



Campaign to Protect
Rural England

CPRE's guide to Quiet Lanes

Following CPRE's campaigning for Safer Country Lanes, local authorities are now able to designate 'Quiet Lanes' in rural areas. This pack describes the benefits of Quiet Lanes and how to promote them in your area.



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This is the logo that the Countryside Agency has adopted as the national Quiet Lanes sign. It can be seen on signposts in existing Quiet Lanes, for example in Norfolk and Kent.

Country Lanes are an integral part of our rural environment but the volume and speed of traffic, and the presence of heavy lorries can make them uninviting and intimidating.

Quiet Lanes are a positive way of:

- > providing a chance for people to walk, cycle and horse ride in a safer environment;
- > widening transport choice; and
- > protecting the character and tranquillity of country lanes.

The accessible and informative sheets in this pack will tell you more about what Quiet Lanes are, and take you through the steps of how to promote their development in your area.

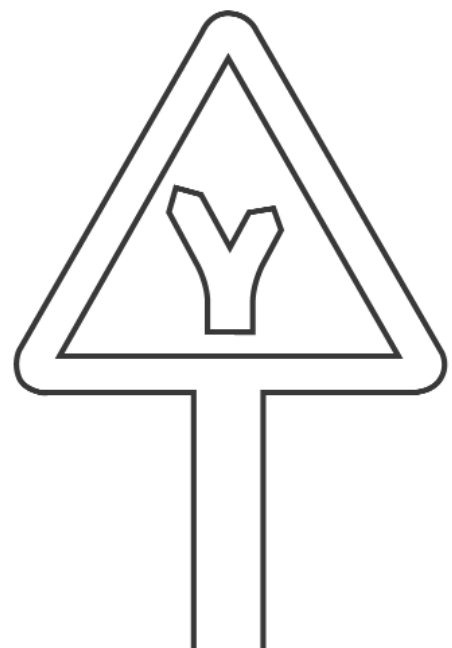
00 Policy guidance update

This Guide, published in 2003, pre-dates the publication of the Regulations on Quiet Lanes in August 2006 and the establishment of Natural England (which takes over some of the functions of the former Countryside Agency) in October 2006. In light of this, some sections are now out of date, although the principles and campaigning techniques outlined remain valid. The use and usefulness of the Guide should, therefore, not be affected.

The Quiet Lanes and Home Zones (England) Regulations 2006 (Department for Transport Circular 02/2006) can be downloaded from the Department for Transport website: www.dft.gov.uk. Search for 'Quiet Lanes and Home Zones'.

The Regulations give local authorities greater guidance on how to designate Quiet Lanes: local authorities have to have regard for them when developing Quiet Lanes initiatives. Understandably, many local authorities were reluctant to designate Quiet Lanes in the absence of the long-overdue Regulations. We hope that the Regulations will now enable local authorities to proceed with Quiet Lanes designations.

CPRE, September 2006



01 An introduction to Quiet Lanes

Speeding traffic is a huge problem in villages and along country lanes, and is set to get worse as traffic levels continue to rise. CPRE has long campaigned to protect country lanes from the adverse effects of intimidating traffic. Through our Safer Country Lanes campaign, we have helped secure an important way to tackle the problem by designating Quiet Lanes. Under the *Transport Act 2000*, local authorities are able to designate roads for which they are responsible as Quiet Lanes. CPRE is one of the leading organisations promoting the concept of Quiet Lanes, as part of a wider strategy to promote environmentally sustainable transport and lower speed limits on country lanes and through villages.

Campaign objectives:

Walk, cycle and ride in safety

Quiet Lanes are designated minor rural roads intended to pay special attention to the needs of walkers, cyclists, horse riders and the mobility-impaired. They are designed to enable users to enjoy country lanes in greater safety and encourage car drivers to respect more vulnerable road users.

Widen transport choice

Quiet Lanes are a key way of widening transport choice in the countryside by encouraging local journeys to be made on foot or bicycle, and for recreation. While cars are not banned and use of these roads is shared, lower speed limits and discrete road signs can encourage drivers to slow down and help to promote a more tranquil rural environment.

Quiet Lanes as a network

Quiet Lanes work best when they are part of a network of designated lanes which can link local residents to, for example, the local shop or school, and connect lanes around a village centre or to a nearby village.

Quality of life

Quiet Lanes are about appreciating the beauty and tranquillity of country lanes rather than travelling along them from A to B as quickly as possible in a car. By helping to protect the character and tranquillity of the countryside from traffic,

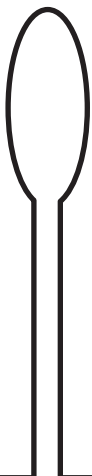
reducing the intimidating effects of traffic on rural roads, building community links and encouraging healthy, recreational activities, Quiet Lanes play a valuable role in improving people's quality of life.

Getting started

The first step to getting a Quiet Lane or Quiet Lane network set up in your area is to think about:

- > where one might be appropriate;
- > what it should seek to achieve; and
- > whether other measures such as a lower speed limit, lorry restrictions or traffic calming might be more appropriate.

Think about the transport problems in your area and how Quiet Lanes might help to solve these. The next step is to contact your local highway authority to see if it will support your ideas.



02 Frequently asked questions

What are Quiet Lanes?

Quiet Lanes are minor rural roads, typically C or unclassified routes, which have been designated by local highway authorities to pay special attention to the needs of walkers, cyclists, horse riders and other vulnerable road users, and to offer protection from speeding traffic. Cars are not banned from Quiet Lanes and the use of Quiet Lanes is shared. Measures such as lower speed limits and discrete road signs aim to encourage drivers to slow down and be considerate to more vulnerable users who can in turn use and enjoy country lanes in greater safety, with less threat from speeding traffic.

The concept of Quiet Lanes was first introduced in Jersey (they were known as 'Greenways') where much of the rural road network is now designated. Confusingly, in England the name 'Greenways' is used to describe off-road routes which are designed to be car free. Ideally, Quiet Lanes and Greenways should co-exist to bring maximum benefits. Information on Greenways can be obtained from the Countryside Agency, who advise the Government on rural matters. The Countryside Agency first introduced the idea of Quiet Lanes in England. The Agency has initiated two demonstration schemes in Norfolk and Kent to

measure the success of Quiet Lanes (see the *Quiet Lanes in Norfolk and Kent* sheet contained in this pack).

Why does CPRE promote Quiet Lanes?

Safer Country Lanes

The Quiet Lanes initiative forms part of CPRE's Safer Country Lanes campaign. This seeks to protect country lanes and villages from the adverse effects of speeding traffic by calling for lower speed limits and widespread designation of Quiet Lanes.

Speeding traffic blights many villages and has led to numerous collisions and fatalities. Fatal car crashes occur most frequently on rural roads and it is no surprise that speeding traffic has a significant impact on people's quality of life. CPRE's Rural Traffic Fear Survey 1999 found that 65% of people felt threatened either all or some of the time by speeding traffic on country lanes. A Quiet Lane may not be the most appropriate solution to motorists persistently driving at excessive speed, but they can be part of a package of measures to improve transport choices. Quiet Lanes can help make country lanes feel safer, pleasant and less intimidating to pedestrians, cyclists, horse riders and all who enjoy them,

by aiming to reduce the risk of collisions and reclaim their tranquillity and local character.

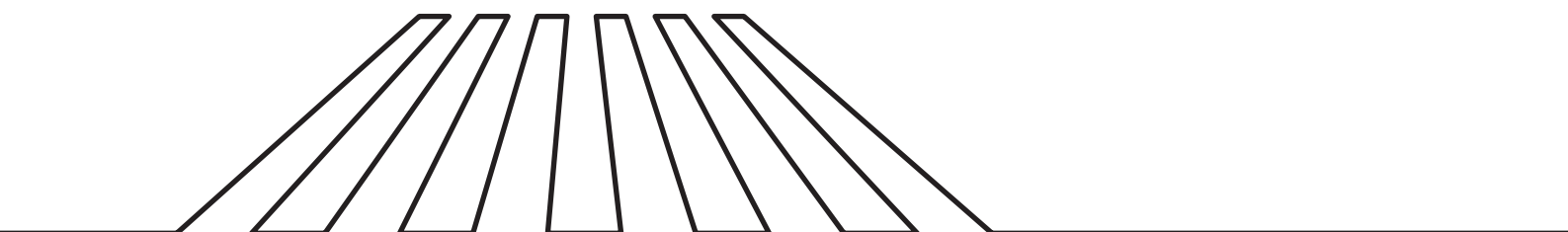
Will Quiet Lanes act as a form of traffic calming?

Quiet Lanes are designed to make country lanes safer and more accessible to vulnerable users. To achieve this, CPRE believes Quiet Lanes should have speed limits of 20 mph. Quiet Lanes are not, however, a means of tackling safety problems on a particular stretch of road and should not be seen as a way of banning or significantly calming traffic.

Measures can be taken to help deliver the aims of Quiet Lanes but these should be in keeping with the local character of the area. Examples include varying verge maintenance, soft landscaping, removal of road signs, road surface treatments or even planting grass in the middle of the road. Traditional traffic calming measures such as speed cushions, humps and high visibility signs are often more appropriate to urban areas.

What do Quiet Lanes look like and will they clutter the countryside with signs?

Quiet Lanes will vary from area to area but the sign of a successful Quiet Lane is that it looks similar to the existing lane. Quiet Lanes should



be designed to protect and enhance the local character and distinctiveness of the countryside. Signs should, therefore, be discrete whilst indicating clearly to road users that they are in a Quiet Lane. Signs should neither detract from, nor clutter, the countryside.

Some features that would be noticeable are:



> Quiet Lanes signs – a national Quiet Lanes sign has been developed to identify entry into and exit from a Quiet Lane. At the exit, the Quiet Lanes

emblem is crossed out. Local authorities which have introduced Quiet Lanes have tried to ensure that these signs are inconspicuous. In Kent, for example, they are mounted on small timber posts. Destination and way-marker arrows can also be marked on the signs.

> Fingerposts which re-direct traffic onto more appropriate routes and away from Quiet Lanes. In Norfolk, fingerpost destinations have been revised so as not to encourage through traffic. Fingerposts can also be replaced or revised in a traditional style, with livery in keeping with local character.

- > The removal of unnecessary traffic signs.
- > Narrow lane entrance to deter through traffic.
- > False cattle grids are raised parallel bars across the road surface which cause a gentle rumble as vehicles pass over them. These are aimed to raise driver awareness that they are entering a Quiet Lane.
- > Landscape features, such as hedges, verges, walls and wayside trees can be sensitively managed to improve the landscape, retain local character and make travel easier for cyclists, walkers and horse riders. Examples include building verges out with logs or grass to narrow the lane width and facilitate better crossing, and planting shrubs at 's' bends.

Good and well-planned design of Quiet Lanes is essential and the local community should feed into this process from an early stage.

Can any road be designated a Quiet Lane?

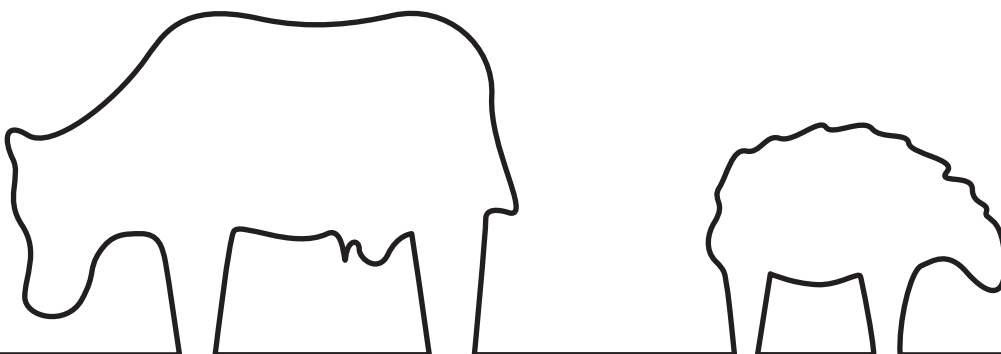
Quiet Lanes are really only appropriate for minor rural roads, C or unclassified routes, which are single-carriageway.

Do Quiet Lanes have to be lightly trafficked?

The earlier pilot initiatives (undertaken by local authorities and the Countryside Agency) have concentrated on areas with a light traffic flow. In time, CPRE would like to see more country lanes with higher traffic flows designated in order to deliver real change in people's transport choices and in driver behaviour.

Who has priority on a Quiet Lane?

Currently, the legislation does not afford any user group priority on a Quiet Lane and use is shared. CPRE would, however, like to see vulnerable road users have priority right of way. This would be similar to the priority attached to pedestrians stepping onto a zebra crossing. While motorised traffic may use a Quiet Lane, CPRE believes it should respect the presence of walkers, cyclists and horse riders who should have priority. In the meantime, publicity, community involvement and other measures should ensure drivers take even more care when travelling along a Quiet Lane.



Are lower speed limits required?

Under the *Transport Act 2000*, local authorities can make speed orders. This means they can take measures to reduce the existing speed of motor vehicles and/or cycles. Although lower speed limits are not a compulsory part of a Quiet Lane, the key is to encourage drivers to slow down and to reduce their speeds in order to create a safer environment. Lower speed limits are, therefore, likely to be needed and CPRE encourages 20 mph as part of a broader hierarchy of rural speed limits.

How are Quiet Lanes enforced to ensure that drivers drive slowly and considerately?

Quiet Lanes are essentially self-enforcing. Enforcement largely depends on advertising the Quiet Lanes and maintaining public awareness about their purpose. This requires a continuous programme of promotion in order that all in the community and visitors to the area know the Quiet Lanes exist and what they are seeking to achieve. Mobile speed cameras might be used by local police forces, although resources for this are likely to be scarce. Frequently those motorists travelling at higher speeds come from the local area and this reinforces the need for local community support for Quiet Lanes as they are developed and implemented.

Where do Quiet Lanes exist in England?

Two pilot Quiet Lanes projects have been developed in Norfolk and Kent with the support of the Countryside Agency, since 1998. CPRE is aware that local highway authorities in Buckinghamshire, Cheshire, Dorset, Gloucestershire, Lancashire, Oxfordshire, Somerset, Surrey, Wiltshire and Worcestershire have started to develop Quiet Lanes networks. Across the country 31 local authorities are intending to collectively develop over 300 Quiet Lanes with their local communities. These are listed in the *Quiet Lanes across England* sheet.

What regulations are in place for Quiet Lanes?

The *Transport Act 2000* contains provisions (quoted below) which give local highway authorities the power to designate certain roads, for which they are responsible as Quiet Lanes, and has given the term 'Quiet Lane' legal status. These provisions were an amendment to the Transport Bill and came as a result of lobbying from CPRE, the Children's Play Council, Transport 2000 and the Local Government Association.

Under the *Transport Act 2000*, local authorities are also able to make orders about the use of these roads ('use orders') and about speed reduction measures ('speed orders'), subject to regulations made by the Secretary of State for Transport.

Transport Act 2000 - Chapter 38 Quiet lanes and home zones and rural road speed limits Section 268

- (1) A local traffic authority may designate any road for which they are the traffic authority as a quiet lane or home zone.
- (2) The appropriate national authority may make regulations authorising local traffic authorities who have designated roads as quiet lanes or home zones to make use orders and speed orders of such descriptions as are prescribed by the regulations in relation to any roads designated by them as quiet lanes or home zones.
- (3) A use order is an order permitting the use of a road for purposes other than passage.
- (4) But a use order may not permit any person-
 - (a) wilfully to obstruct the lawful use of a road by others, or
 - (b) to use a road in a way which would deny reasonable access to premises situated on or adjacent to the road.
- (5) A speed order is an order authorising the local traffic authority by whom it is made to take measures with a view to reducing the speed of motor vehicles or cycles (or both) on a road to below that specified in the order.
- (6) The appropriate national authority may make regulations specifying procedures for the making, variation and revocation of-
 - (a) designations, and
 - (b) use orders and speed orders, including the procedures for confirmation (whether by the

appropriate national authority or any other body).

- (7) The appropriate national authority may give guidance to local traffic authorities about matters to which they must have regard in determining whether or not to designate a road as a quiet lane or home zone.

Although the powers to designate Quiet Lanes have been in place since 2000 and despite pressure from CPRE, the Government has yet to issue the statutory regulations which will give greater guidance to local authorities.

How can I get Quiet Lanes introduced in my area?

See our *Quiet Lanes checklist for action* sheet for detailed guidance on how to promote Quiet Lanes in your area. The main action will be to persuade your local highway authority to carry out consultation for setting up Quiet Lanes in your area. The checklist also provides ideas for engaging local support for Quiet Lanes and raising public awareness, such as using a survey or holding a public meeting. Depending on your resources available, you may wish to get involved to this degree.

What is the Countryside Agency's approach?

The Countryside Agency has developed a process for local

highway authorities to designate Quiet Lane networks, known as PACE – Plan, Activate, Check and Enable. This system has been adopted within the Quiet Lanes Demonstration areas and is used by other local authorities across England. It is summarised as follows:

Stage 1 PLAN – these are the first steps to developing the project, including setting out what the network should achieve, identifying partner organisations and establishing a vision for the proposed network.

Stage 2 ACTIVATE – putting together a Quiet Lanes Strategy, including an assessment on the demand for Quiet Lanes, community involvement and views, and proposing the measures which are to make up the scheme.

Stage 3 CHECK – ensuring that the local authority has all the necessary project components, covered in the PLAN and ACTIVATE stages, in place to proceed.

Stage 4 ENABLE – getting the project implemented on the ground and managing the network, including continued public consultation, post-implementation monitoring and evaluation.

Is funding available for Quiet Lanes?

The main source of funding for Quiet Lanes is through the local highway authority's Local Transport Plan (LTP). These plans set out the authority's policies and strategy on transport on a five-yearly basis. Current LTPs run

between 2001/02 and 2005/06 but will be reviewed in 2004. They are submitted to central Government who approve and provide funding for the measures contained in the LTP. It is, therefore, important to promote Quiet Lanes as positively as possible to the local authority and show them how such an initiative would complement other policies in the LTP, such as increasing cycling or widening transport choices in rural areas. Each year most authorities need to submit an Annual Progress Report to central Government detailing how the policies in the LTP are being implemented and transport funding used. These APRs can contain bids for additional funds (i.e. not included in the original LTP) and can potentially be a source of funding for new Quiet Lane initiatives.

Local authorities can seek external funding from other sources, such as the European Union, private investment or land fill tax. The Parish Council in your area might also be able to contribute financially if they are interested in supporting the Quiet Lane initiative.

In the past, the Countryside Agency has provided financial support to local highway authorities keen to develop Quiet Lanes. This funding is currently being reviewed, however, and it is more likely that in future funding would be obtained through the LTP process.

03 Quiet Lanes checklist for action

1. A strategic approach

- > First think about your area and its various routes – look at a detailed map and identify where a Quiet Lane or a Quiet Lanes network might be appropriate.
- > Make sure a Quiet Lanes network, rather than traffic calming, is suitable for your area by thinking about what the project is aiming to achieve and what links it could create (between services, or existing bridleways for example).
- > Think about the problems and transport issues in your area and about how Quiet Lanes might contribute to solving these.
- > Consider whether alternative measures such as a lower speed limit, lorry restriction or traffic calming might be more appropriate.

2. Consult your Local Transport Plan

Find out whether your local highway authority has plans for Quiet Lanes in your area by looking at its Local Transport Plan (LTP). In rural areas, these are prepared by county councils and unitary authorities. The LTP sets out the authority's policies and strategy on transport for five years. Most LTPs will be reviewed in 2004 – providing an ideal opportunity for the authority to promote Quiet

Lanes. Central Government provides funding for the measures contained in the LTP and asks local authorities to produce Annual Progress Reports each year which set out how the strategies are being implemented and any changes they want to make to it.

Copies of your LTP can be found in your local library. Consider:

- > if there are already plans to develop Quiet Lanes initiatives in your area;
- > what policies in the LTP would support the development of a Quiet Lanes network; and
- > whether the Annual Progress Report (submitted to Government at the end of July) could contain proposals for Quiet Lanes.

3. Gauge local support

The key to the success of a Quiet Lane is local support and community involvement from the start. It will be up to your local authority to consult the community. You may, however, wish to get involved at an early stage – the more local support there is, the stronger the case for Quiet Lanes. You could:

- > engage with the local community and find out if there is local support for a Quiet Lane network. The Quiet Lane initiative will be seriously undermined if no one is willing to

use it or change their behaviour accordingly;

- > contact neighbouring communities to find out if there would be support for Quiet Lanes in their area too; and
- > write to parish councils and other local groups who might have an interest (like walking, cycling or riding groups) and ask if they would be prepared to support Quiet Lanes.

4. Contact your local authority

Write to the Head of Transportation of the county council or unitary authority asking for a Quiet Lanes initiative to be developed in your area and included in the Local Transport Plan:

- > suggest some possible lanes and point out the routes which could be included;
- > explain the benefits of Quiet Lanes and how Quiet Lanes would fit into a broader strategy for improving community links and the quality of life in rural areas, and how it would complement the Local Transport Plan and its aims;
- > be persuasive and enthusiastic, and indicate the extent of public support; and
- > ask for a meeting to discuss your ideas, possibly concerning a particular proposed Quiet Lane.

A two-stage consultation process is advised with the local highway authority consulting the local community on the advantages and disadvantages of a Quiet Lane and seeking views for possible lanes. This should then be followed up with consultation on more worked-up proposals. In practice, however, community participation in the project should be ongoing.

5. Write to your councillors

Write to your local county or unitary councillors, asking them to support the Quiet Lanes initiative and take up the case within the local authority. The views of the Chair of the Committee responsible for transport will be particularly influential. You can encourage their support by writing, composing motions for the Council to adopt, promoting Quiet Lanes as an item on the agenda of council meetings and promoting the idea in the local media.

6. Raise public awareness

You might also wish to take the initiative and raise awareness in your area about Quiet Lanes, if you have the time and resources. Create and use media opportunities to build local support for your case. This might be through a press release to the local media, or through the letters pages of

the local newspaper, or writing short articles for local newsletters. A model press release is included in this pack. Further measures could include:

- > distributing leaflets about the benefits of Quiet Lanes to the community to rouse local interest;
- > using a survey (which could be included in the leaflet) to get an initial view of what people think about having a Quiet Lane or network in their area. A model survey form is included in this pack as a guide if you would like to do so; or
- > holding a public meeting so you can talk to people face to face, gauge their views and have more detailed discussions.

Alternatively you could encourage your local authority to take the steps outlined above and support their activities.

7. Engage the community

Encourage your local authority to involve local people in the design and development of the proposals from the outset. You can then respond with constructive suggestions when asked and in turn reinforce to your local authority the need to consult and listen to local opinion. This can include comments on:

- > the location, nature and extent of the network;
- > the appearance of any signage which is proposed; and
- > ideas on making Quiet Lanes work on the ground.

It is essential that the community who will be using the Quiet Lanes are involved and consulted throughout the whole process. This can be via meetings, workshops, and literature requesting the public's views.

Once a Quiet Lane has been developed, it is vital that the local authority monitor and advertise the Quiet Lane. People need to know that it exists and why it exists in order to change driver behaviour on the road.

8. Drive carefully

If you are a motorist, do your bit to help make rural roads safer for all users and set a good example to others: drive carefully at all times, no matter how well you know the road – you never know what might be around the corner!

04 Quiet Lanes in Norfolk and Kent

Since June 1998, the Countryside Agency has been developing two national Quiet Lane Demonstration Projects in North Norfolk and West Kent (Greensand Ridge) in partnership with the local authorities. They were set up as pilot schemes and have been monitored over the last two to three years. Technical reports have been published on each scheme and are available from Kent and Norfolk County Councils (see the *Useful contacts and further information* sheet). Final reports evaluating their effects and success will be published towards the end of 2003.

The best way for local authorities and communities to learn about the process of planning, designing, setting up and monitoring Quiet Lanes is from the demonstration areas in Norfolk and Kent. Below is a detailed look at the Kent scheme and a summary of the Norfolk scheme.

Greensand Ridge, Kent

Where and what is the project?

A Quiet Lanes network was launched in July 2001 between three areas: the Medway Gap, Sevenoaks and Tonbridge. Most of the network is within the Kent Downs Area of Outstanding Natural Beauty (AONB). The area is characterised by historic villages linked by a network of country lanes, many of which date



Transport Research Laboratory

back to Saxon times. There are a few major roads which dissect the network, and the busier of the lanes are used as through routes.

What are the aims of the project?

- > To make country lanes better for local people wishing to walk, cycle and horse ride without restricting the access needs of local communities, such as farmers, local businesses and residents;
- > to encourage the use of the lanes so that everyone travels with care and consideration for others, with the slogan 'Share with Care and be Aware'; and
- > to link country lane footpaths and bridleways between where people live, work, shop, go to school and use their leisure time.

How was the initiative developed?

An initial assessment was needed to consider the need and demand for Quiet Lanes. Baseline studies looking at traffic speeds and flow, road collision rates and the quality of the road network were conducted by the highway authority. After considering the suitability of the network, it was concluded that the minimum physical works should be undertaken to encourage greater use by non-motorised users whilst having proper regard to safety. Care was needed in the design and location of the signs to make them minimal but effective. Desired outcomes for the project

were set and after a risk assessment and early approvals of a draft scheme, steering and implementation groups were set up.

The Greensand Ridge initiative involved a three-stage series of consultation exercises. These gauged initial support, considered which lanes to include, and what measures should be introduced to minimise usage by motor vehicles and encourage non-motorised users. Then once the scheme had been proposed, a further consultation examined whether any refinements would be needed. Methods of consultation included: articles in the local newspaper, leaflets requesting people write in with their views, workshops and press releases. Parish councils, CPRE, the Cyclists Touring Club, Ramblers Association and the British Horse Society were involved at each stage.

Design

The design measures were developed by working with local residents, landowners, interest groups, engineers and stakeholders. Criteria were drawn up to decide which lanes to use: lanes connecting with villages and towns, and lanes not providing a direct route between destinations for cars were prioritised. Many of the traditional traffic management measures were rejected because they would interfere with the character of

the country lanes and there was a preference for unobtrusive and essential signing only. Measures that were adopted included:

- > Quiet Lanes signs mounted on simple wooden posts marking the entry and exit points of the network;
- > fingerpost destination signs revised to divert through traffic away from the Quiet Lane;
- > treatment to the centre of the lane (application of coloured chippings) to achieve a visual narrowing of the lane and to guide non-motorised users away from the edges;
- > a false cattle grid of five raised parallel bars in grey with white on the edge of carriageway to draw attention to the bars; and
- > limited measures (e.g. improved warning signs, surfacing with a high skid resistance buff coloured surface, and end of carriageway marking) to improve safety and awareness at busy junctions.

Monitoring

Kent County Council has monitored two key elements: behaviour (by measuring traffic counts, speed measurements or video surveys) and attitudes (by surveys or focus groups).

The scheme has been running for two years now and the County Council is extremely pleased with the demonstration project. It has been very well received and hugely

community driven: local people have developed local solutions for local problems.

Results after monitoring:

- > year one (2001): vehicle flow has been 8% lower on weekdays (compared to 7% higher on control roads) and 13% lower on weekends (compared to 3% lower on control roads). Year two (2002): no change to previous flows in week days (compared to a 16% increase on control roads) and 6% lower on weekends (compared to a 4% increase on control roads);
- > according to manual classified counts, taken in the autumns of 1999 and 2001, the number of pedestrians were higher in 2001 by 72% on weekdays and 89% on weekends. Weekday flow of cyclists on the Quiet Lanes increased by around 75% between counts, although weekend flows were down by 31%. In the pre-Quiet Lanes surveys, the number of non-motorised users saw a 4% increase of all users on week days and 9% at weekends, and in the after surveys, these increased to 6% on week days and 12% at weekends.
- > a vehicle speed measure (false cattle grid) produced a 4 mph decrease in average speeds eastbound, which continued in year two.
- > vehicle speed was reduced by 1.8 – 2 mph in year one, which continued in year two.

- > 85% of the community were in favour of the scheme in year one and year two.

Although some of these changes might appear small-scale, the results are positive and buck national trends. The scheme has been very successful in:

- > delivering the original aims of the project and the anticipated outcomes, and establishing networks which can be used by walkers, cyclists and horse riders which link to other routes and places of interest;
- > uniting the community, the local council and stake holders in developing a consensus on the project;
- > making progress in encouraging a change in driver attitude and behaviour;
- > bringing together a broad partnership of many different, and sometimes conflicting, interests in order to achieve a change in the way some of the minor rural lanes are used; and
- > achieving local community benefits such as new and improved fingerpost signs, better quality of signing, and Public Rights of Way improvements that are unlikely to have received funding without the Quiet Lanes scheme. A number of traffic management measures which will benefit the road user

regardless of whether the Quiet Lanes concept is successful in the longer term were also implemented.

Further assessment is needed on how far the project has protected the lanes. Keeping vehicle speeds and flows at low levels will also be essential in encouraging non-motorised users to use the network.



Norfolk

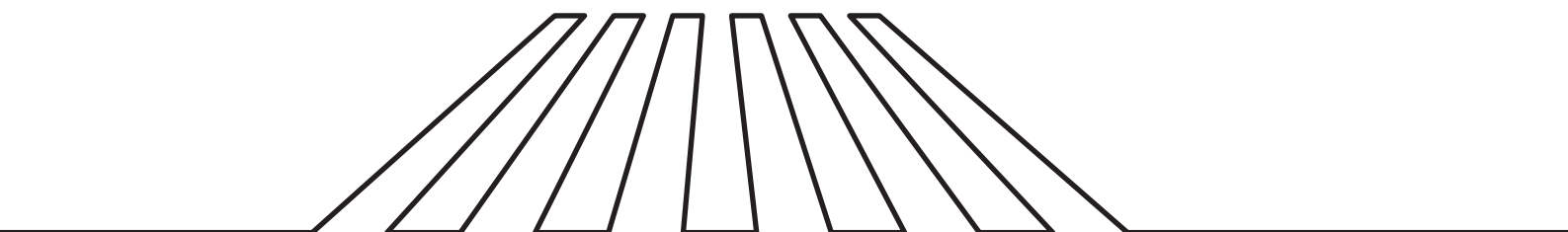
The pilot area is a stretch of north-east Norfolk which is within the North Norfolk Area of Outstanding Natural Beauty. It is based on a network of existing minor roads linking towns and villages and makes connections to off-road footpaths and bridleways. The initiative is part of the Norfolk Coast Transport Strategy which aims

to widen transport choice, manage Norfolk's minor road network and the competing uses required of them, get people to use more appropriate routes, and adopt a 'share with care' philosophy when using Quiet Lanes. Measures include Quiet Lanes signs, the use of finger posts, high skid resistance buff coloured surfacing at crossing points at busy roads, route hierarchy signage, speed limit gateways and a verge management strategy.

A second scheme planned

Norfolk County Council are now planning a second Quiet Lanes network between three market towns in the south of the county. The area includes a section of the national cycle network and parts of the Thetford Forest recreational area. By early 2003 local parishes had been invited to informal meetings to discuss the plans. This is very encouraging news for the status and the future development of Quiet Lanes.

To find out more about the Greensand Ridge Project or Quiet Lanes in North Norfolk, contact details for Kent and Norfolk County Council are included in this pack (see the *Useful contacts and further information sheet*).



05 Quiet Lanes across England

While Quiet Lanes were first piloted in Norfolk and Kent, an increasing number of other authorities are now working with communities in their area to bring them forward. Below is a selection of examples describing progress by early 2003 – please let CPRE know if your authority is working up proposals in your area.

Buckinghamshire – Chilterns Area of Outstanding Natural Beauty (AONB)

In the Local Transport Plans for both Buckinghamshire and Hertfordshire a pilot project has been established, called Central Chilterns Traffic Management Project. This project covers approximately 10% of the Chilterns AONB, and includes part of Hertfordshire. One aim of the project is to develop a pilot Quiet Lane network and initial meetings have been held with parish councils and walking, cycling and equestrian groups.

Cheshire – Peckforton Hills

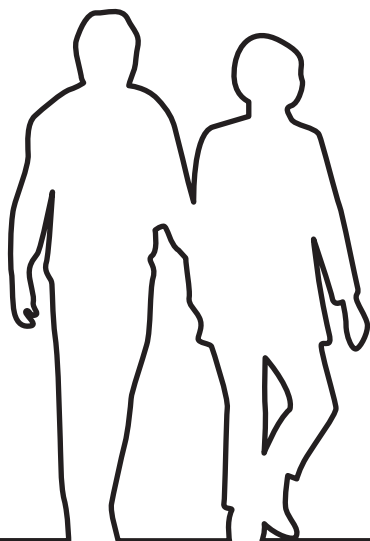
Following successful campaigning by CPRE Cheshire, Cheshire County Council are looking into establishing a Quiet Lanes pilot project in the Peckforton Hills. This is a large area predominantly used by commuters, and contains a number of tourist attractions. There are already a series of off-road greenways including a horse riding trail, rights of way which are walking routes and the Cheshire Cycleway. There is a need for clearly defined routes to which commuting and tourist traffic is directed. Cheshire County Council has recently commissioned a feasibility report which was being finalised in early 2003 and which recommends Countryside Agency's PACE methodology be used, with a combined two-stage public engagement process. An alternative and preferred area for Quiet Lanes has been identified – Macclesfield Forest. The next step in communicating with the public is likely to be through a leaflet. In addition to the Quiet Lanes signs and use of fingerposts, footways along junctions and busy roads to link Quiet Lanes, verge enhancement, use of waymarkers and public rights of way signage are some of the features that have been considered.

Dorset – Corfe Mullen

Following attempts by the Parish Council and a local pressure group to reduce the speed limit west of Corfe Mullen to 30 mph, Dorset County Council decided to pursue a Quiet Lanes network. A steering group, including the local CPRE, councillors, cyclists, and local people, has been set up. A public consultation leaflet will be sent to parishes for public consultation. Work has also been done as part of a Rural Transport Partnership to survey traffic and the results of this will be fed to the steering group before public consultation.

Gloucestershire – Cotswold Water Park

Discussions about a rural transport strategy established the need for a clear road hierarchy within the Water Park to designate through routes, haul routes and routes for recreational traffic. In this context, the principle of creating a network of Quiet Lanes was supported, particularly on local roads providing direct access to the lakes in the western heart of the park, or over routes forming part of the Thames Park.



Lancashire – Forest of Bowland

A public examination has been held to gather public views about a potential network around the villages of Chipping and Slaidburn and first draft proposals have been drawn up. No special treatment is initially proposed as most of the lanes and roads are already quite narrow and suitable only for modest vehicle speeds. New signing is proposed which is intended to be sympathetic to the rural location.

Oxfordshire – ‘CountryWays’, Chilterns AONB

Oxfordshire County Council has adopted an area in the southern part of the Chilterns AONB to pilot a project called ‘CountryWays’ which aims to reduce the impact of traffic on rural areas by testing out a range of traffic management measures in different locations. Quiet Lanes are one of the options being considered amongst others, such as village traffic calming, signing strategies, and improved links to approved cycle or path networks. It is hoped that the CountryWays projects will be extended to cover the whole county in time.

Surrey – Surrey Hills AONB

Surrey County Council has been working with local people, businesses and landowners to develop a network of quiet lanes. The dangers and impact of traffic on the countryside has been identified as the number one concern of people living in Surrey’s rural areas. Through a series of workshops and intensive consultation exercises, local communities are identifying a network which meets their needs and helps to reduce their local traffic problems. A range of creative solutions to make conditions better on the lanes for use by all are being investigated, including changed junction priority, lane narrowing and lane surface treatments.

Wiltshire – Vale of Pewsey

The Quiet Lanes initiative in Pewsey arose from a recognised need to manage HGV access. A series of community events were held in Easter 2002 when the high speed of vehicles was raised as the most common area of concern. A subsequent questionnaire, which received 600 responses, identified reducing vehicle speeds as a priority. Roads meeting a criteria of 35 mph, with 650 vehicles travelling on them a day, and which are 3.5 metres or less in width have been selected as Quiet Lanes. The first phase of the network to be implemented is due to commence in mid-2003.

Worcestershire Quiet Lanes Initiative

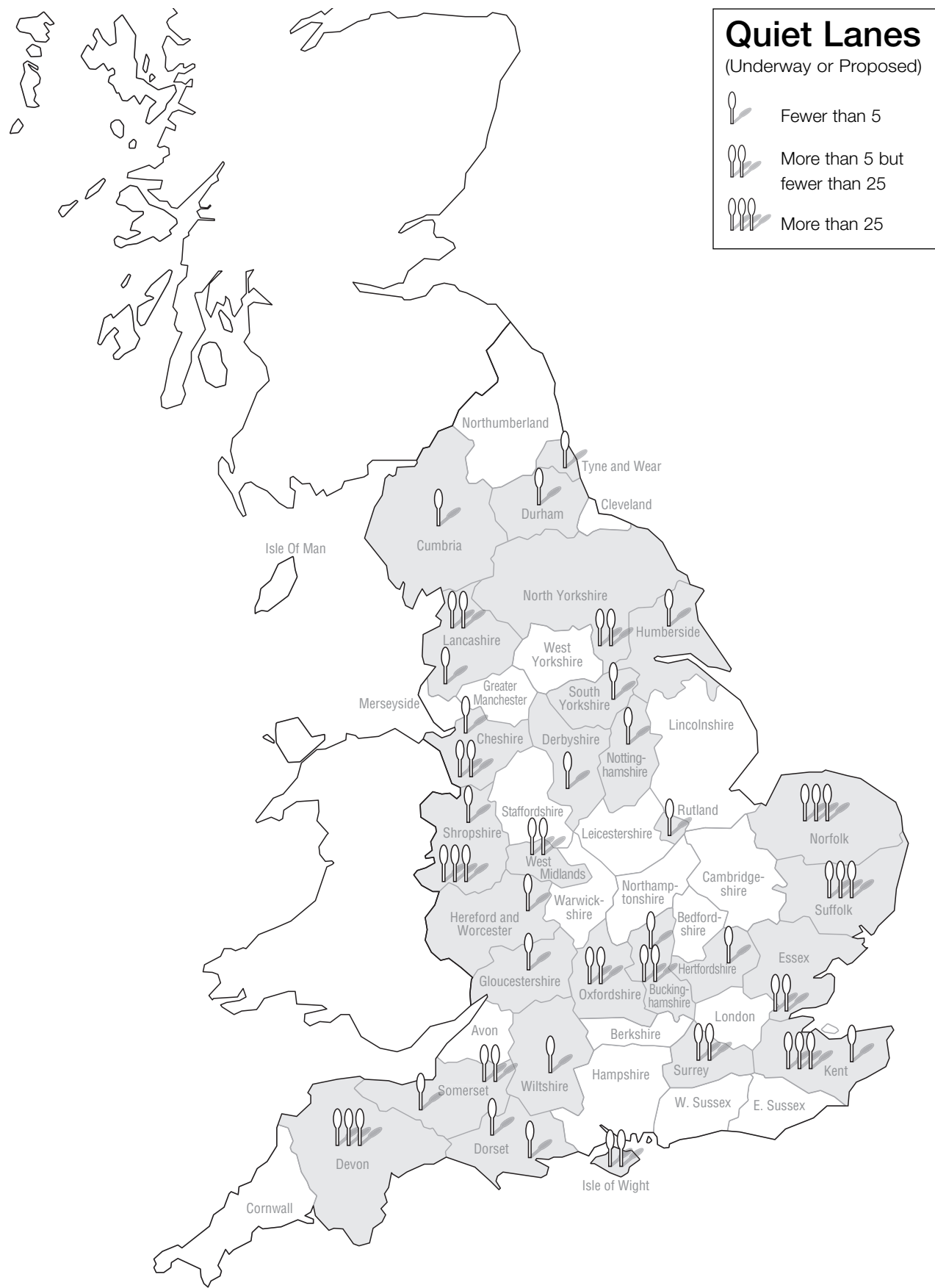
In 1999 Worcestershire County Council consulted with all of the parish councils to gain their views on suitable locations for Quiet Lanes. A map was developed and published within the Local Transport Plan (LTP), with a view to further investigation. The County is currently evaluating appropriate locations for Quiet Lanes and consulting with a wide range of County and District Officers, Highway Partnership Units, parish councils, user groups, public transport operators and adjacent counties. This will identify key issues, users’ requirements, existing and future constraints, potential opportunities for improvements and solutions. In addition to a network of lanes, the County has identified one parish where a 'best practice' example of Quiet Lanes will be developed to raise their profile within the county. Inkberrow Parish, whose country lanes are already well used by walkers, cyclists and horse riders and run through countryside of conservation and historical interest, has been selected.

06 Proposed Quiet Lanes – 2001/2006

The figures listed below represent the number of Quiet Lanes proposed in the Annual Progress Reports which local authorities produce setting out the implementation of their Local Transport Plan (LTP). These Reports were submitted in August 2001 and cover the period of the current LTP which runs between 2001/02 to 2005/6.

Authority	2001/02	2002/03	2003/04	2004/05	2005/06
Bath and north-east Somerset	3	3	3	3	3
Blackburn	0	1	1	1	1
Buckinghamshire	0	6	6	6	6
Cheshire	2	3	3	6	4
Cumbria	0	2	0	0	0
Darlington	0	0	0	0	1
Derbyshire	0	1	1	1	1
Devon	1	5	6	7	7
Dorset	0	0	1	0	1
East Riding	1	0	0	1	0
Halton	0	0	0	1	0
Isle of Wight	1	3	3	3	3
Kent	6	6	6	6	6
Lancashire	0	6	0	0	0
Medway	0	0	1	0	0
Milton Keynes	1	0	0	0	0
Nottinghamshire	0	1	1	1	1
Oxfordshire	0	5	5	5	5
Poole	0	0	0	0	1
Rutland	0	1	1	1	1
South Tyneside	0	0	1	0	0
Sheffield	2	0	0	0	0
Shropshire	4	6	6	6	6
Solihull	0	0	2	3	4
Somerset	3	0	0	0	0
Suffolk	0	10	20	20	20
Surrey	2	6	6	6	2
Telford and Wrekin	0	1	0	0	0
Thurrock	0	1	1	2	2
Wiltshire	0	1	0	0	0
York	0	2	4	6	8
TOTAL	26	70	78	85	83
OVERALL TOTAL					342

CPRE is aware that Quiet Lanes have also been proposed or exist in Norfolk, Hertfordshire, Gloucestershire and Worcestershire. These are represented on the map overleaf.



07 Transport policy – where Quiet Lanes fit in

More roads, more traffic, higher speeds

Whilst the car provides many benefits, this has come at significant cost to the environment and character of the countryside. Traditionally, the approach to accommodating the growth in car travel has been to build more (and expand existing) roads. New roads have scarred the countryside and encouraged further reliance on the car. Increasing levels of traffic, noise and pollution have extended far into rural areas, eroding the beauty and tranquillity of the countryside, severing communities and limiting other transport choices.

Moreover, speeding traffic has changed the character of many country villages and lanes, making them unsafe and intimidating for walkers, cyclists and horse riders. Fatal car crashes occur most frequently on rural roads. According to the most recent figures, 1,641 people lost their lives on rural roads (52% of all fatalities) in 2001. CPRE's goal is to reduce car dependence and traffic in the long term by providing people with alternative choices – walking, cycling and public transport.

An integrated transport policy

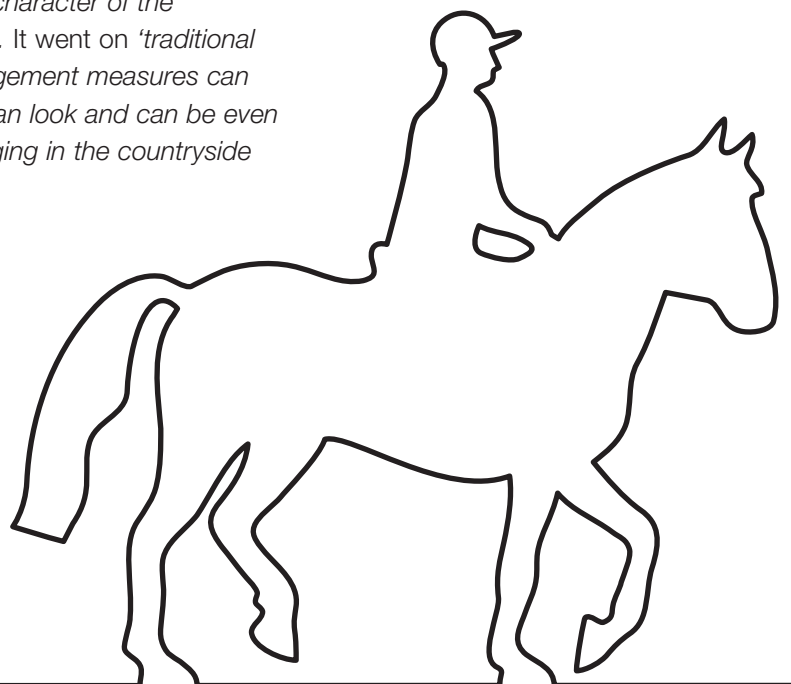
1998 marked a change of approach, as the Government published its White Paper on Transport *A New Deal for Transport: Better for Everyone*. Its key objectives were to deliver a sustainable transport policy and an integrated transport network. It promised a balanced approach of improving public transport, reducing the need to travel and tackling the negative impacts of traffic. It also recognised the need to improve facilities for walkers, cyclists and access for the disabled. The 1998 White Paper introduced the new Local Transport Plan (LTP) for delivering integrated transport locally. LTPs are five year plans aimed at providing greater certainty of future funding for local authorities and a more strategic approach to delivering transport policy.

The White Paper said '*traffic management can help to produce better and safer local road conditions, both for those who live and work in rural areas and for visitors, and protect the character of the countryside*'. It went on '*traditional traffic management measures can have an urban look and can be even more damaging in the countryside*

than on the appearance of our towns. We will, therefore, encourage the continued development of new and imaginative ways of designing local traffic schemes to make them more sensitive to their surroundings.' Quiet Lanes are one such measure and were supported in the White Paper.

A Road Safety Strategy

In March 2000, the Government published its road safety strategy and casualty reduction targets for 2010 in *Tomorrow's Roads Safer for Everyone*. Among the proposals is a commitment to develop a new hierarchy of roads for rural areas defined by the roads function and quality. Some of the features of the hierarchy would be 30 mph speed limits adopted as the norm and lower speed limits on country lanes. CPRE believes Quiet Lanes could form an important part of that hierarchy.



The *Transport Act 2000*

Following CPRE’s campaigning, the *Transport Act 2000* gave legal status to the term Quiet Lane. The Act enables local authorities to designate roads for which they are responsible as Quiet Lanes. Government regulations and guidance to local authorities on how to designate a Quiet Lane are still awaited.

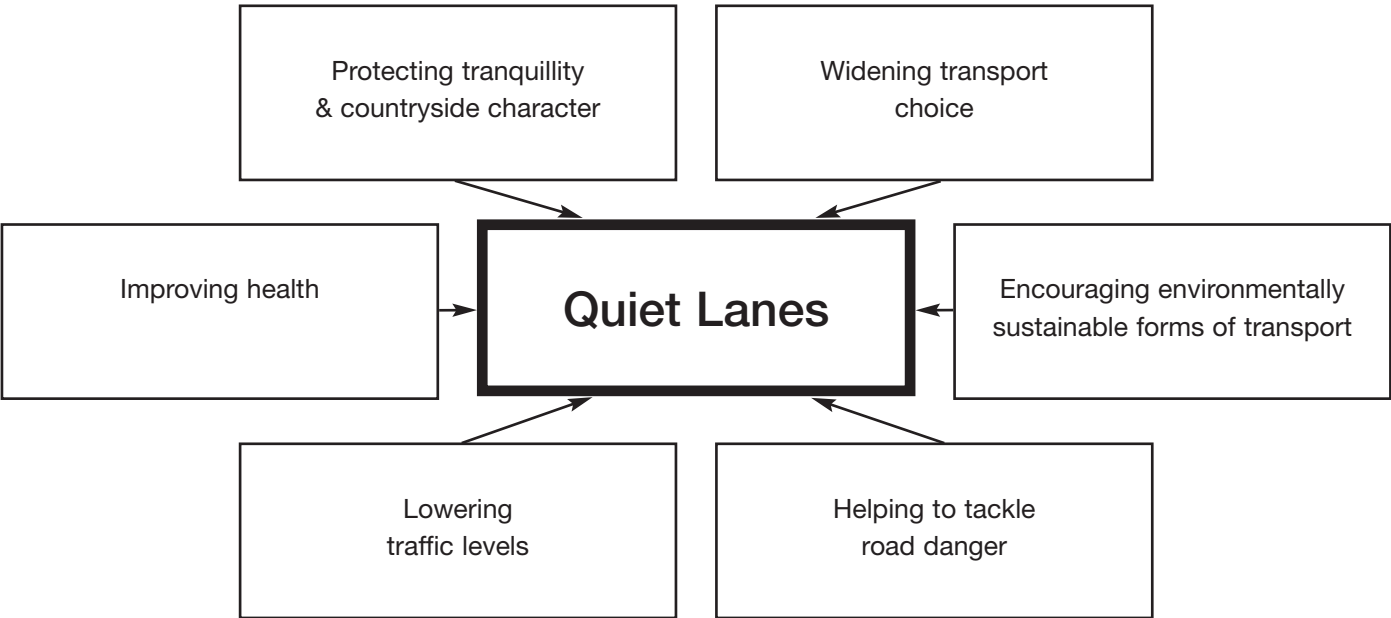
The Rural White Paper

The Rural White Paper (November 2000) also includes a section on Quiet Lanes and encouraging walking and cycling. It recognises the need to protect the character and tranquillity of the countryside.

Quiet Lanes

Quiet Lanes play a valuable part in helping to meet the policy priorities of protecting countryside character, widening transport choice and lowering traffic levels. Quiet Lanes also form part of a wider strategy to promote environmentally sustainable methods of transport in rural areas, change driver behaviour and make people think about how and why they travel. They can also form part of the package of measures needed to tackle the problems of speeding traffic and road danger on country lanes and through villages.

The diagram below illustrates the relationship between Quiet Lanes and wider policy objectives.



08 Model letter to local authority

Name

Head of Transportation/Chair of Transport Committee

Xshire County Council/Unitary Authority

Address

Date

Dear

Quiet Lanes in Xshire

I am writing to request that a Quiet Lanes network be introduced in [name of your area] on behalf of the local community.

We believe that introducing Quiet Lanes to [name of your area] will bring a range of benefits to our community and countryside, and will improve our quality of life. By encouraging drivers to slow down and drive more considerately, Quiet Lanes can:

- provide a chance for people to walk, cycle and horse ride in a safer, more pleasant and less intimidating environment than presently exists;
- widen people's transport choices;
- reduce the risk of collisions and support measures to tackle the problem of speeding traffic; and
- protect the character and tranquillity of country lanes.

Quiet Lanes can also create important transport links for the community. Making [name of lane proposed] a Quiet Lane, for example, will link local residents to [e.g. shops, school etc]. As an initial proposal, we suggest that [name of proposed lanes] lanes would be suitable for designation.

[If applicable] We have recently commissioned a survey of local resident views. The results show that... [indicate extent of public support and what elements of Quiet Lanes are supported in particular]. A number of the policies in the Local Transport Plan also support a Quiet Lanes initiative. [Outline how they would complement relevant policies].

We hope that you agree that designating Quiet Lanes in [name of your area] will be a worthwhile asset for the community. Specifically, we look to you to initiate your own consultation exercise to progress this idea. We look forward to your reply.

Yours sincerely

09 Model survey form

If you would like to send a survey out to people in your local community to gauge their views on Quiet Lanes, this model survey form may help. Please note that this is an optional activity which you may wish to pursue, especially if your local highway authority is not supportive.

Quiet Lanes in [the name of your area]

Do you remember the days when you could take a leisurely stroll down a country lane, taking in verge-side views and enjoying the peace and tranquillity of the countryside? Nowadays, country lanes are not as quiet, pleasant or safe as they used to be as increasing levels of traffic, speeding vehicles, and heavy lorries are making many intimidating for other users.

What are Quiet Lanes?

Quiet Lanes are minor rural roads designated by your local authority to make them safer and more attractive to walkers, cyclists and horse riders and all who enjoy them, by encouraging drivers to drive more considerately. Use of these roads is

shared – traffic is not banned. However, discrete signs and subtle changes to the lanes, can promote a more tranquil rural environment. Lower speeds are encouraged and through traffic may be directed to use more appropriate alternative routes.

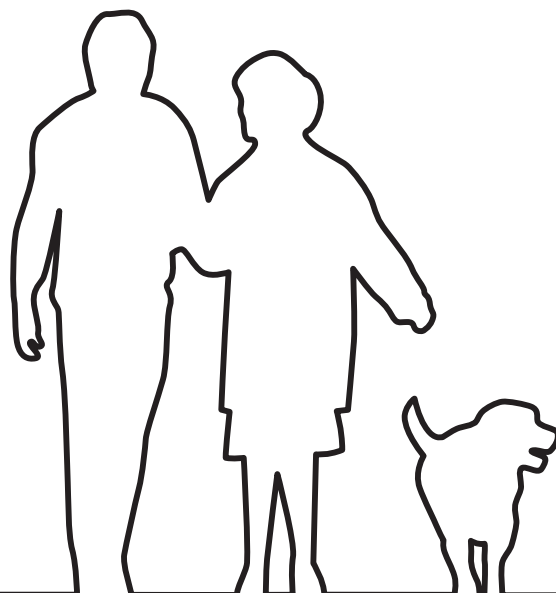
A national Quiet Lanes sign has been developed to identify entry into and exit from a Quiet Lane. At the exit, the Quiet Lanes emblem will be crossed out. They can be mounted on small timber posts so they do not detract from the character of the countryside.

What are the benefits of Quiet Lanes?

By encouraging walking, cycling and horse riding, Quiet Lanes widen transport choices for the community and encourage healthy, recreational activities where people can enjoy country lanes peacefully and with less threat of speeding traffic. Since Quiet Lanes work best as a network of designated lanes, they can link where local people live, work, shop, and go to school and connect lanes around a village centre, and with local footpaths. Such links can be an asset for the area and mean more custom for local businesses.

Tell us what you think

Have a look at the attached map. We are proposing that Quiet Lanes be designated in this area to regain the character and tranquillity of our country lanes. As they are for use and enjoyment by us all, your views on Quiet Lanes and whether they are a good idea are essential. Please tell us what you think, by taking a few minutes to fill in the questions below. We can then consider and analyse all your views to see if there is enough local support for a Quiet Lanes network. We will be passing on our analysis of the responses received to [name of your] County Council/Unitary Authority who would be responsible for developing the Quiet Lanes project in partnership with the community.



How do you travel?

1. How often do you use the following ways of travelling? *(Please tick as appropriate)*

	Most of the time	Sometimes	Rarely	Never
> Drive	☐	☐	☐	☐
> Walk	☐	☐	☐	☐
> Cycle	☐	☐	☐	☐
> Horse ride	☐	☐	☐	☐
> Bus	☐	☐	☐	☐

Quiet Lanes

2. Have you heard about Quiet Lanes before? *(Please tick as appropriate)*

Yes ☐ No ☐

3. Do you think Quiet Lanes are a good idea? *(Please tick as appropriate)*

Yes ☐ No ☐

Please state why:.....
.....
.....
.....
.....

4. If you answered yes, which lanes do you think should be part of the Quiet Lanes network? *(Please tick as appropriate)*

X name of lane/road	☐	X name of lane/road	☐	X name of lane/road	☐
X name of lane/road	☐	X name of lane/road	☐	X name of lane/road	☐
X name of lane/road	☐	X name of lane/road	☐	X name of lane/road	☐
X name of lane/road	☐	X name of lane/road	☐	X name of lane/road	☐

Alternatively, please colour in the lanes on the attached map so they are clearly visible.

5. What problems, if any, have you had using country lanes in the area as a walker, cyclist or horse-rider?

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6. What objectives would you like to see traffic control measures achieve in your area?

- ☐ Encourage more considerate driving
- ☐ Reduce the amount of traffic on the lanes
- ☐ Reduce the amount of vehicles travelling at high speeds
- ☐ Encourage more cycling
- ☐ Encourage more walking
- ☐ Encourage more horse riding

7. Do you think the following measures are acceptable in order to set up a Quiet Lane?

	Yes	No
> Quiet Lanes signs (displayed on simple wooden posts)	☐	☐
> Revised road signing to deter traffic away from Quiet Lanes	☐	☐
> Replacement/revision of fingerposts with more traditional styles in keeping with local character	☐	☐
> Reduced amount of traffic signs	☐	☐
> Narrow lane entrance to deter through traffic	☐	☐
> Verges built out of natural materials such as logs to narrow the lane and provide better crossing points	☐	☐
> Rumble strips acting as false cattle grids	☐	☐
> Use/maintenance of verges and hedges to improve appearance of lane	☐	☐
> Lower speed limits	☐	☐

8. Any other comments

.....

.....

.....

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.....

9. Would you like to be kept informed about Quiet Lanes in your area? *(Please tick as appropriate)*

If yes, please fill out your details below:

Name

Address

.....

.....

Telephone

Email

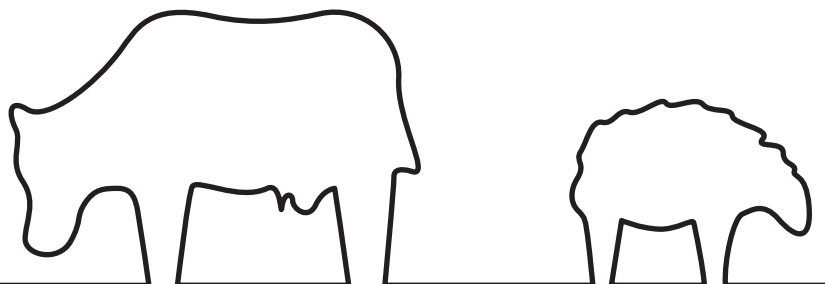
10. Are you prepared to be involved in the campaign to promote Quiet Lanes in your area?

(Please tick as appropriate) Yes ☐ No ☐

11. If you would like to hear back from CPRE about this and other campaigning work, please tick this box ☐

If you would like to know more about becoming a member of CPRE, please tick this box ☐

Please return the completed questionnaires to *[name, address]*



10 Model press release



Campaign to Protect
Rural England

Press Release

Issued by CPRE Xshire

(charity registration number xxxxxx)

Date

EMBARGO: Not for publication before

xhrs xday xmonth

[Preferably send out the press release at least one week ahead of the embargo date so that local papers/journalists have an opportunity to prepare a strong article]

CAMPAIGNERS URGE LOCAL AUTHORITY TO CREATE QUIET LANES

People should be able to enjoy country lanes and cycle, walk and horse ride, with less threat from speeding traffic according to a new campaign being launched today ([insert day]) which aims to get Quiet Lanes¹ designated in _____ *[name of your area]*.

Quiet Lanes are designed to make country lanes safer and more attractive for all who use and enjoy them, by encouraging drivers to slow down and drive more considerately.

NOTE FOR EDITORS

CPRE Xshire will be handing the results of its survey to _____ [Councillor/Head of Transport] at [insert time] on [insert date] in one of the lanes which the campaign hopes will be designated a Quiet Lane. Photographers are invited to attend _____ [location with precise details as possible] at _____ [time].

A N Other, Chairman/Volunteer/Transport Campaigner of CPRE XXXshire², said:

'Speeding traffic is a huge problem in many villages and can be intimidating for those using country lanes. Quiet Lanes can provide the chance for people to walk, cycle and horse ride in greater safety and improve people's quality of life. They widen transport choice for local people, can create useful links for the community and enhance and protect the character and tranquillity of our country lanes. We are, therefore, calling for Quiet Lanes to be designated in _____ [name of your area] and would like our local authority to respond positively.'

[If applicable] CPRE XXX has just conducted a survey amongst local residents, which shows that x% of people questioned support the idea of Quiet Lanes in [name of area].

A N Other concluded:

‘There is extensive public support for Quiet Lanes. Now it’s up to our local authority to work with the community to deliver a network of Quiet Lanes for the benefit of all who live in and enjoy the countryside.’

- END -

NOTE FOR EDITORS

1. Under the *Transport Act 2000*, local authorities are able to designate Quiet Lanes, for which they are responsible. By designating minor rural roads as quiet lanes, local authorities can reduce the problems experienced by walkers, cyclists and horse riders from intimidating traffic.

2. The Campaign to Protect Rural England exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. We promote positive solutions for the long-term future of the countryside and to ensure change values its natural and built environment. We have 59,000 supporters, a branch in every county, eight regional groups, over 200 local groups and a national office in central London. CPRE is a powerful combination of effective local action and strong national campaigning. The Campaign to Protect Rural England [county name] campaigns to _____ [add in sentence about local current campaigns].

FOR FURTHER INFORMATION

A N Other (Chairman/Volunteer/other, CPRE Xshire)	[telephone number] (daytime)
	[telephone number] (home)

Another contact	[telephone number] (daytime)
	[telephone number] (home)

11 Useful contacts & further information

Quiet Lanes

Countryside Agency

John Dower House
Crescent Place
Cheltenham GL50 3RA
Tel: 01242 521 381
Email: info@countryside.gov.uk
www.countryside.gov.uk/quietlanes/

A Government agency which works to improve quality of life in the countryside and the quality of the countryside for everyone. The Agency originally introduced the idea of Quiet Lanes. See their web site on Quiet Lanes for extensive information and technical guidance.

Campaign to Protect Rural England

Transport & Natural Resources team
128 Southwark Street
London SE1 0SW
Tel: 020 7981 2800
Email: info@cpre.org.uk
www.cpre.org.uk

CPRE exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. It has a branch in every county, and is one of the leading organisations promoting Quiet Lanes.



Quiet Lanes pilot schemes

Norfolk County Council

Traffic Strategy
Norfolk County Council
County Hall
Martineau Lane
Norwich NR1 2SG
Tel: 01603 228853
Email: information@norfolk.gov.uk
www.norfolk.gov.uk

Kent County Council

Environmental Management
Invicta House
County Hall
Maidstone ME14 1XX
Tel: 01622 221560
www.kent.gov.uk

Walking, cycling & horse riding

Ramblers' Association

2nd Floor
Camelford House
87-90 Albert Embankment
London SE1 7TW
Tel: 020 7339 8500
Email: ramblers@london.ramblers.org.uk
www.ramblers.org.uk

The Ramblers' Association is a voluntary organisation dedicated to promoting the enjoyment and discoveries that walking in the countryside can bring.

Cyclists' Touring Club

Cotterell House
69 Meadrow
Godalming GU7 3HS
Tel: 0870 873 0063

A voluntary organisation, made up of 70,000 members, who organise cycling activities throughout the UK.

Sustrans

Head office
35 King Street
Bristol BS1 4DZ
Tel: 0117 929 8893
Email: info@sustrans.org.uk
www.sustrans.org.uk

Sustrans is a charity that aims to encourage people to cycle and use public footpaths in order to reduce the adverse effects of motor vehicles.

British Horse Society

Stoneleigh Deer Park
Kenilworth CV8 2XZ
Tel: 0870 120 2244
www.bhs.org.uk

The British Horse Society works closely with Government bodies in order to improve Britain's bridleways and the needs of riders.

Related transport issues

Slower Speeds Initiative

PO Box 19
Hereford HR1 1XJ
Email: info@slower-speeds.org.uk

The SSI campaigns for lower and better enforced speed limits, a higher profile for speed reduction initiatives, development of speed control technology and changes in the law to reflect the seriousness of an offence which kills and maims.



Campaign to Protect
Rural England

Campaign to Protect Rural England

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Campaign to Protect Rural England
128 Southwark Street
London SE1 0SW

Tel: 020 7981 2800
Fax: 020 7981 2899
Email: info@cpre.org.uk
Web site: cpre.org.uk

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