

## ITEM 7: LOCAL SUSTAINABLE TRANSPORT FUND

**Report Author:** Gordon Oliver      **Position:** Principal Transport Policy Officer  
**Telephone:** 01628 796097      **Email:** gordon.oliver@rbwm.gov.uk

**1. Purpose of the Report**

**1.1 This report provides an update on how the Council is progressing with delivery of its Local Sustainable Transport Fund programme.**

**2. Supporting Information****Background**

- 2.1. The Royal Borough succeeded in securing nearly £2 million of grant from the Local Sustainable Transport Fund (LSTF) for initiatives to tackle congestion and reduce carbon emissions. Funding was spread across the period from 2012/13 to 2014/15.
- 2.2. Our bid has been designed to help deliver the Maidenhead Area Action Plan. Adopted in September 2011, this presents an exciting vision for a regenerated town centre with a vibrant new shopping area, additional employment and new residential development.
- 2.3. In order to 'unlock' this major investment, we must first improve the local transport networks to tackle existing congestion problems and reduce the volume of traffic coming through the town centre. We also need to secure a change in travel behaviour by enabling and encouraging more journeys to be made by public transport, walking and cycling to ensure that we do not return to congested conditions when redevelopment takes place.
- 2.4. Our bid is arranged under three key themes:
  1. Managing the Network
  2. Improving Accessibility for All
  3. Promoting Sustainable Transport
- 2.5. As part of the Managing the Network element, we are looking to improve the operation of our traffic signals, installing advanced stop lines where possible and upgrading the toucan crossings in front of the station.
- 2.6. Under the Improving Access for All heading, we are working with Crossrail on plans for a multi-modal interchange for Maidenhead rail station, which amongst other things will feature greatly enhanced provision for cyclists. We are also improving cycle routes to and through the town centre. We are working with developers of the Opportunity Sites as proposals come forward to address the problems imposed on cyclists by the current one-way system and ring-road. In addition, we have commissioned the first phase of cycle parking improvements around the town centre, upgrading the existing stock. Subsequent phases will see additional cycle parking provided in and around the town centre.
- 2.7. Given that the focus of the fund is on Smarter Choices measures, it is unsurprising to note that much of the expenditure is on the Promoting Sustainable Transport theme. We have already procured Sustrans to deliver their Bike It project, which typically succeeds in tripling cycling levels at schools they work with. We have also launched the Love to Ride website, which challenges local residents to log their miles and race

individually or team up with their friends to see how far they can get along a virtual Lands End to John O' Groats bike route. The third cycling element that has been procured is the Workplace Cycle Challenge, where local employers are engaged and encouraged to enter a competition to see who can get the most people cycling. This is supported by bicycle try out sessions and Dr Bike sessions, with prizes and incentives for those taking part. Both Love to Ride and the Workplace Cycle Challenge have been shown to have a high level of success in terms of getting non-cyclists cycling and converting occasional cyclists into more regular cyclists.

- 2.8. Starting next year, the Royal Borough together with Slough and Bracknell Forest Boroughs will be engaging British Cycling to deliver their Sky Ride Local programme. This involves training local people to become ride leaders and route mappers. They will then take groups of local residents on organised recreational rides throughout the year, which will be promoted on the Sky Ride website. There are different rides for different abilities, ranging from family groups and novices through to experienced cyclists. British Cycling are also helping to establish local recreational cycling groups and develop local cycling policies / strategies where necessary. Again, the Sky Ride Local programme has been shown to be highly effective in converting non-cyclists to cyclists, and occasional cyclists to more regular cyclists.
- 2.9. Other initiatives that we will be progressing include personalised travel planning, business park travel plans and improved travel information services.

### **3. Recommendation**

**It is recommended that members of the Cycle Forum note progress in delivering the LSTF programme.**