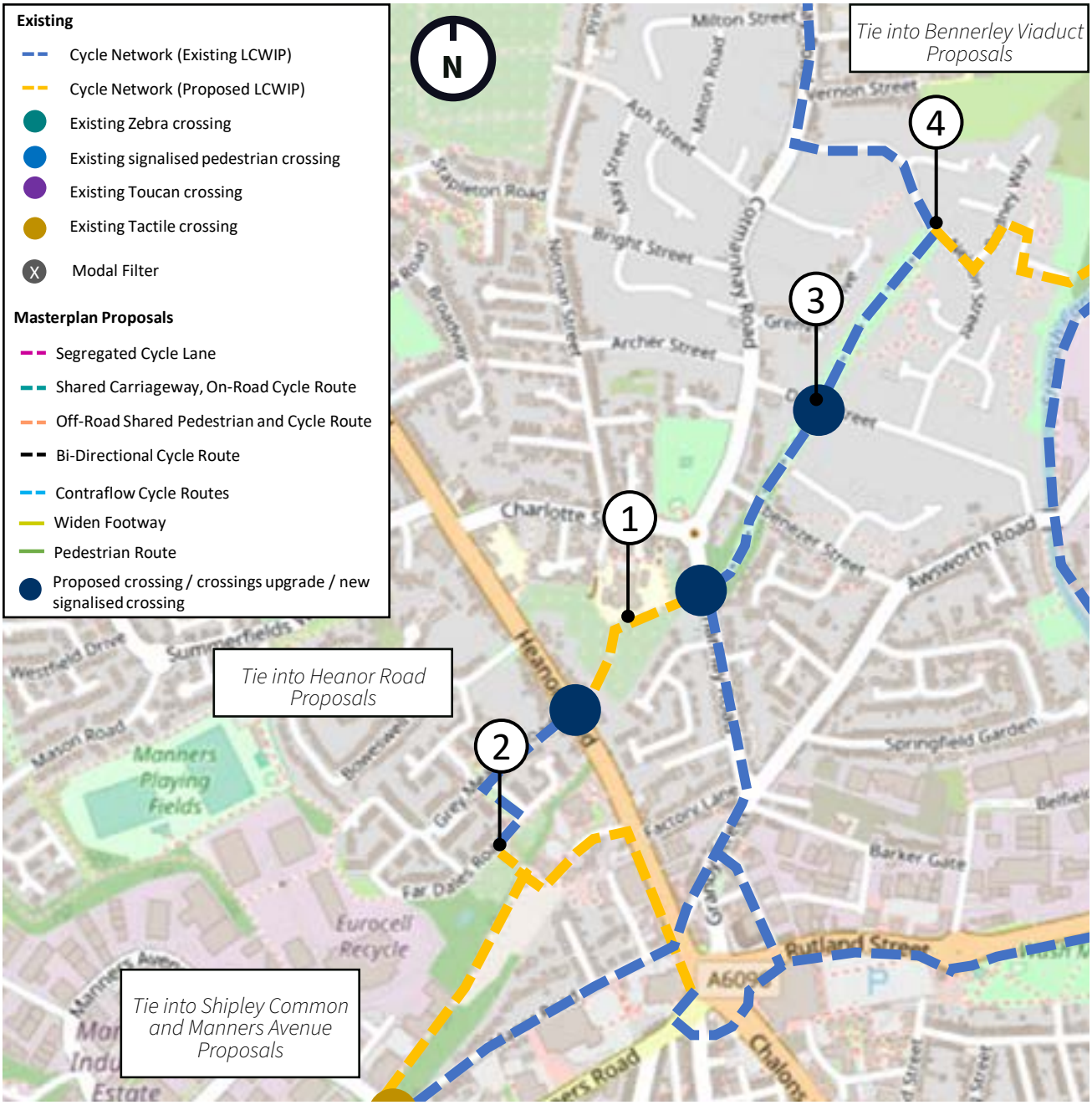


Figure 19: Greenway Route Proposals (OpenStreetMap)

Figure 20: Indicative image of proposals along the route

Figure 21: Indicative image of improved crossing point

Local Routes

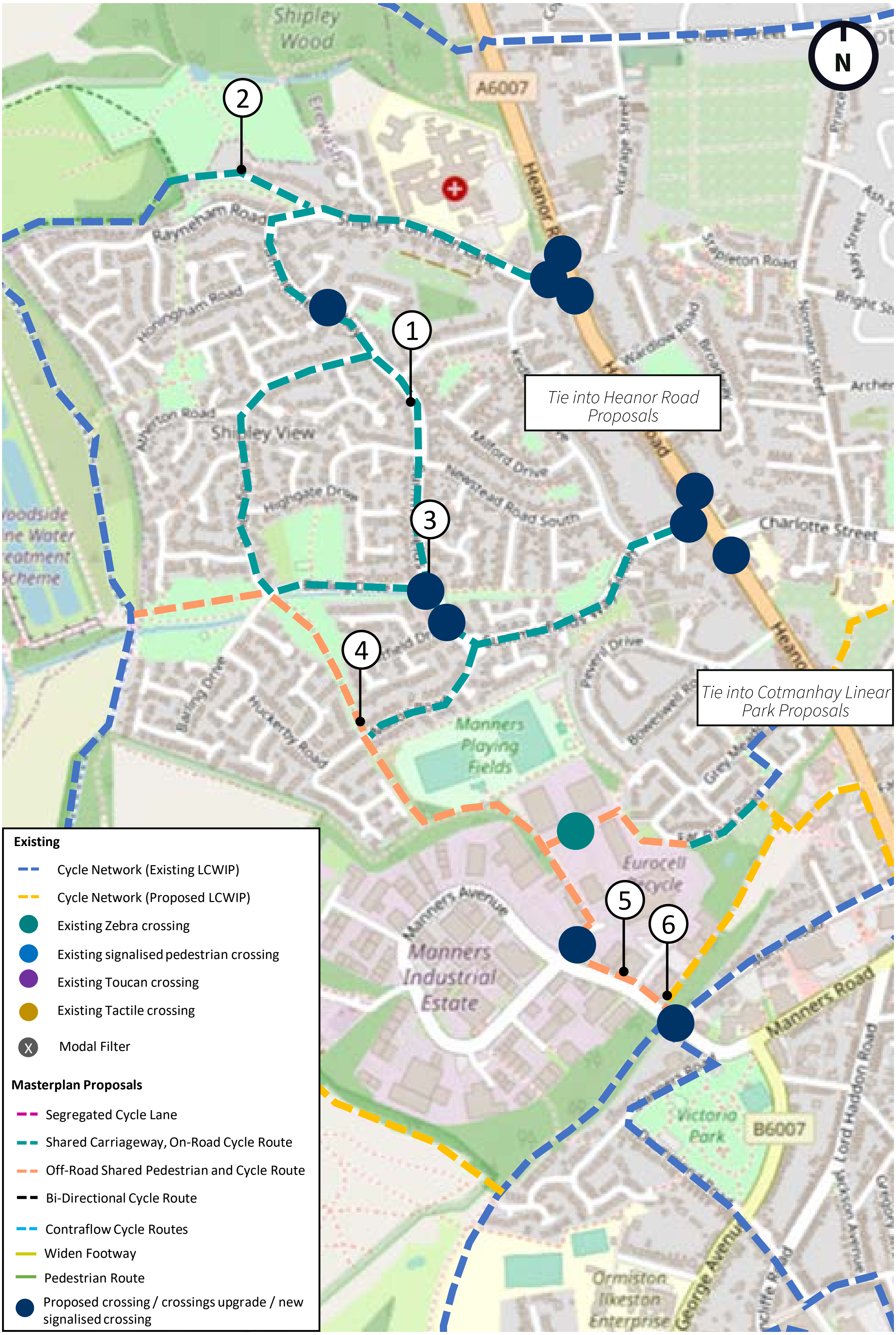
Greenway route / Cotmanhay Linear Park

The Great Northern Rail (GNR) Derby Friargate Line is a disused railway line which previously connected Derby to Nottingham. It ran through Ilkeston, connecting with the Bennerley Viaduct. Whilst no longer a railway line, much of the old line has been converted to a pedestrian greenway known as the Cotmanhay Linear Park, which forms part of the existing key cycle network. The Cotmanhay Linear Park forms one section of the Great Northern Greenway.

The is an opportunity to upgrade the remaining sections of this line to also form part of the key cycle network and address the gaps in provision. This would create an off-road route to unlock the north-eastern neighbourhood and support access to Bennerley Viaduct, a key leisure attraction. It runs parallel to Cotmanhay Road, and could act as an alternative.

Proposals for this intervention include:

1. Upgrading the remaining sections of the former railway line to support pedestrian and cycle access, including the removal of barriers along the route and provision of ecologically sensitive lighting.
2. Ensure access / egress points are clearly identified and supported with wayfinding.
3. Relocating crossing points to support flow of movement.
4. Supporting wayfinding infrastructure to be provided at key points along the route.


Shipley Wood
A6007
Heanor Road
Raynesham Road
Shipley Common Lane
Stapleton Road
Vicarage Street
Tie into Heanor Road Proposals
Shipley View
Highgate Drive
Milford Drive
Newstead Road South
Charlotte Street
Tie into Cotmanhay Linear Park Proposals
Manners Playing Fields
Eurocell Recycle
Manners Avenue
Manners Industrial Estate
Manners Road
Victoria Park
B6007
Ormiston Ilkeston Enterprise
George Avenue
Lord Haddon Road
1
2
3
4
5
6
N
Existing
Cycle Network (Existing LCWIP)
Cycle Network (Proposed LCWIP)
Existing Zebra crossing
Existing signalised pedestrian crossing
Existing Toucan crossing
Existing Tactile crossing
Modal Filter
Masterplan Proposals
Segregated Cycle Lane
Shared Carriageway, On-Road Cycle Route
Off-Road Shared Pedestrian and Cycle Route
Bi-Directional Cycle Route
Contraflow Cycle Routes
Widen Footway
Pedestrian Route
Proposed crossing / crossings upgrade / new signalised crossing

Local Routes

Shipley Common and Manor Park Industrial estate link

Shipley Common is one of the larger residential estates within Ilkeston, accessed from Heanor Road. Summerfields Way is a 30mph road which provides the primary route through the neighbourhood area, along which a small number of local businesses and shops are located and a bus route runs. The neighbourhood experiences local traffic only, and there is generally good permeability with pedestrian cut-throughs between streets and across the green spaces. One of the footways connects Shipley Common into Manners Industrial Estate, and is near to the proposed greenway.

There is an opportunity to improve the pedestrian and cycling facilities within the neighbourhood and enhance existing connections to Manners Industrial Estate, the leisure centre and further to the town centre. This could offer an alternative route to Heanor Road, and help to connect important employment and leisure sites.

Proposals for this intervention include:

1. Lower the vehicle speed limit along Summerfields Way to 20mph to support on-carriageway cycling. Build out which support traffic calming, and raised zebra crossings, are encouraged to help support slower speeds. Alternatively, the road is wide enough to support segregated cycle lanes in each direction.
2. Connect the route to the existing cycle network along Shipley Common Lane
3. Upgrade the crossing outside the local shops and provide an additional crossing to the south of the shops, by Westfield Drive
4. Connect the route to the existing cycle network, and upgrade the footway to Manners Industrial Estate to be a shared use, off-road pedestrian and cycleway, supported with appropriate lighting solutions. Barriers along this route should be removed.
5. Adopt a shared pedestrian and cycleway on one side of the road to remove cyclists from Manners Avenue and the high volume of HGVs.
6. An upgraded crossing or junction improvement is required to support movement between routes and reduce conflict with larger vehicles.

Figure 22: Indicative proposals to improve the access to local shops


N
Ilkeston
A6007
A609
A6096
Derby Road
Nottingham Road
Stanton Road
Chalons Way
Park Cemetery
Green Lane
Wade Avenue
Sudbury Avenue
Smedley Avenue
St James Avenue
Albany Street
Ashdale Road
Erewash Drive
Westwick Street
Little Hallam Lane
Longfield Lane
Middleton Road
Corporation Road
Gallows Inn Playing Fields
Belfield Furnishings
Quarry
Industrial
7
6
5
4
3
2
1
Tie into Nottingham Road Proposals
Existing
Cycle Network (Existing LCWIP)
Cycle Network (Proposed LCWIP)
Existing Zebra crossing
Existing signalised pedestrian crossing
Existing Toucan crossing
Existing Tactile crossing
Modal Filter
Masterplan Proposals
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Off-Road Shared Pedestrian and Cycle Route
Bi-Directional Cycle Route
Contraflow Cycle Routes
Widen Footway
Pedestrian Route
Proposed crossing / crossings upgrade / new signalised crossing

Local Routes

North- South Connections

Whilst the Nutbrook Trail and the Erewash Canal provide good north- south cycle links, there is a lack of cycle provision linking the southern neighbourhoods with the town centre. As it is difficult to accommodate provision along the main roads, an additional route through the residential areas could help to unlock these neighbourhoods and provide quiet routes into town. These routes are steep in part.

Proposals for this intervention include:

1. Quiet route to extend from Malthouse Road to Longfield Lane via Harlow Drive and Frederick Avenue, connecting to Queens Avenue. Please note this route is steep, with a significant rise in elevation from Malthouse Road to Little Hallam Lane.
2. Dropped kerbs to support direct access from Queens Avenue onto Inglefield Road, across Little Hallam Lane (and vice versa)
3. Inglefield Road connection to Lower Whitworth Road, across Cavendish Road. This may require a signalised crossing.
4. Widen the footpath to accommodate cycles on the cut through between Lower Whitworth Road and Whitworth Road. Lighting may require relocating, and dropped kerbs provided either end.
5. One of the major points of intervention requires a new connection between Whitworth Road and Park Drive, across Nottingham Road. This would require the roundabout to be redesigned to support cycle crossing. The feasibility of which requires testing.
6. Junction upgrade between Park Road and Park Avenue, with a potential raised table junction.
7. Connection of the route with the existing cycle network alongside Park Cemetery.

Wayfinding is required throughout the scheme.

Figure 23: Indicative proposals to link Queens Avenue to Inglefield Close.

Figure 24: Indicative proposals to improve the junction between Park Avenue and Park Road.

Figure 25: Indicative image for proposals outside Cotmanhay School

Figure 26: Indicative image for proposals outside Hallam Fields Junior School

Access to Schools

Generally speaking, access to the schools across the town could made more pedestrian and cyclist friendly. This can be achieved by connecting the school sites to the proposed active travel masterplan network, providing additional or enhanced crossing points, or adopting school streets. Some of these interventions are outlined below.

1. At Cotmanhay School, upgrade the crossing across Skeavingtons Lane to a Zebra, and widen the footway which runs along Skeavingtons Lane to a bi-directional cycle way, linking with the existing cycle network.
2. Adopting a School Street along Trinity Close to support Charlotte Nursery and Infant School
3. At Hallam Fields Junior School adopt a zebra crossing across Longfield Lane which supports movement to the footway leading to Birdcroft Close. Adopt a crossing where the footway meets Quarry Hill Road (where the proposed cycle network will cross the road).

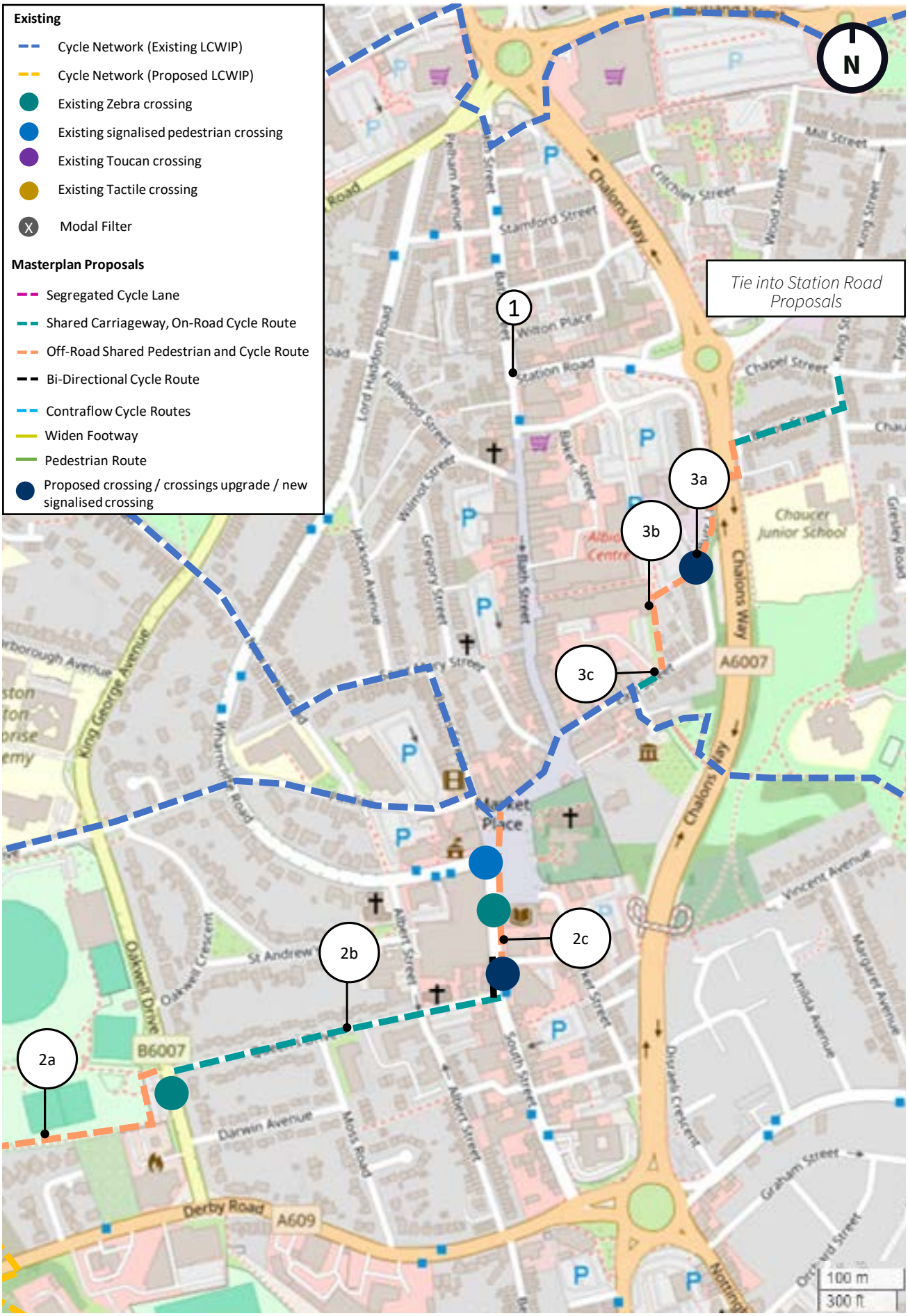

Figure 27: Town Centre Proposals (OpenStreetMap)

Area Treatments

Town Centre

The town centre of Ilkeston could benefit from area-based improvements to improve its accessibility. Some of these interventions are listed below.

Bus service along Bath Street

- 1) Located on a high point, Bath Street has a steep rise which compromises accessibility of the High Street. To help assist movement, an electric community shuttle bus service along Bath Street is due to be trialled.

Queens Drive and Rutland Park

An additional connection could be made to the south of the town centre by developing a route from the Market Place, along Queen Street and to the proposed cycle network through Rutland Park. This helps to link the centre with various trip attractors and to the proposed network. It also captures the attractive, tree-lined character of Queen Street.

- 2a) Develop an off-road route through Rutland Park. Pedestrians to use the existing crossing. Consideration required for the cycle crossing to Queens Drive.
- 2b) Establish Queen Street as a cycle route.
- 2c) Support shared pedestrian cycleway on the east side of South Street (alongside the library) to support southbound cycle movement. New crossing to provide connection to Queen Street.

Eastbound Connection

Improved access from the Larklands Neighbourhood is identified through improvements to connect the Chalons Way overpass with the town centre.

- 3a) Adopt a new crossing at the landing of the ramp on the west side of the overpass.
- 3b) Widen the existing route which connects Burr Lane to East Street car park.
- 3c) Allow cyclists to enter the carriage way, and join with the existing cycle route (avoiding the sharp Burr Street corner).

Figure 28: Indicative proposals for the Eastbound Connection

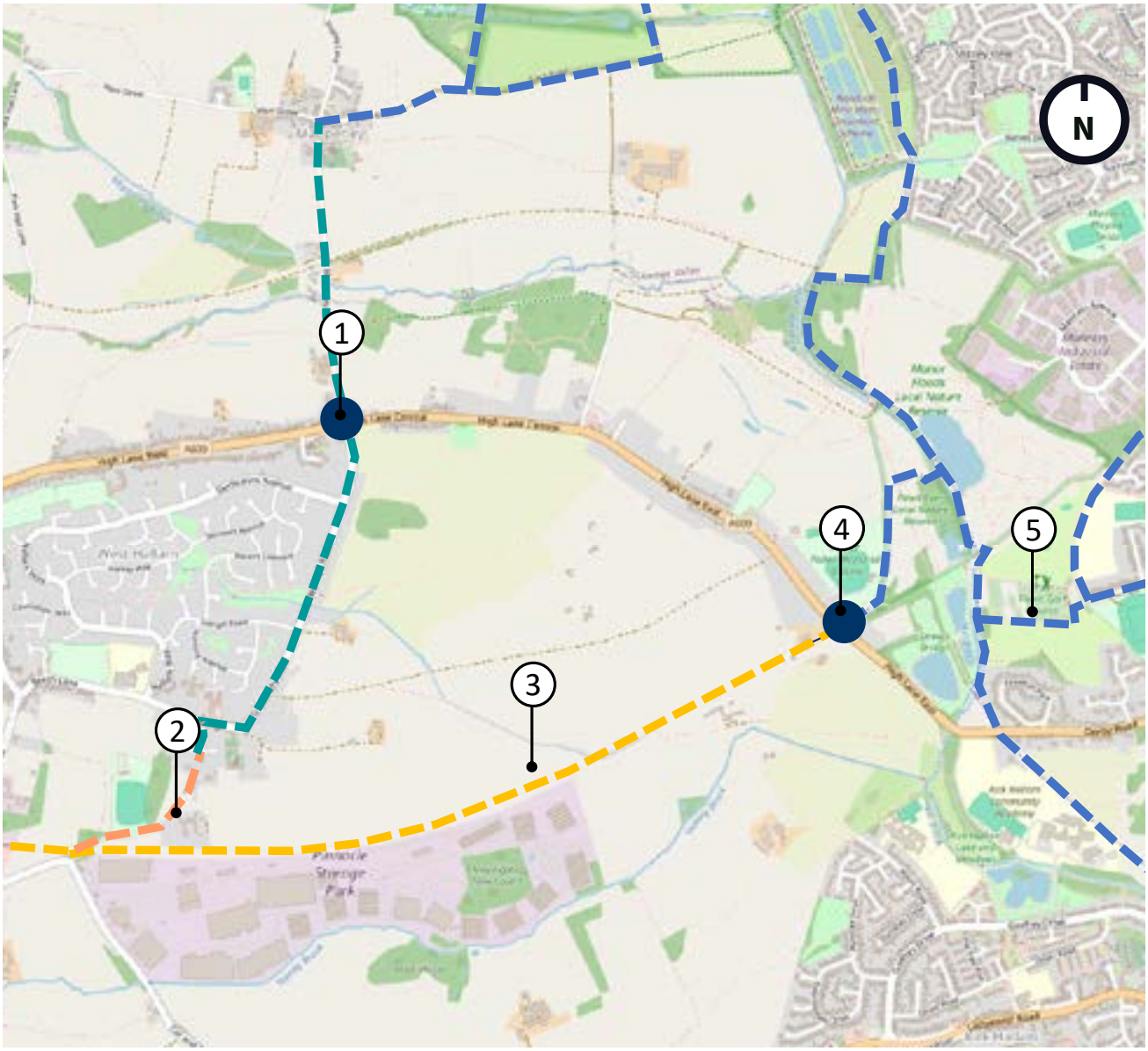

Figure 29: West Hallam and Mapperley Link Proposals (OpenStreetMap)

Existing	Masterplan Proposals
Cycle Network (Existing LCWIP)	Segregated Cycle Lane
Cycle Network (Proposed LCWIP)	Shared Carriageway, On-Road Cycle Route
Existing Zebra crossing	Off-Road Shared Pedestrian and Cycle Route
Existing signalised pedestrian crossing	Bi-Directional Cycle Route
Existing Toucan crossing	Contraflow Cycle Routes
Existing Tactile crossing	Widen Footway
Modal Filter	Pedestrian Route
	Proposed crossing / crossings upgrade / new signalised crossing

Wider Linkages

West Hallam and Mapperley Link

West Hallam is a village located to the west of Ilkeston, accessed via Derby Road. The 'West Hallam Depot' is identified as a 'Proposed Housing Site' within the Core Strategy. Although outside of the study area, there is an opportunity to link West Hallam to the town by developing out the proposed cycle network. This could help with wider regional links into Derby, and would help to contribute to a strategic route between Ilkeston and the city. It is also possible to connect the route to an existing section of the network in Mapperley, via St Wilfreds Road in West Hallam.

Proposals for this intervention include:

1. Signing a cycle route along Mapperley Lane, with provision of a Toucan crossing on High Lane (Central).
2. Upgrade of an off-road section which connects Village Centre to Cat and Fiddle Lane (landowner permissions may be required).
3. Adopting the proposed local cycle network route to connect Cat and Fiddle Lane to High Lane (East).
4. Toucan crossing over High Lane (East).
5. Upgrade of the existing route as it passes the Golf Course (drainage and surfacing improvements).

Figure 30: Indicative proposals at St Wilfreds Road

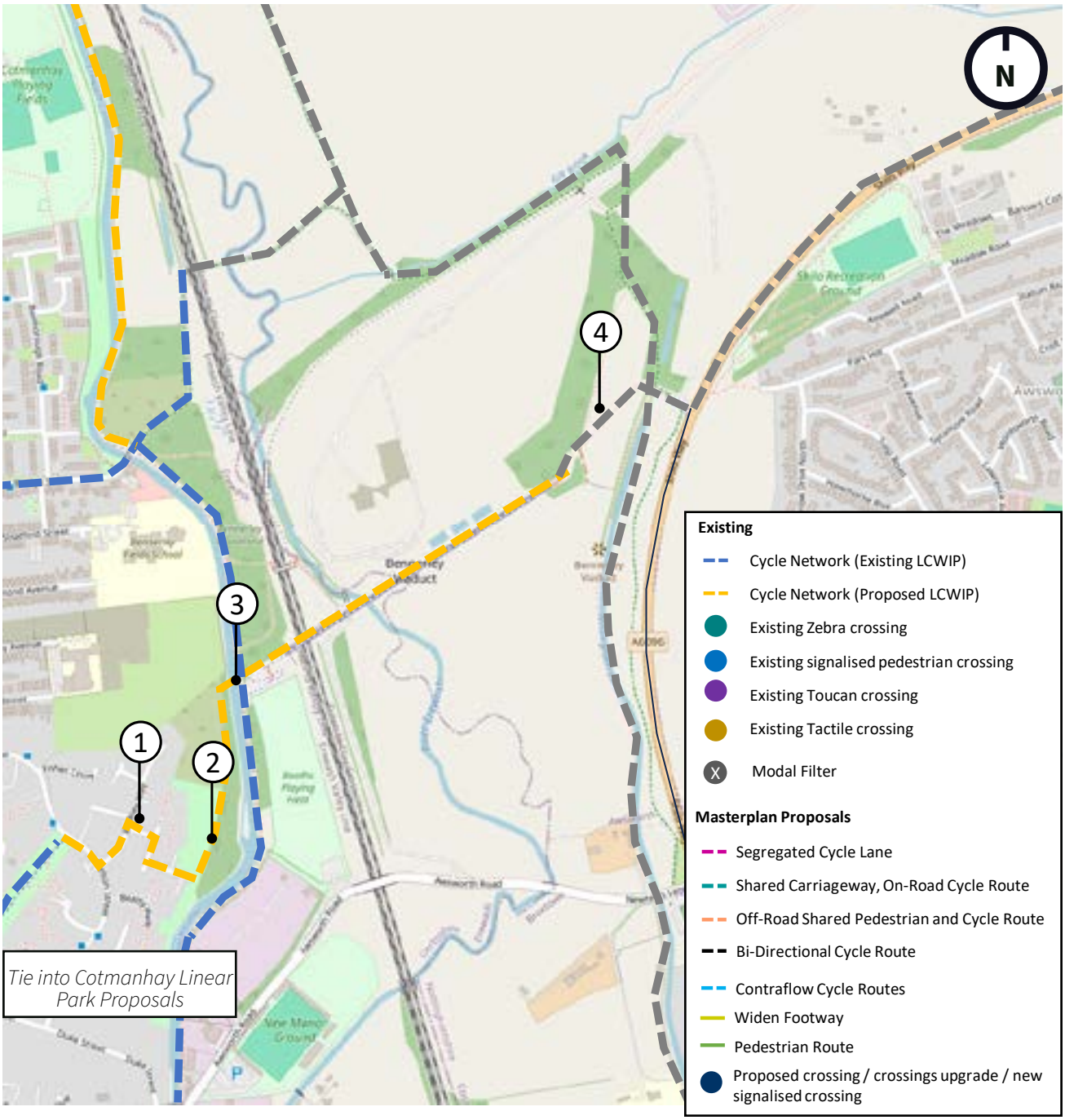

Figure 31: Bennerley Viaduct and Nottinghamshire Proposals (OpenStreetMap). Nottinghamshire County Council's LCWIP routes to the east have also been plotted on Figure 31, but these are indicative and subject to further design and funding.

Wider Linkages

Bennerley Viaduct and Nottinghamshire

Since its re-opening, the Bennerley Viaduct is a popular leisure route for locals and for visitors. It straddles the borders of Nottinghamshire and Derbyshire, crossing the railway line and the River Erewash, and lands on the Erewash Canal route. As well as an impressive piece of restored local heritage, it is a landmark feature which provides an attractive off-road connection between the town and the wider area.

The viaduct can only be accessed from Ilkeston from along the Erewash Canal footpath- this is an indirect link. There is an opportunity to link the viaduct directly to the former GNR Derby Friargate Line / greenway, creating a natural extension to the route. Efforts to connect with the Nottinghamshire cycle network, which would strengthen a regional route network, are also encouraged.

Proposals for this intervention include:

1. Adopting wayfinding to guide users from the greenway through the residential streets.
2. Developing a new footway / cycle way to the canal.
3. A new cycle / footbridge over the Erewash Canal to link to the western end of the Bennerley Viaduct ramp. This bridge should be of accessible gradient for all users including people using a wheelchair.
4. Connection to the Nottinghamshire network, with cross-border signage which promotes both the Nottinghamshire and Derbyshire network.

Figure 32: The Bennerley Viaduct, as seen from the viewing platform

Cycle Parking

There is a notable absence of cycle parking facilities across the Ilkeston. As part of the Active Travel Masterplan, it is recommended that additional public provision is delivered across the town, especially at key destination sites and public spaces. Existing cycle parking is located at:

- Ilkeston Railway Station – a series of Sheffield Stands in the pick up and drop off area.

As part of the Active Travel Masterplan, it is recommended that additional public provision be delivered across the town. This could take various forms, as identified below:

1. **Short stay parking** – Shops, cafes and amenities:

    - Users most concerned with convenience of access while having a safe place to secure their cycle.
    - Cycle parking located close to shop fronts will generally provide good passive surveillance.
    - Cycle parking should be located close to shop entrances so that it is clearly visible and convenient for potential users.
    - Cycle parking at regular intervals on the high street should be provided. If required, car parking spaces should be reallocated to provide cycle parking without negatively impacting footway widths.
    - The various supermarkets across Ilkeston should provide cycle parking for customers. These should be located close to the entrance.

2. **Longer stay parking** – Residential, work, education and the railway station:

    - Security is the primary concern at these sites, and many users will be willing to trade some convenience for additional security such as CCTV.
    - Longer stay parking should be covered to provide protection to cycles from the weather.
    - Secure and visible cycle parking should be provided at all schools to encourage pupils to cycle to school.
    - Cycle parking at Ilkeston Station should be provided with clear signage to alert users to its location.
    - Cycle hangars on residential streets provide convenient cycle storage solutions to users who may not have space within their properties, such as along the residential terraced streets.
    - Consider providing on-street toolkits and pumps to support cycle parking and infrastructure.
    - Secure cycle parking should be provided as part of the emerging development sites, such as New Stanton Park.

Wayfinding and Environmental Improvement

To encourage more people to walk around Ilkeston it is recommended that a wayfinding strategy is developed for the town so that people are provided with clear, direct routes between areas and key destinations. There is a tendency to misunderstand just how easily something can be accessed by walking. Giving this information in an easily understandable format makes people more likely to leave the car in one location and walk from one place of interest to another. These routes can utilise the various cut-throughs around the town to provide routes away from the highly trafficked roads and create a more attractive walking experience.

Providing signs which highlight the time it would take to walk to a location rather than the distance has also been shown to encourage walking.

Figure 33: Entrance signage to Bennerley Viaduct

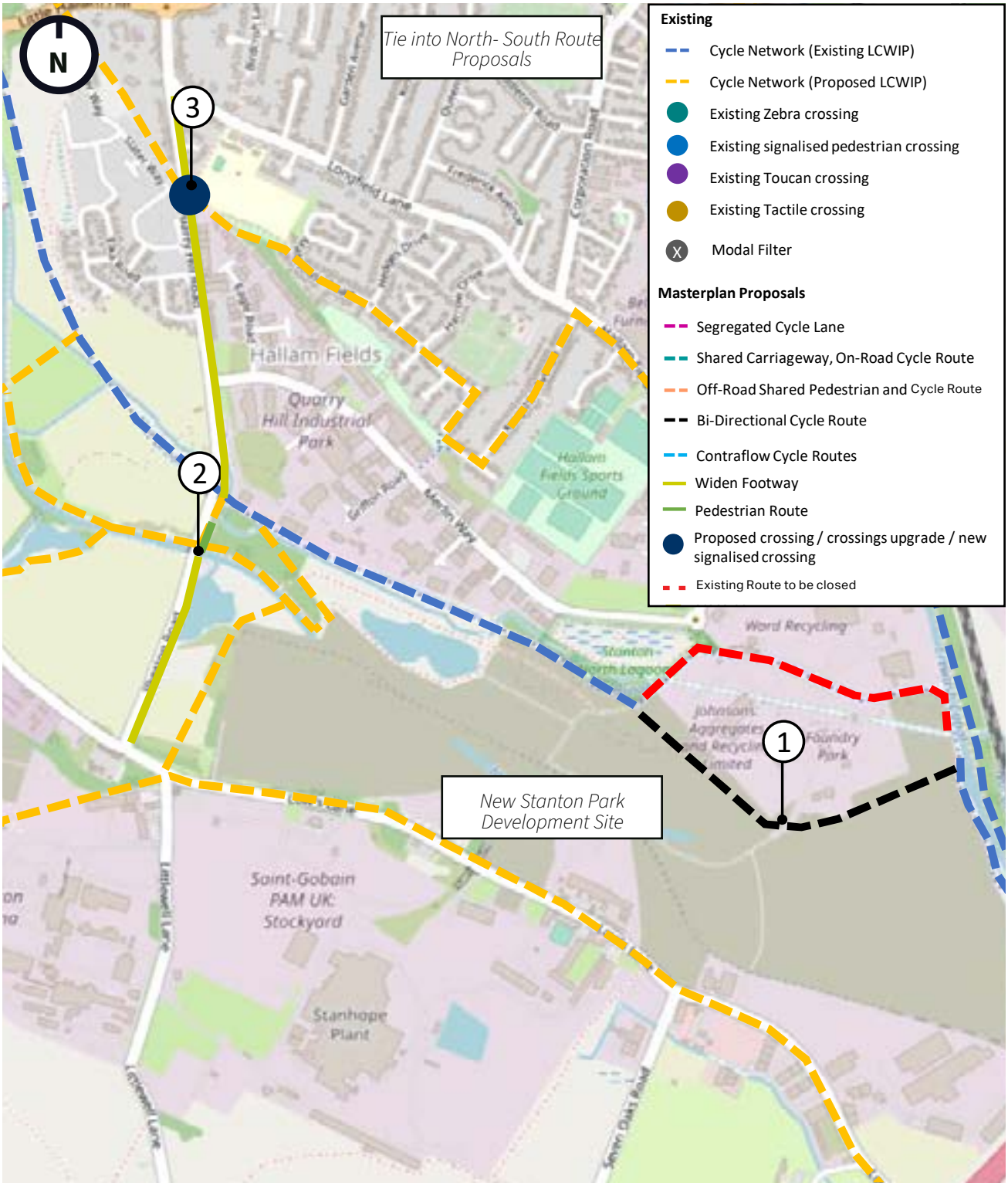

Figure 34: New Stanton Park Connections Proposals (OpenStreetMap)

Connections to New Stanton Park

The former Stanton Ironworks is identified as a key regeneration site by Erewash Borough Council within the Core Strategy. It is located to the south of Ilkeston, off Lows Lane, and is earmarked to potentially provide up to 261,471m2 of employment space and potentially 4,000 new jobs. The plans also include consolidation of the existing rail line and provision of new rail spur; retention of approximately 50 acres of woodland and waterways for biodiversity; and creation of a substantial new pond within the site for drainage.

In March 2023, a planning application for outline planning permission was granted for the New Stanton Park proposals.

As the site becomes developed, it will become imperative to connect the site with the core of Ilkeston services and provide safe routes which weave the site into the town. This will require safeguarding proposed routes and developing new ones.

The planning application presents a proposal to re-route the National Cycle Route 67 to make it a safer, more pleasant route for cyclists and pedestrians through the site. It will connect through the site to Nutbrook Trail, and in doing so will avoid one of the crossings which felt unsafe during the Site Audit. There is also potential to adopt measures along Ilkeston Road and Quarry Hill Road which better accommodate pedestrian activity (there currently is no footpath for a stretch along this route).

Proposals for this intervention include:

1. Rerouting the current NCN Route 67 through the development site, and supporting with appropriate crossing points to connect with the Nut Brook Trail.
2. Address the gap in footway provision along Ilkeston Road by widening the existing footway on the eastern end, and developing a new footway across the bridge, as the road passes over the Nutbrook Canal and the Nutbrook Trail. Connect this to Merlin Way, where the existing footway continues.
3. Provide a Toucan crossing over Quarry Hill Road to connect the proposed cycle routes.

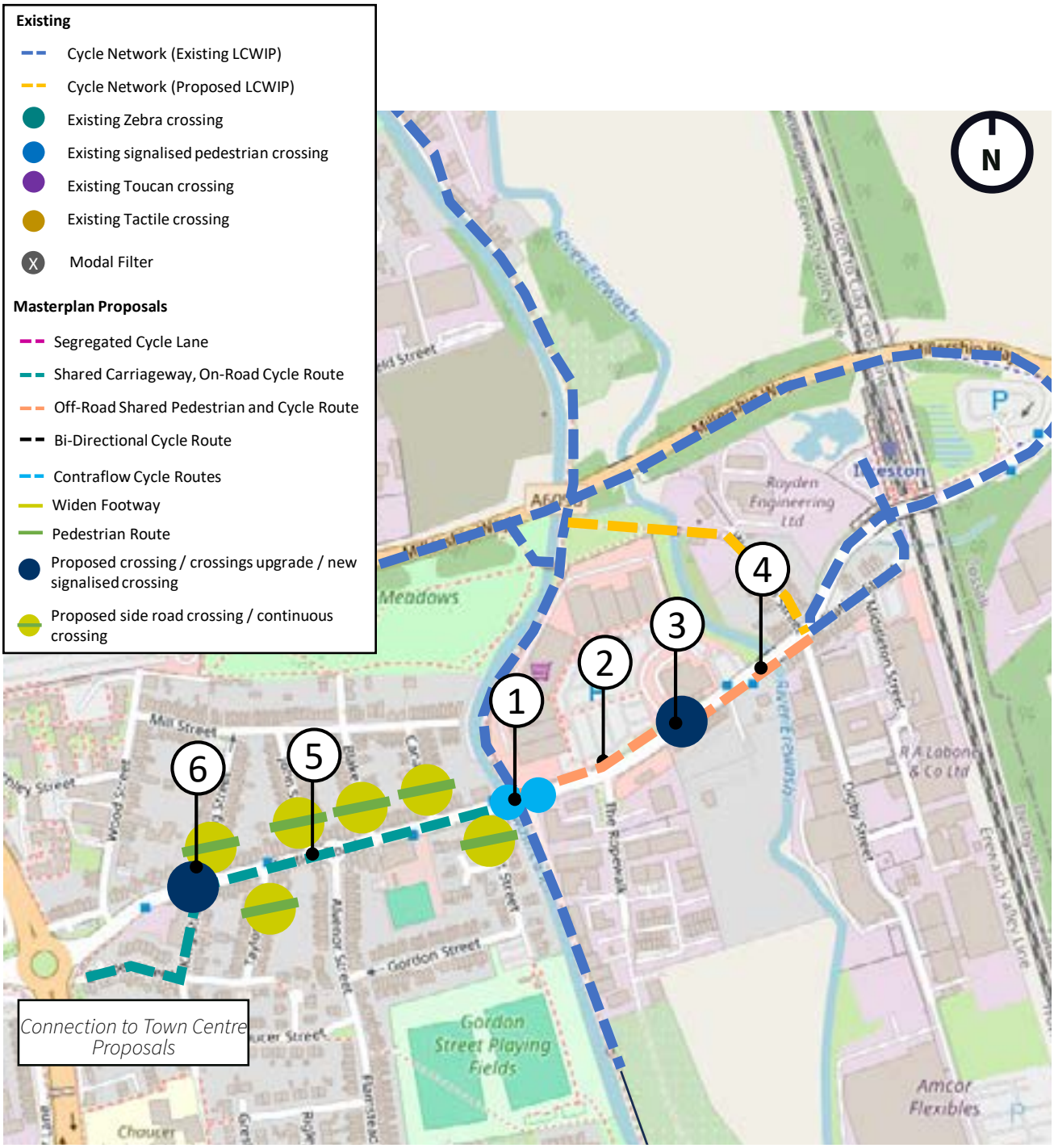

Figure 35: Station Road Proposals (OpenStreetMap)

Station Road Corridor

Station Road Corridor

Plans to improve connectivity to and from Ilkeston Station have been recognised prior to this active travel masterplan with the Ilkeston Gateway Supplementary Planning Document (2015) providing an ambition and list of proposed schemes. Whilst many proposals of the SPD have been delivered, the vision for Station Road to accommodate more sustainable modes of travel still leaves room for improvement.

Station Road is a key movement corridor between the town centre and Ilkeston Station. It provides a key connection not only to the railway station, but also to the Larklands neighbourhood. It also provides access to Waterside retail park, The Rope Walk Industrial Estate, and Digby Street Industrial Estate, and thereby supports the movement of associated heavy good vehicles. In addition, the road is used as a bus route.

Since the opening of the station, a cycle route has been developed in part which takes users from the station to the north of the town centre along Millership Way. This is off-road and high quality route, albeit indirect to the town centre and not fully adopted.

The proposals will build upon the ambitions of the Ilkeston Gateway SPD and create a corridor which better supports walking, wheeling and cycling directly to the station.

The proposals for this intervention include:

1. Adopting a bus gate on each side of the bridge (where Station Road crosses the Erewash Canal). This will allow bus, cycle and taxis to cross the bridge but will restrict access for other vehicles, thereby reducing through traffic. Residents of Larklands will be able to access their properties along Station Road (west). Vehicles accessing the retail park and industrial estate along Station Road (east) will gain access from Millership Way, a road which is better suited for accommodating larger vehicle sizes.
2. Adopt a shared route on the north side of Station Road (east) from the bridge to the retail park entrance.
3. A new crossing to support north-south provision along Station Road (east)
4. A shared route on the south side of Station Road (east) from the crossing to the Station via Station Street, supported with side road crossings.
5. Depending on the effectiveness of the bus gate to reduce vehicle volumes, there is potential for Station Road (west) to become a 20mph route and supported with traffic calming, differentiated surfacing and build outs to support cyclist activity. Continuous crossings along adjoining side streets will support pedestrian flow.
6. If possible, upgrade the existing signalised crossing on Station Road (further work is required to understand the feasibility of this). Create a link between Station Road and the bridge over Chalons Way, via King Street. It is acknowledged that the width of this overbridge is currently sub-standard.

Figure 36: All proposed route interventions (OpenStreetMap)

Ilkeston Active Travel Masterplan

An overview of all route-based proposals within the town is shown on the page opposite.

7. Network Development

7. Network Development

As part of finalising the active travel masterplan, a series of tests will be undertaken (as recommended by Active Travel England) which benchmark existing active travel provision and assess potential improvements.

These tests will include the following:

To apply the above tests, it is first necessary to map locations of severance / barriers to active travel so that existing 'neighbourhood' areas can be identified (which are defined by the boundaries of these barriers). 'Gateways' are then identified as routes between these neighbourhood areas.

Severance

All features of severance within the study area have been identified. These include natural barriers, as well as infrastructure such as roads which have no cycle infrastructure or which are difficult or hazardous to cross by active travel due to the speed and / or volumes of traffic.

These have been identified through the site audits and with information from the various engagement sessions.

Identifying Neighbourhood Areas

Using the severance barriers, potential neighbourhood areas have been developed (for the purposes of the tests only). These area blocks vary in size, and are largely bound by the main routes through the study area. Each neighbourhood has a different character and a different propensity to connectivity and permeability, based on its location and street structure.

Gateways

'Gateways' have been identified where there is a formal crossing point which allows pedestrians and cyclists to move from the street of one neighbourhood area to the street of another neighbourhood area. These gateways help to connect local streets both within neighbourhoods to other local streets in adjoining neighbourhoods across the lines of severance identified; they help to support flow of pedestrian and cyclist movement.

Table 4: Summary of Tests which have been undertaken

Test*	Description
Porosity	Involves testing the connections between neighbourhoods, recognising that the perimeters of neighbourhoods (often busy roads) can act as barriers to local walking and cycling trips.
Mesh Density	Considers the coverage of existing (and planned) cycle routes in order to help identify where there are gaps. It is a simple analysis of the length of cycle route within each kilometre square.
Permeability	Considers how many clear routes run through each neighbourhood. These routes need to connect to gateways across perimeter routes.
Rat Run	Considers the potential for the encouragement of through-traffic on inappropriate routes.

Testing

Porosity Test

A porosity test has been applied to the existing neighbourhood areas. This seeks to highlight how 'open' a neighbourhood is in terms of its connections to other neighbourhood areas.

To understand porosity, the maps have been separated to show both pedestrian porosity and cyclist porosity. This helps to identify the differences in crossing type and links, for example cyclist gateways exclude crossings which lead onto pedestrian only footpaths, or which are pedestrian-only crossings.

The Porosity Test will be completed as part of the Final Active Travel Masterplan.

Mesh Density Test

The mesh density test helps to show whether the grid of cycle routes is tighter (with more route choice) or looser (less extensive) using a simple analysis of the length of cycle route within each neighbourhood area. The neighbourhood areas are shaded based on the length of cycle infrastructure in each area. The following criteria has been used to determine the density of each area. This measures the length of cycle way per m^2.

To consider improvements made to the network, a mesh density analysis was carried out which examined the following.

1. Existing cycle facilities in the area
2. Proposed Key Cycle Network and Local Cycle Network routes
4. Proposed Active Travel Masterplan 'local routes'
5. Proposed Active Travel Masterplan 'strategic routes'

Any routes which run within or alongside the perimeter of the neighbourhood area included within the calculation for each neighbourhood.

If all the proposals are included there is an improvement in coverage for many of the Neighbourhood areas. In terms of developing the cycle network, this analysis illustrates the potential unlocking which could be delivered if the Active Travel Masterplan schemes are delivered complementary to the LCWIP routes.

The Mesh Density Test will be completed as part of the Final Active Travel Masterplan.

Permeability Test

Existing Permeability shows the existing routes and gateway crossing points, where they provide onward pedestrian and cyclist movement. Proposed permeability shows how the proposed route network connects to the gateways, providing onward movement for users.

The Permeability Test will be completed as part of the Final Active Travel Masterplan.

Rat-Run Test

The Rat-Run Test will be completed as part of the Final Active Travel Masterplan.

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8. Behaviour Change Strategy

8. Behaviour Change Strategy

The Ilkeston Active Travel Masterplan proposals will provide opportunities for those living and working in Ilkeston to choose active modes for short distance trips. However, travel choices are not calculated equations but rather influenced by a range of social factors. This means that, unlike cars, people can be motivated and willing to change their mind.

The main challenge, however, is that people's daily lives are full of choices, and therefore travel habits tend to gravitate towards social norms that are currently biased towards using the car for short distance trips.

A behaviour change strategy will therefore be needed to support the proposed infrastructure investment and maximise the uptake of walking, wheeling, and cycling within Ilkeston. This strategy will seek to improve the community's understanding of their travel choices, motivate change, and disrupt engrained habits. This 're-framing of the normal' will be achieved by focusing on the key motivational buttons of personal wealth, personal health, and the climate emergency.

Scale of Ambition

As noted in Section 2, data from the Census showed pedestrian trips accounted for circa 13% of trips to work in Ilkeston, with cycling constituting 2% of trips to work. The figures for across the East Midlands are approximately 12% and 3%, meaning there are slightly greater levels of walking in Ilkeston than across the East Midlands but fewer cycling trips.

The Government has an ambition for half of all trips within England's towns and cities to be made by active modes by 2030. This essentially means the number of trips for commuting, education, shopping and personal business (i.e. trip purposes most likely to be contained within a town) need to more than double (over the England average) to achieve this ambition.

Potential for Community Champions

The initial engagement identified few Ilkeston-wide community groups with a strong interest in active travel. However, the town does benefit from being home to the Ilkeston Cycle Club, and Friends of Bennerley Viaduct, a striking piece of sustainable transport infrastructure linking the town to Nottinghamshire. Partnering to promote active travel within the town is therefore likely to Derbyshire and Borough-wide organisations such All Move Erewash, Walk Derbyshire, and Sustrans. Involvement of these local organisations will be important to test ideas locally and develop an overall communication strategy.

Perceptual Barriers to Active Travel

The preceding sections of this Active Travel Masterplan have considered physical barriers to increasing levels of walking, wheeling and cycling in Ilkeston. Prior to selecting the methods of promoting any new walking and cycling, it's important to consider some of the barriers that may exist to utilising any new infrastructure.

It is widely understood that the factors influencing an individual's propensity to walk (and particularly) cycle is a complex and multi-faceted interaction of individual, attitudinal, built environment and trip characteristics.

Safety concerns have been identified as a key challenge during our engagement to date. In total 66% of adults surveyed as part of the National Travel Attitudes Survey (2019) stated that "it is too dangerous for me to cycle on the roads". This barrier varies by age and gender, with 71% of women agreeing with this statement compared to 61% of men.

Another key barrier commonly cited is trip distance and topography, with longer (and hillier) trips more attractive by car / public transport owing to the longer travel times and physical exertion associated with walking or cycling the same trip. Distance and topography will be addressed to a certain extent by the proposals within this Active Travel Masterplan – in that a more coherent network will be easier to navigate. However, this could be further tackled through a pro-active programme of led walks, cycle training and the promotion of e-bikes (that are able to go longer distances, be used by a greater range of people, and are good at assisting with topographical challenges).

Lastly, the concept of Personal Travel Planning is built around the concepts of providing people with better information, challenging pre-conceptions and travel habits, and motivating them to try new modes. This tallies with evidence that Personal Travel Planning is most effective in areas that have recently developed new sustainable transport infrastructure.

Strategy Components

There are several methods of promoting new walking and cycling infrastructure to maximise potential usage following installation. Many of these methods are complementary, such that a scaled approach can be tailored both to the location but also the potential budget available (or, for instance, in the case that implementation funding is not achieved and components are delivered as and when other funding allows).

The following tables provides a range of suggested behavioural change promotional models, with examples of delivery methods broken down into bronze, silver, and gold level categories.

- Bronze level represents the minimum approach which relies on the infrastructure to advertise its presence within the area along with consultations, social media advertisements and public notices.
- At the Silver level, specific groups who would use the infrastructure are targeted.
- Gold level requires specific households to be targeted with personal travel plans and incentives to encourage people to actively travel.

Bronze: Level 1 (No Specific Audience)

- Route Signage
- Scheme Consultation
- Site Work notices

The minimum approach relies on the infrastructure itself to advertise its presence, i.e. people will see the infrastructure and also be alerted via any consultation / public notices surrounding the scheme prior to its delivery. This is essentially the 'build it and they will come' philosophy. The weakness is that there is only a very minimum relationship formed between the infrastructure and people's perceptions of their day-to-day needs. The relevance of the infrastructure to an individual may therefore be missed. Off-road infrastructure may also not be seen by those using other modes (e.g. car) therefore missing out on potential behaviour change benefits.

This is the standard approach for pedestrian and cycle infrastructure improvements.

Bronze: Level 2 (No Specific Audience)

- Builds on Bronze Level 1
- Traditional Media Press Release
- Social Media Posts

This approach seeks to promote the scheme via association with positive messages around both why the scheme has been implemented and its potential benefits to residents. Media messages will not be targeted to specific groups of households (though could be area based), however, and are likely to be seen by those far from the scheme which reduces relevance. This would also include engagement with community organisations to promote the scheme.

Bronze: Level 3 (No Specific Audience)

- Builds on Bronze Level 1 / 2
- Launch Events

This approach seeks to add to any traditional / social media strategy through specific activities associated with the infrastructure to draw the attention of potential users. Such events could include photo opportunities with the press, "Dr Bike" cycle maintenance sessions, e-bike demonstrations, cycle security sessions with the police, and support via local cycle groups. Larger schemes may justify cycle 'fun' days with displays by BMX and other cycle-organisations.

Figure 37: Dr Bike Session run by Derbyshire County Council at Chesterfield Market

Silver: Residential Audience

Builds on Bronze Levels 1 / 2 / 3

Active Travel Packs

This approach specifically targets those for which it is hoped the infrastructure would be of most benefit and seeks to overcome barriers through the provision of information. This is most commonly done via preparation of Active Travel information packs to include information to encourage new cyclists to start cycling, including the latest area cycle map.

Travel packs could be distributed digitally, with the residential contact being reduced to a letter with a QR code. This would enable links to online cycle mapping (if available). Some form of printed material would be needed for those without access to the internet.

Silver: Employer Organisation Audience

Complimentary to Bronze Levels

Management Engagement

This approach seeks to target those businesses (and other organisations) for which it is hoped the infrastructure would be of most benefit to employees (and visitors). The strategy would be to engage with business organisations at a management level, who could be sent Active Travel information packs to be sent onto employees. This could also include a locally tailored guide on how to make businesses cycle friendly and provision of site specific advice, and advice on sustainable travel grants (if available).

Silver: School Audience

Complimentary to Bronze Levels

School Engagement

This approach recognises that school trips are an important component of cycling, and those cycling younger are more likely to continue cycling as an adult. Those schools near to the infrastructure could be approached to determine which have taken up Bikeability / Road Safety education training, and if this could be targeted around the opening of proposed infrastructure. This can be supplemented by site audits and provision of assemblies and other activities such as a banner competition for the school gate. This approach also has the benefit of raising awareness with adults around the opening of the scheme. Care needs to be taken, however, that schools have appropriate scooter / cycle parking available (see Gold: School Audience).

Figure 38: Bikeability Training run by Derbyshire County Council in Bolsover

Gold: Residential Audience

Builds on Bronze and Silver Level 1

Travel Advisors (motivational dialogue with residents)

Those households for which it is hoped the infrastructure would be of most benefit could be targeted via a programme of traditional Personal Travel Planning (PTP). PTP seeks to encourage mode shift via visits to households by trained travel advisors to ask how people travel and to encourage greater use of walking, cycling, public transport and car share. Although PTP can be used to promote specific infrastructure, it is generally on the basis of all-modes advice. The scale of the scheme would determine viability, with schemes less than 4,000 households generally costing more due to efficiencies of scale issues (although remain deliverable, particularly if smaller schemes can be packaged).

This can be delivered with or without the incentives package below.

Gold: Residential Audience (Incentives)

Builds on Gold (Residential Audience)

Bicycle and E-bike loans

In addition to providing travel information and the motivational dialogue of travel advisers, residents could be offered high quality incentives to promote active travel. The incentives could include Activity Trackers (such as FitBits), and 3-month pedal and ebike loans (with options for post-loan purchase or return) and / or discounted bicycle / ebike purchase. This would need to be accompanied by adult cycle training courses.

Gold: Employer Organisation Audience

Builds on Silver (Employer Organisation Audience)

Employee Engagement

This approach builds on engagement with organisations at a management level, with more intensive work with employees via the arrangement of travel clinics and / or arrangement of Dr Bike, cycle maintenance training and adult cycle training at business / organisation venues. This can be delivered with or without the incentives package below.

Gold Level 4 (Employer Organisation & School Audience, Incentives)

Builds on Silver (Employer Organisation & School Audience)

Builds on Gold (Employer Organisation)

This approach builds on business and school engagement via the provision of grant funding to enable organisations to purchase cycle shelters, bike maintenance kits, and other active travel enabling infrastructure.

Gold Level 4 (Residential & Employer Organisation, Cycle Training)

Builds on Residential Audience & Employer Organisation projects

Cycle training sessions could be provided (adult cycle training, maintenance training and Dr Bike sessions) within Ilkeston to support the residential and employer organisation initiatives. (It is assumed that child cycle training would not be required, since this would be covered by separate Bikeability budgets).

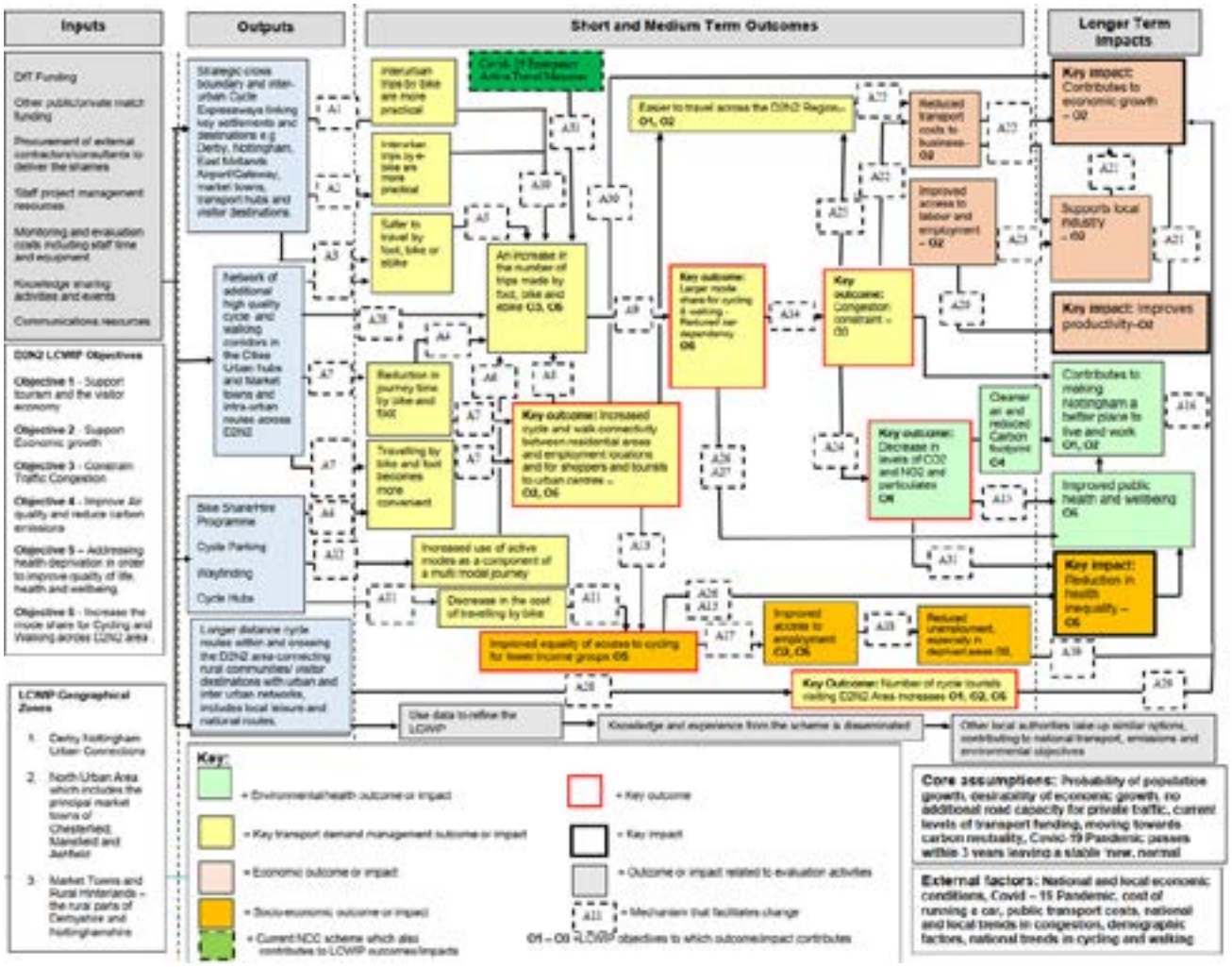
9. Evaluation Framework

9. Evaluation Framework

A pillar of the Levelling Up white paper was to "transform its approach to data and evaluation to improve local decision-making." It is therefore important to consider, prior to construction, what constitutes successful delivery of the Ilkeston Active Travel Masterplan, and the monitoring and evaluation of the scheme's performance after construction.

As noted in Section 1, this Active Travel Masterplan has been developed on a foundation of existing analysis, including the D2N2 Local Cycling and Walking Infrastructure Plan. This D2N2-wide strategic document included the following Logic Map, showing how investment in wheeling, walking and cycling is anticipated to create a range of positive outcomes.

Figure 39: Logic Map summarising the positive outcomes of investment



Pedestrian and Cycle Counts

It will be important to identify the baseline usage of key routes within Ilkeston, such that the impact of the Active Travel Masterplan proposals can be measured. The Value for Money Guidance for the Active Travel Fund Tranche 4 recommended use of post-pandemic counts to support business case submissions.

Counts of cyclists would need to include cyclists using the footways, which are sometimes missed in standard traffic count specifications.

User Satisfaction

The Government recognised in its Active Travel Fund guidance that some schemes "may provoke a strong reaction amongst local road users." It therefore published public opinion survey guidance recommending that a representative sample of the population can be asked their opinion on the impact and perception of schemes. In addition, the Levelling Up Fund evaluation framework included important metrics relating to the 'health' of town centres, such as perceptions of safety and levels of social interaction within town centres. As such, and given that active travel improvements are also expected to contribute to overall wellbeing (physical and mental health), it is anticipated that a robust evaluation methodology would include representative polling in addition to the survey planned for the 2024 consultation on the draft Active Travel Masterplan.

Approach to Participants of Behavioural Change Programmes & Events

The behavioural change programme would be designed to maximise the usage of any new infrastructure. As such, the methodology for its evaluation will need to carefully disaggregate between impacts of the infrastructure itself and the uplift associated with the promotion of new travel choices.

The DfT has developed and published guidance on the data it seeks local authorities to gather in respect of behaviour change programmes and projects (Monitoring and Evaluation Guidance, Capability and Ambition Fund). As such, any behaviour change programme would be monitored in accordance with this guidance (though noting that the final form of the programme would need to be finalised prior to the evaluation plan being agreed).

Measure	Stage	Data Collection Stage	Collection and Review Method	Aspects to Agree with Scheme Funders
Scheme build	Input (Project Management of build and risks)	During Delivery	Project Control Board Minutes	
Completed scheme	Output – delivered product; changes in scope	Post Opening	Project Control Board Minutes	
Costs	Input – financial analysis	During delivery and post-opening	Project Control Board Minutes	
ATE Tests (Porosity, Mesh Density, Permeability)	Outcome – compare before and after.	Pre and Post opening	ATE Test Methodology	
Pedestrian and Cyclist Numbers	Outcome – compare before flows to out-turn flows	Pre and Post opening	Numerical counts of pedestrians and cyclists	Location of count locations
Proportion of children arriving at school on foot, scooter or cycle.	Outcome – compare before flows to out-turn flows	Pre and Post opening	School Travel Surveys	
Collisions (Pedestrians)	Outcome – compare before collisions to out-turn collisions	Pre and Post opening	STATS19 data	
Collisions (Cyclists)	Outcome – compare before collisions to out-turn collisions	Pre and Post opening	STATS19 data	
Representative Town Population Polling	Impact – compare before and out-turn user satisfaction	Pre and Post opening	Surveys of representative population.	Format of surveys and target demographics.
Business Opinion Polling	Impact – compare before and out-turn user satisfaction	Pre and Post opening	Surveys of business.	Format of business surveys.
Active Travel User Satisfaction	Impact – compare before and out-turn user satisfaction	Pre and Post opening	Surveys of pedestrians and cyclists.	Format of user surveys.
Behaviour Change Participants	Number engaged through the supporting behaviour change programmes	Post Opening	Number of participants	
Behavioural Change Participant Travel Behaviour – Mode Shift	Outcome – compare before mode choice to out-turn mode choice	Pre and Post Behaviour Change Initiative Delivery	Travel Surveys	Format of user surveys
Value for Money	Outcome – compare FBC BCR and out-turn BCR	Pre and Post opening	Calculated from AMAT workbooks.	Model forecasts, approach to post-opening modelling
Emissions	Modelled changes in NO_2, PM2.5 and CO_2	Pre and Post opening	Calculated from AMAT workbooks.	Model forecasts, approach to post-opening modelling

10. Action Plan

10. Action Plan

This section of the Ilkeston Active Travel Masterplan will be completed following the consultation on the draft document. This will allow the community and key stakeholders to prioritise interventions and feed into the overall Action Plan. It will also allow any additional interventions to be identified through the consultation prior to the action plan being developed.

Funding

It is unlikely that sufficient funding will be made available from a single source to deliver all the components described in this Active Travel Masterplan. Funding would therefore need to be harnessed from a variety of sources, such has been done in other locations across the United Kingdom through the combined use of Active Travel Fund, Levelling Up fund, Town Deal / Fund, Air Quality funds, and Shared Prosperity Funding[1], as well as S106 contributions linked to land-use developments.

A segmented approach to developing the Action Plan would mean that elements of the Active Travel Masterplan could be delivered earlier than other elements, as funding opportunities emerge.

Action Plan

TO BE COMPLETED FOLLOWING CONSULTATION IN SPRING 2024.

1 Each of these funds are unlikely to continue in their current form, and so Derbyshire County Council would need to monitor opportunities to secure funding from potential successor funds.