

ITEM: 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 is arranged under three key themes:

1. Managing the Network
2. Improving Accessibility for All
3. Promoting Sustainable Transport

2.3 In terms of cycling, much of the focus is on Smarter Choices measures that are being delivered as part of the Promoting Sustainable Transport theme. There are three key projects that are being progressed:

- Bike It
- Sky Ride Local
- Workplace Cycle Challenge

Bike It

2.4 The Council has appointed Sustrans to deliver their 'Bike It' initiative with local schools. Patrick Romaya is the local Bike It Officer who worked with 9 local schools to establish a culture of cycling. In addition to engaging and supporting Bike It champions within schools, Patrick is running a variety of events such as:

- Bike It breakfasts
- Bike skill sessions
- Dr Bike sessions
- School assemblies
- Logo competitions

2.5 Bike It will be rolled out to another 6 schools within the current school year and is looking to run a number of new initiatives such as:

- Bike security marking
- After school bike clubs
- Out-of-school bike rides for pupils and parents
- Get rid of your stabiliser sessions
- An action day for Bike It Champions

- Arranging for Thames Valley Police to donate unclaimed bikes for use by local schools.

Sky Ride Local

2.6 British Cycling has been engaged to deliver the following programmes within the Royal Borough:

- Sky Ride Local
- Breeze
- Social Cycling Groups

2.7 Sky Ride Local is a programme of led bike rides with trained volunteers along risk assessed routes. The programme included 20 rides between the end of June and the end of September, with three different categories (easygoing, steady and challenging) catering for all levels of cyclist. Local residents also have the option of going on rides in neighbouring Bracknell Forest and Slough Borough.

2.8 Breeze is a programme of women only bike rides, with specially trained Breeze Champions leading the rides. The programme runs alongside the Sky Ride Local programme and is intended to run throughout the year. There are three active Breeze Champions in the area.

2.9 Social Cycling Groups is British Cycling's social network for cyclists, offering everyone the opportunity to meet likeminded riders, organise and join rides, and get together to ride socially. Rides are organised by members of the public – not by British Cycling. This initiative provides opportunities to ride, meet people to keep riding with, and find routes outside the formal guided ride programmes. Again, it is intended to run all year round.

2.10 There has been a sustained marketing campaign at both national and local levels, which has succeeded in generating a high level of interest amongst local residents. The tables below provide a summary of activity for each of the initiatives and are taken from the August report.

Sky Ride Local

Rides taken place (to end August)	17
Registrations	177
Participants	145
Attendance rate	82%

Breeze

Rides taken place (to end August)	17
Participants	145

Social Cycling Groups

Rides taken place	5
Participants	22
Buddies	13
Groups	103

- 2.11 Across all of the led ride programmes, British Cycling have generated 528 ride opportunities in our local area, compared to a target of 459 for the end of August. The overall target range for the year is 700 – 833 ride opportunities.
- 2.12 Although this year's programme of Sky Ride Local rides will end in September, work will continue over the winter and spring, concentrating on the following actions:
- Create links with key stakeholders in East Berkshire to promote cycling opportunities to mass audience
 - Attend key local events to promote Sky Ride Local/British Cycling partnership
 - Develop Breeze activity to increase number of rides
 - Develop Social Cycling Groups activity to increase numbers of rides/buddies
- 2.13 Further information is available on the Windsor and Maidenhead page of the Go Sky Ride website: www.goskyride.com/windsor-and-maidenhead.

Workplace Cycle Challenge

- 2.14 Challenge for Change was appointed to deliver two Workplace Cycle Challenges per year. The first challenge took place between 10–30 June. This took the form of a competition that pitted organisations and departments within them against each other to encourage as many participants as possible to cycle for a minimum of 10 minutes during the Challenge period. There was a wide variety of prizes and incentives to encourage people to take part.
- 2.15 In total, 231 people from 20 organisations took part. Of these, 24% classified themselves as regular cyclists, 26% as occasional cyclists and 47% as non-cyclists. Participants cycled a total of 7,117 miles during the challenge period, with nearly half of the trips recorded being classified as to / from work.
- 2.16 The challenge coordinator found it extremely difficult to engage with local businesses and with local employees. Despite extra resources being allocated to Maidenhead to ramp up the marketing effort, the number of participants fell well short of the target of 750 participants. It was thought that this was because of the unusual local conditions with many specialist businesses that have relocated to Maidenhead with a workforce spread over a wide geographical area. Employees therefore do not feel part of the Maidenhead community and tend to commute by car or train. Although the overall number of participants was low, the proportion of non-cyclists taking part was much higher than expected and was markedly higher than in other areas.
- 2.17 In addition to the Workplace Cycle Challenge, the Love to Ride website features a virtual bike ride from Land's End to John O' Groats, which is running all year long, encouraging participants to continue to log their rides. This has proved to be popular with 243 participants logging over 12,000 miles since January.
- 2.18 A second Challenge was launched in September to coincide with Cycle to Work Day. A new virtual bike ride has been created encouraging teams of cyclists to travel the length of New Zealand, with prizes on offer to incentivise participation. This is running in parallel with the UK virtual ride, enabling people to complete this should they so wish.
- 2.19 Challenge for change has also launched an app that enables cyclists to track their journey using the GPS facility on their mobile phones. This makes it easier to record their rides and should help to drive up participation rates.

2.20 To celebrate the launch of the app, we are running a Bike Art competition, where cyclists are encouraged to create GPS artwork by planning and recording their rides to make interesting shapes. Again, a range of prizes are on offer for the most creative submissions. Further details are available on the Love to Ride Maidenhead website: www.lovetoride.net/maidenhead.

2.21 Plans are already underway for next year with a revised marketing strategy, which it is hoped will drive up participations rates.

3. Recommendation

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