

## 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 was 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 regeneration 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. For example, we have secured an additional £2 million for the Stafferton Way Link Road, which will complete the ring road around the town centre and will remove traffic from town centre roads.
- 2.4 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. Our LSTF bid was intended to help deliver this.
- 2.5 The bid was arranged under three key themes:
1. Managing the Network
  2. Improving Accessibility for All
  3. Promoting Sustainable Transport
- 2.6 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
  - Training
  - Workplace Cycle Challenge

**Bike It**

- 2.7 The Council appointed Sustrans to deliver their 'Bike It' initiative with local schools. Patrick Romaya is the local Bike It Officer who is working to promote an active and sustainable travel culture in the school community through a hands-on programme of lessons, events, competitions, and advice for children, parents and staff.

2.8 The overall aim of the project is to increase the number of young people travelling to school actively and/or sustainably. More specifically, it aims to:

- Increase the level of cycling to school to 20%, or to double regular cycling levels where the baseline level is lower than 10%.
- Reduce the number of young people travelling to school by car.
- Raise awareness of the benefits of active travel.
- Create a culture of active travel within project schools that can be sustained once the Project Officer has departed

2.9 A total of 17 schools were engaged in the 2013/14 academic year, of which 16 are working towards the Sustrans Bronze School Mark standard. A further two schools have been engaged in 2014/15.

2.10 Patrick has run a variety of events such as:

- School assemblies
- Classroom sessions
- Bike It breakfasts
- Bike skill sessions
- Dr Bike sessions
- Logo competitions
- Bicycle User Group meetings
- After school clubs
- Bike sports day
- Bling your bike events
- Stabiliser free sessions
- Scooter skills sessions

2.11 Hands-up surveys are used to monitor variations in the mode of travel of school pupils pre and post intervention. This allows analysis of changes which have taken place over time. The results for schools in the first year of the programme are shown below.

2.12 Although the target for increasing cycling levels was not met overall, there were some notable successes. Altwood C of E School more than doubled their regular cycling from 2.7% to 7.5%, while Homer First School increased pupils regularly cycling from 11.5% to 19.3%.

Table 1: Results of Hands Up Survey for Year 1 Schools

	2013/14 Baseline	2013/14 Follow Up
	%	%
Cycle	6.8	7.5
Walk	36.2	36.8
Scoot/skate	9.9	9.5
Park & Stride/ Park & Cycle	11.1	11.1
Bus	3.3	5.8
Train/other	1.7	2.6
Car	30.9	26.8

2.13 The survey results for school in their second year of the programme are shown in the following table. The hands-up results show that the proportion of pupils regularly

cycling to school has more than doubled, achieving the desired target. Regular cycling (once a week or more) was 7.1% prior to engagement, increasing to 17.1% after one year, before falling back slightly to 14.7% in year two. Oldfield Primary School showed a particularly high increase in regular cycling, with baseline levels at 2.5% before engagement, increasing to 20.4% at the end of the year one and 17.1% after year two.

Table 2: Results for Hands Up Surveys for Year 2 Schools

	2012/13 Baseline	2012/13 Follow Up	2013/14 Follow Up
	%	%	%
Cycle	2.6	8.2	7.4
Walk	38.2	38.2	39.5
Scoot/Skate	4.6	7.3	9.3
Park & Stride/ Park & Cycle	9.6	13.0	14.5
Bus	0.1	0.3	0.5
Train/Other	0.1	0.0	0.1
Car	44.8	33.0	28.7

2.14 An additional benefit has been that cycling outside of school has also increased. For schools taking part in the Bike It programme over two years, the percentage of pupils regular cycling (once a week or more) outside of school has increased from a baseline of 41.2% to 59.3% after year one, rising to 60.2% after year two.

2.15 Bike It Champions have been trained within each school with the aim of building on the success of the Bike It project beyond Sustrans' involvement. Also, a successful bid to the Heathrow Community Fund (with an element of match funding from RBWM) has enabled the purchase of a pool of dedicated bikes for school use, a legacy for when the project ends in March of this year.

### **Sky Ride Local**

2.16 British Cycling were engaged to deliver the following programmes within the Royal Borough:

- Sky Ride Local
- Breeze
- Social Cycling Groups

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

2.18 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 four active Breeze Champions in the area.

2.19 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. This initiative provides opportunities to ride, meet people to ride with, and find routes outside the formal

guided ride programmes. Like the Breeze programme, it is intended to run all year round.

- 2.20 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. The final Partnership Report is not yet available, so figures have been taken from the interim October report.

Table 3: Sky Ride Local – 2014/15

Rides taken place	19*
Participants	204
Average number of participants per ride	10.7
Number of individuals engaged	177

\* One ride was cancelled due to bad weather

Table 4: Breeze – 2014/15

Rides taken place (to end October)	16
Participants	26*
Average number of participants per ride	1.6*

\* There thought to be an element of under-reporting for Breeze rides

Table 5: Social Cycling Groups – 2014/15

Rides taken place (to end of October)	55
Participants	293
Average number of participants per ride	5.3

- 2.21 The figures for the Sky Ride Local showed a significant increase in participation rates compared to the previous year when there were 167 participants on 20 rides.
- 2.22 Within RBWM, the target was to deliver 700-834 ride opportunities in 2014/15. Across all of the led ride programmes, British Cycling had delivered over 1,100 ride opportunities to the end of September. This figure is expected to be substantially higher by the end of March 2015.
- 2.23 Although the programme of Sky Ride Local rides ended in October, the Breeze rides programme will continue to be led by volunteer ride leaders. Social Cycling Groups will also continue as part of British Cycling's national programme. British Cycling will continue to promote Breeze rides and Social Cycling Groups through the goskyride.com website.

### **Training**

- 2.24 Cycle Experience were appointed in November 2014 to deliver Balance Bike sessions for children and cycle training for adults.
- 2.25 The 'balance bike - learn to ride' programme has two levels. Level 1 is aimed at children in reception class and Years 1 and 2. Fundamental movement patterns, gross motor skills and dynamic balance are incorporated along with an introduction to the balance bike. Children learn how to pick up, manoeuvre, mount and dismount their

bikes and then learn the skills to ride a balance bike safely. The aim of Level 1 is to create the confidence to glide a balance bike with their feet off the ground and be able to stop in a controlled manner. Level 2 continues the development of gross motor skills, dynamic balance and co-ordination. The main aim of Level 2 is to improve the child's gliding, stopping, braking and turning skills to enable them to ride solo on a pedal bike safely and confidently. Mastering these basic cycling skills provides an excellent foundation for subsequent Bikeability classes that teach children how to ride safely on the road.

- 2.26 The course started at the beginning of December and will run through to March. Weekly classes are held at the Magnet and Windsor Leisure Centres, with Level 1 classes held between 4pm and 5pm and Level 2 classes between 5pm and 6pm. By the end of December, a total of 81 children had completed training sessions, with 54.3% of children learning to glide on a balance bike and 45.7% learning to ride a normal bike without stabilisers.
- 2.27 Adult cycle training classes are being offered as a mix of individual and group sessions for up to six people at a time. Courses are run on Saturdays and are offered at three levels for beginners, intermediate and advanced cyclists as per Bikeability standards. If participants do not have their own bike, these can be hired from Cycle Experience
- 2.28 Despite widespread promotion through various channels, adult cycle training has been much slower to take off. The inclement weather has undoubtedly been a factor, since the classes are held outdoors. Two one-to-one sessions have been held since the end of November. It is hoped that with further promotion, participation rates can be increased.

### **Workplace Cycle Challenge**

- 2.29 Challenge for Change were engaged to deliver the Workplace Cycle Challenge - an annual competition between local organisations to see who can get the most staff to try riding a bike during a three week Challenge period. Organisations are invited to compete on local league tables to see who can get the highest proportion of their staff to ride for ten minutes.
- 2.30 The second Maidenhead Workplace Cycle Challenge took place from 30 June to 20 July 2014. The Challenge encouraged people to experience what it was like to actually ride a bike, through events, incentives and peer encouragement.
- 2.31 Rides were recorded online via the Love to Ride Maidenhead website ([www.lovetoride.net/maidenhead](http://www.lovetoride.net/maidenhead)), which encouraged organisations and individual departments within them to compete against each other to see who could encourage the most staff to cycle.
- 2.32 The Challenge focused on participation rather than miles ridden in order to encourage new and occasional riders. Try-a-bike sessions and organised group rides were offered throughout the Challenge period to provide a fun and easy way to participate. Also, Dr Bike sessions were organised to help fix minor bike faults and give people advice on how to maintain their bikes.
- 2.33 The aims of the Challenge were:
- To encourage people who are not currently cycling to start cycling.
  - To encourage occasional riders to cycle more regularly.
  - To encourage those who are not currently cycling to work to cycle to work.

2.34 The headline results for the Challenge are shown below. Comparison with the previous year's results shows a marked increase in participation rate.

Table 6: Workplace Cycle Challenge Headline Results

	2013	2014
Organisations	20	39
Participants	226	328
New riders	109	156
Distance (miles)	7,097	13,289
Total trips	832	1,318
% of trips for transport	50%	51%
CO <sub>2</sub> saved (kg)	1,074	1,928
Energy burnt (million kJ)	0.8	1.4

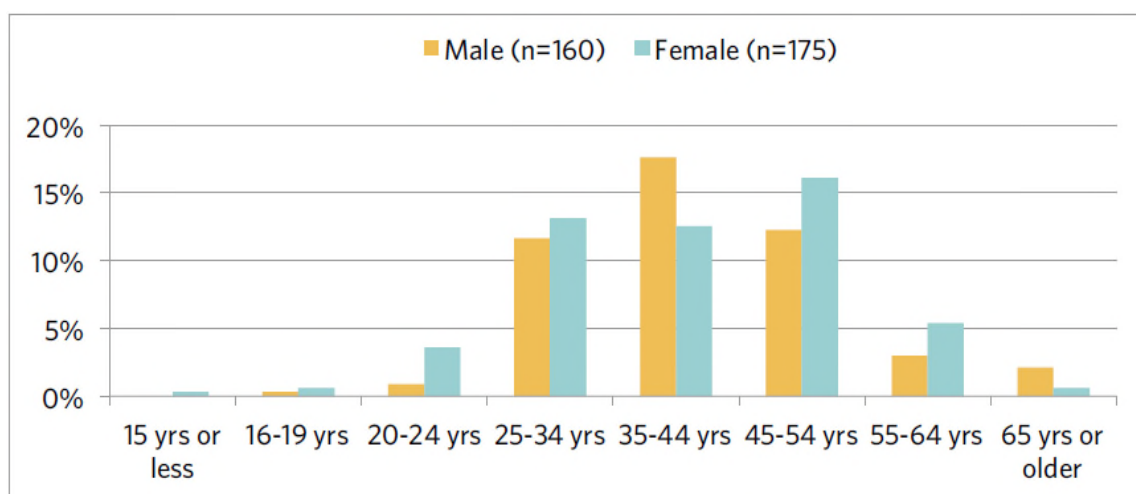
2.35 Participants were surveyed when registering and then 3 weeks and 3 months after the end of the Challenge. The first Post Challenge Survey aimed to discover what perceived barriers participants had to cycling more often in the future and to explore their intended future cycling behaviour, whilst the second one explored any changes to cycling behaviour since the Challenge.

2.36 Following the initial survey, participants were put into the following groups:

- **New Riders** - People who had either not cycled at all or only a few times in the year before the Challenge (48% of registrants).
- **Occasional Riders** - People who had either cycled only a few times a month or about once a week before the Challenge (21% of registrants).
- **Regular Riders** - People who had cycled two days or more each week before the Challenge (31% of registrants).

2.37 As can be seen from the graph below, there was a good spread of ages amongst participants. There was also a good gender balance amongst participants - 52% were women who tend to be under-represented in cycling trips. Women accounted for 69% of new riders, 49% of occasional riders and 30% of regular riders.

Chart 1: Age and Gender Profile for Workplace Cycle Challenge



2.38 The first post-Challenge survey asked about participants intention to cycle over the coming 3 months. The results are summarised below and show that more than half intended to cycle more in the post-Challenge period.

Table 7: Workplace Cycle Challenge – 3 Week Post Challenge Survey

Participant Segment	More than I did in the 3 months before the Challenge	About the same as I did in the 3 months before the Challenge	Less than I did in the 3 months before the Challenge
New (n=18)	72%	28%	0%
Occasional (n=12)	50%	50%	0%
Regular (n=20)	35%	60%	5%
<b>All (N=50)</b>	<b>52%</b>	<b>46%</b>	<b>2%</b>

2.39 The second post-Challenge survey asked participants about their actual changes in cycling behaviour. The results show significant increases in cycling activity amongst all categories of cyclist, which suggests that the Challenge has achieved the first two of its objectives.

Table 8: Workplace Cycle Challenge – 3 Month Post Challenge Survey (Frequency)

Baseline		n	3 Months Post Challenge						% Increased Cycling
			New		Occasional		Regular		
			Not at all	A few times	1-3 times a month	Once a week	2-3 days a week	4 or more days a week	
New	Not at all	9	33%	33%	22%	11%	0%	0%	67%
	A few times	10	30%	30%	0%	20%	20%	0%	40%
Occasional	1-3 times a month	10	20%	10%	30%	10%	30%	0%	40%
	Once a week	2	0%	0%	0%	50%	50%	0%	50%
Regular	2-3 days a week	9	0%	0%	0%	22%	44%	33%	33%
	4 or more days a week	12	0%	0%	0%	8%	17%	75%	-

2.40 The second survey also asked about changes in cycling to work in the post-Challenge period. This shows increases in cycle commuting amongst several categories of cyclist. This suggests that the Challenge achieved was moderately successful in its third aim of getting people to cycle to work who did not do so previously.

Table 9: Workplace Cycle Challenge – 3 Month Post Challenge Survey (Commuting)

Baseline	n	3 Months Post Challenge					% Increased Cycling
		Not at all in the last 3 weeks	Less than 1 day per week	1 day per week	2-3 days per week	4 or more days per week	
Not at all in the last 3 weeks	9	89%	11%	0%	0%	0%	11%
Less than 1 day per week	4	75%	0%	25%	0%	0%	25%
1 day per week	2	50%	50%	0%	0%	0%	0%
2-3 days per week	7	29%	14%	0%	29%	29%	29%
4 or more days per week	9	0%	0%	0%	22%	78%	-

2.41 Participants were also asked about barriers and motivators for cycling and participation in the Challenge. The results are summarised below:

- Nearly two thirds of respondents rated their employers as being cycle-friendly.
- Two thirds of new riders reported feeling confident or fairly confident when cycling on the road.

2.42 When asked about what training and information they were interested in receiving post-challenge, the most popular answers related to:

- Information about bike maintenance
- Assistance planning a cycle route
- Intermediate cycle skills training.

### 3. Future Funding

3.1 The original Local Sustainable Transport Fund bid was for a three year programme that runs out at the end of March 2015. A second bid was submitted for a subsequent round of LSTF funding in 2015/16, but was unsuccessful. Alternative funding options have since been explored, including bids to the Council's Public Health Unit and to the Baylis Trust, but these were unsuccessful. It therefore seems likely that the above programmes will not be extended in their current form beyond the current financial year. The Council will continue to explore funding options for future programmes.

### 4. Recommendation

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