



Collaborative Working Group

Between Frodsham Town Council, Cycle North Cheshire & Residents

Frodsham Town Council

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Residents

Mark Warren



Introduction

A joint Frodsham Town Council Cycle North Cheshire working group was set up in July 2022 to develop proposals which would encourage and facilitate residents to use active travel more often. Reasons for doing this are:

- (a) Evidence shows that people who are active, tend to live longer and healthier lives.
- (b) The CWaC Climate Emergency zero carbon goal requires a 25% reduction in vehicle miles travelled by 2025.
- (c) Air quality will be improved if fewer vehicles are emitting toxic gases.

The members of the group are: Cllrs. Patrick Eakin, Lucy Sumner and Pauline Lowrie and CNC members, Frank White & Ashley McCraight. CNC member, Mark Warren, who chairs the North Cheshire Rail Users group joined later. Rob Crowther indicated that he would help communicate with the business community when this was appropriate.

The group's first action was to understand the evidence on which any proposals would need to be based. This evidence which is derived from either CWaC surveys of residents or official accident statistics is shown in Appendix 1.

Each member of the group was then invited to identify 20 proposals which they believed would encourage more active travel. These are shown in Appendix 2.

The group then identified three primary themes from which practical proposals would be developed.

- (a) Make crossing certain roads and junctions safer.
- (b) Improve signage and information to help active travellers
- (c) Provide more multi-modal travel options. e.g. eBikes and eScooters.

Subgroups then developed proposals for each of these goals and these are shown in the remainder of this document.

Next steps

We recognise that each of these proposals will require an as yet unquantified level of funding but request that the Council sets aside a provisional budget which would demonstrate its commitment to these goals on the proviso that no expenditure could occur without council approval.

Improve crossing points and junctions for cycling, walking and wheeling

1. General background

- (a) The 2020 Local Cycling and Walking Infrastructure Plan (LCWIP) sets out a strong case for improving active travel across Cheshire, and within Frodsham specifically, 77% of respondents to the consultation supported “improved road safety and traffic calming.”
- (b) A residents survey conducted in 2017 identified that footpaths and cycle infrastructure were poorly catered for in the town...
- (c) “Frodsham respondents were less likely to agree that: • there were well maintained footpaths and cycle lanes (33% compared to 43% for the borough)”
- (d) ...and the 2014 town survey for the neighbourhood plan indicated support for more crossing points.
- (e) Frodsham Town Council (FTC) has previously contributed to the cost of installing new crossings with the boundary of the town.
- (f) Improving crossings encourages active travel within Frodsham, reducing car dependency and aligning with the town council's declaration of a climate emergency.

2. Crossing point priorities

- (a) Church Street
 - Identified through resident feedback
 - Incidents on Crash Map
 - Located in the centre of Frodsham, which should be at the heart of the community and providing a safe and welcoming environment for residents and visitors to spend time.
- (b) Bridge Lane
 - Located on busy section of A56 with through traffic from M56 to Frodsham, Kingsley, Delamere and beyond taking this route. At peak times traffic flow can be relentless
 - No safe crossing point for pedestrians for 650 metres, despite numerous residential properties, bus stops and PROW along Weaver.
- (c) Fluin Lane/High Street/Bridge Lane Junction
 - Highlighted by cluster of incidents on Crash Map
 - High pollution, is an Air Quality Management Area
 - Identified by resident feedback – both as danger to pedestrians and as a grot spot

3. Solution

- (a) Engage with experts (cycle, walking and highways) to develop plans for an appropriate crossing in each location, prioritising the needs of pedestrians and future active travel development.
- (b) Engage with stakeholders for each location (CWAC Highways, local councillors, residents, businesses) to discuss plans.
- (c) Identify the budget required and present proposal to FTC Amenities Committee.

Improve signage for cycling, walking and wheeling

1. Reason

Views on measures to encourage walking and cycling



Feedback from residents as part of the survey conducted by Cheshire West in 2017 shows a very strong need for better signage.

This is reinforced within the Active Design report commissioned by the Neighbourhood Planning team in 2018, which makes several references to improving directional signs to make Active Travel easier.

[Source: Frodsham Plan](#)

2. Scope of the proposal

This is limited to Frodsham Parish boundaries.

3. Solution

1)	Identify key destinations e.g. the Town centre/Health & Leisure Centres & Library/ Station/Hill.	Cost – voluntary activity.
2)	Identify key starting locations. e.g. six corners of the Parish ; far ends of Ship St, Marsh Lane etc.	Cost – voluntary activity
3)	Discuss with cycling, walking and wheeling experts the most appropriate routes from each of the starting points to each destination. Note : Suitable experts would probably be Cycle North Cheshire, the organisers of the Festival of Walks and residents requiring mobility aids.	Cost – voluntary activity
4)	Map the various routes and current signs. Identify suitable locations for signs in discussion with experts.	Cost – mainly voluntary activity but will need a quality map designed.
5)	Share outcome with FTC. If agreed, discuss with CWaC Highways for legal and practical constraints, conventions to be met and sources & estimates of costs of suitable signs and installation.	Cost – voluntary activity
6)	Identify suitable designs for signs in consultation with experts e.g. CWaC Highways, Sustrans etc. and obtain quotes for a prototype and installation. Share with FTC/ CWaC.	Cost – mainly voluntary activity
7)	FTC/CWaC to agree suitability of design and source of funding for purchase and installation.	Cost – voluntary activity
8)	Purchase agreed number of signs and contract their installation.	Costs and budgets to be confirmed.

Improve access to active travel with micro-mobility rentals

1. General Background

- (a) **CW&C Air quality management area (AQMA):** An AQMA in the Fluin Lane area of Frodsham was declared as a result of traffic pollution in 2015. [Source](#)
- (b) **CW&C diffusion tube monitoring:** Readings of NO₂ have reduced since the declaration in of the AQMA 2015, however pollution is still relatively high in this location. [Source](#)
- (c) **GOV.uk Nitrogen dioxide: health effects of exposure:** Studies show associations of nitrogen dioxide (NO₂) in outdoor air with adverse health effects, including reduced life expectancy. [Source](#)
- (d) **CW&C Low emission strategy:** A requirement for a modal shift from cars to a more sustainable alternative such as public transport, cycling or walking. [Source](#)
- (e) **Health dangers of physical inactivity:** About 9% of all deaths globally are attributed to physical inactivity. Physical inactivity is now described as a pandemic that needs urgent action. Research showed that 1 in 4 adults in the world are inactive. [Source](#)
- (f) **Health benefits of active travel:** Cycling could play a much greater role in health. With a comprehensive Dutch-quality cycling network, the UK could have comparative cycling rates. It found 18% of people would cycle to work, even allowing for our hillier landscape. [Source](#)
- (g) **Cycleway improvement scheme:** The first phase of cycleway improvements to connect Frodsham and Helsby is nearing completion. [Source](#)

2. Scope for Frodsham

- (a) **Travel distances:** Distances people are willing to engage in active travel; walking 1km, cycling 3km and cycling with a good cycleway, 10km. This distance increases further with micro-mobility. Much housing in Frodsham sits outside walking distance to the village centre.
- (b) **Neighbourhood Plan:** Policies aligned with CW&C Local Cycling and Walking Infrastructure Plan (LCWIP), along with the addition of proposed cycling routes toward Delamere and along the Weaver Valley. The need for a key pedestrian-friendly route through Frodsham connecting the Station with Castle Park is independently supported in the Active Design Ready Assessment.
- (c) **CW&C Liaison report to the October 2022 CCC meeting:**
 - 245,000 miles travelled with Ginger scooters between launch and October 2022
 - 25,000 people signed up on the app
 - Carbon saving estimate: 66 tonnes / equivalent of 14 gas powered vehicles in one year
 - Chester train station most popular origin bay
 - Strong case for multi modal travel and last mile connectivity

3. Solution

- A partnership between FTC, Ginger and CW&C to extend a micro-mobility scheme to Frodsham.
- This would preferably be for eBikes and not scooters to suit the rural location, there is a danger for scooters on country roads.
- A requirement for bikes and scooters to have adequate lighting for travel in the dark.