

# HIGHWAYS, TRANSPORT AND ENVIRONMENT OVERVIEW AND SCRUTINY PANEL

WEDNESDAY, 23RD JANUARY, 2019

At 6.00 pm

in the

DESBOROUGH SUITE - TOWN HALL, MAIDENHEAD

## SUPPLEMENTARY AGENDA

### PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
5.	<u>CYCLING ACTION PLAN</u>  To receive the above report.	3 - 124

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Report Title:	<b>Cycling Action Plan</b>
Contains Confidential or Exempt Information?	NO - Part I
Member reporting:	Cllr Phillip Bicknell, Deputy Leader of the Council and Lead Member for Highways and Transport
Meeting and Date:	Cabinet – 31 January 2019
Responsible Officer(s):	Hilary Hall, Deputy Director Strategy and Commissioning and Ben Smith, Head of Commissioning   Communities
Wards affected:	All

## REPORT SUMMARY

- 1 The benefits of cycling are numerous and a modest shift from car to cycling for local journeys can deliver benefits to health and fitness; reduced traffic congestion; improving air quality and reduced traffic noise and economic growth.
- 2 The aim of the Cycling Action Plan is to encourage residents, commuters and visitors to choose cycling as an everyday form of transport, as well as for leisure and fitness.
- 3 To deliver this aim we will provide a safe, convenient and connected cycle network linking residential areas to destinations, such as town centres, local centres, employment sites, and education facilities.
- 4 This report sets out the council's aspirations for improving infrastructure and promoting cycling over the 10-year period to 2028 which is encapsulated in the Cycling Action Plan (Appendix 2).
- 5 The plan has been developed in partnership with the Cycle Forum, Ward Members, Parish Councils and local neighbourhood plan groups. It has been the subject of public consultation and further review by a Task and Finish Group, established by the Highways, Transport and Environment Overview and Scrutiny Panel.
- 6 Significant investment has been made, or is committed to cycling which is summarised in Appendix 1 which includes:
  - Safer cycling routes, such as 'Maidenhead Missing Links', which will provide a safe crossing of the A4, avoiding busy roundabout junctions
  - Improved wayfinding, through better signing of key routes, reprinting the borough cycle map and updating content for on-line journey planners
  - Creating a cycle hub at Maidenhead Station for 300 bikes
  - Improved opportunities for health / recreational / sports cycling, such as working with private landowners to open up new recreational routes
  - Practical support and training, including Level 1 & 2 Bikeability for primary pupils and Level 3 for secondary pupils, with over 900 trained each year
  - Better information services (e.g. road safety and security campaigns)

## **1 DETAILS OF RECOMMENDATION(S)**

**RECOMMENDATION:** That Cabinet notes the report and:

- i) Adopts and approves the Cycling Action Plan for publication.**

## **2 REASONS FOR RECOMMENDATION AND OPTIONS CONSIDERED**

2.1 Cycling delivers numerous benefits for both individuals and communities:

- It is a sustainable form of transport with zero emissions.
- Local journeys can often be faster by bike than by car during the rush hour.
- It helps to reduce congestion – a single traffic lane can accommodate 14,000 cyclists per hour vs around 2,000 people in mixed traffic.
- It is space efficient - a single car parking space accommodates up to 8 bikes.
- As an active form of travel, it has numerous health benefits such as: weight management; reduced instances of heart disease, diabetes and cancer; and improved mental health. It has been estimated that increasing cycling levels to Dutch / Danish levels could save the NHS £17 billion over 20 years.
- Cyclists visit local shops more often and spend more over time than people who use other transport modes.

2.2 According to the 2011 Census, over half (55.2%) of borough residents have a commuting distance of less than 10km, while over a third (36.1%) commute less than 5km (3 miles). Many of these journeys could readily be made by bike. However, the Census shows that less than 3% of residents cycle to work. This suggests that there is significant potential to achieve a shift from car-based travel to cycling providing that a safe, continuous and high-quality cycle network can be achieved, supported by suitable cycle parking and other ancillary facilities.

2.3 The council has developed a comprehensive Cycling Action Plan (see Appendix 2) with input from the Cycle Forum, local ward members, parish councils, and local neighbourhood plan groups. This sets out an ambitious programme for investing in cycling over a 10-year period. It includes new routes connecting residents to key destinations across all parts of the borough, with more parking facilities and a range of supporting measures.

2.4 Previously, investment in cycling facilities has been undertaken in a largely ad hoc manner, responding to road traffic casualty data and requests from the Cycle Forum or members of the public. Adopting this Action Plan will ensure a more coherent and consistent approach to providing for cycling. It will ensure that resources are allocated more effectively by enabling better evaluation and prioritisation of schemes. It will lead to improved coordination of activities across council departments by having shared aims and objectives. It will also support bids to external funding bodies such as Thames Valley Berkshire Local Enterprise Partnership (LEP), the Department for Transport (DfT) and Sports England.

2.5 The Council has already been successful in securing funding for cycling schemes and initiatives through Local Growth Deal bids and developer contributions. Examples include:

- **Maidenhead Station** – This major transport scheme includes provision for a new cycle hub with 300 parking spaces and improved cycle / pedestrian crossings between the station and town centre.
- **Maidenhead Missing Links** – A new cycle route connecting the major developments sites in the town centre with neighbouring residential areas and the rail station. It will address the severance effects of the A4 and Strand Water and will provide a safe route for cyclists across the town centre. Developer contributions towards the scheme have already been secured from The Landing and York Road developments.
- **High Street, Maidenhead** – A contra-flow cycle route has been secured for the section of High Street between St Ives Road and Bridge Avenue as part of the Chapel Arches development. This will improve connections between the town centre and Riverside area of Maidenhead.

2.6 The Cycling Action Plan will support and align with planning policy to strengthen the ability to secure and deliver cycling improvements through development.

2.7 A range of options have been considered in Table 1 below:

**Table 1: Options**

<b>Option</b>	<b>Comments</b>
<p>Not to adopt the Cycling Action Plan.</p> <p>Not recommended</p>	<p>If the Cycling Action Plan is not formally adopted, then expenditure on cycling cannot be properly prioritised and coordinated.</p> <p>Also, the Cycling Action Plan would not be a material consideration that could be used to secure developer contributions towards cycling infrastructure.</p> <p>Furthermore, it would weaken the Council's position when seeking central government funding for cycling schemes and initiatives.</p>
<p>Adopt the Cycling Action Plan.</p> <p><b>The recommended option</b></p>	<p>This option would allow cycling expenditure to be properly prioritised and coordinated.</p> <p>The Cycling Action Plan could be used to secure developer contributions and government funding for cycling.</p> <p>It would ensure the ongoing support of the Cycle Forum and key delivery partners. Delivery of the Cycling Action Plan would help to improve residents' satisfaction with local cycle facilities.</p>

### 3 KEY IMPLICATIONS

3.1 Key Implications of the recommendations are set out in Table 2. These reflect the SMART objectives set out in the Cycling Action Plan. Interim targets have

been set for 2022. The intention is to review targets at this point and set final targets for 2027.

**Table 2: Key implications**

<b>Outcome</b>	<b>Unmet</b>	<b>Met</b>	<b>Exceeded</b>	<b>Significantly Exceeded</b>	<b>Date of delivery</b>
To increase cycling trips as measured by the annual cordon counts in Windsor & Maidenhead town centres	Cycling trips increase by less than 20% (2017 baseline: Maidenhead = 1,225 trips, Windsor = 2,280 trips)	Cycling trips increase by at least 20%	Cycling trips increase by 21-25%	Cycling trips increase by more than 25%	31 October 2022
To reduce the number of reported cyclist casualties	Cyclist casualties reduce by less than 20% (2016 baseline: Killed = 0, Serious = 12, Slight = 55)	Cyclist casualties reduce by at least 20%	Cyclist casualties reduce by 21-25%	Cyclist casualties reduce by more than 25%	31 October 2022
To increase residents' satisfaction with cycle routes and facilities as measured by the NHT Benchmarking Survey	Less than 60% of residents are satisfied or very satisfied (2017 baseline: 47%)	At least 60% of residents are satisfied or very satisfied	61-65% of residents are satisfied or very satisfied	More than 65% of residents are satisfied or very satisfied	31 October 2022

## **4 FINANCIAL DETAILS / VALUE FOR MONEY**

4.1 There are no direct financial implications as an outcome of this report. However, there is a commitment to deliver the action plan.

4.2 In 2018/19 direct investment through Royal Borough capital schemes was £125,000 – schemes delivered / in progress included:

- A4 Bath Road / Westborough Road, Maidenhead – refuge island
- Albany Road, Old Windsor – cycle contra-flow
- Churchmead School, Datchet – cycle parking
- Cox Green School, Maidenhead – toucan crossing
- Eton Wick Road – cycle access and signage improvement
- Eton Wick Village Centre – cycle parking
- Horseguards Drive, Maidenhead – adoption of private road and minor works
- St Edwards First School, Old Windsor – cycle parking
- Thames Street, Windsor – cycle parking

- West Windsor to Windsor Town Centre – wayfinding and minor works
- 4.3 In addition, £5.992m external funding has been secured through the Thames Valley LEP for Maidenhead Station Improvements and the ‘Maidenhead Missing Links’ project, which will deliver improved cycle routes and cycle parking.
- 4.4 Annual revenue funding of approximately £40,000 is also in place to deliver ‘Bikeability Training’ and road safety education and publicity.

## 5 LEGAL IMPLICATIONS

- 5.1 The Royal Borough is the local Highway Authority as defined in the Highways Act 1980. As such, the council can carry out, in relation to a highway maintainable at the public expense by them, work for the improvement of that highway, including provision for cyclists.
- 5.2 Other primary legislation, such as the Cycle Tracks Act 1984 may be used to create new cycle tracks away from the public highway.
- 5.3 Any cycling infrastructure will be designed in accordance with the Traffic Signs Regulations and General Directions 2016 and will reference the latest design guidance.

## 6 RISK MANAGEMENT

- 6.1 Key risks associated with the recommendation are shown in Table 4 below:

**Table 4: Impact of risk and mitigation**

<b>Risks Uncontrolled</b>	<b>Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
Construction cost inflation restricts the council's ability to deliver cycling schemes within the available budgets.	Medium	Term contracts give greater certainty over costs	Low
Utility diversion / protection costs restricts the council's ability to deliver cycling schemes within the available budgets.	Medium	Undertake initial NRSWA searches to understand what utilities are affected and seek accurate cost estimates for utility diversion / protection works.	Low
Compulsory purchase of private land could make some schemes unaffordable or	High	Engage landowners at an early stage and seek to work in partnership where possible	Medium

<b>Risks Uncontrolled</b>	<b>Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
lead to delays			

## **7 POTENTIAL IMPACTS**

- 7.1 An Equalities Impact Assessment has been carried out for the action plan and is available on the website [\(link\)](#).

## **8 CONSULTATION**

- 8.1 The action plan was prepared with input from the Cycle Forum, Neighbourhood Plan Groups and others.
- 8.2 The draft plan was published on the council's website and was subject to public consultation in November 2016. A total of 97 responses were received and were reported to Highways, Transport and Environment Overview and Scrutiny Panel on 21 September 2017.
- 8.3 The Deputy Leader and Lead Member for Highways and Transport requested that a Task and Finish Group be established to review the Cycling Action Plan. This was endorsed at the meeting of Highways, Transport and Environment Overview and Scrutiny Panel on 21 September 2017. The Panel offered to open membership of the Task and Finish Group to residents and members of the Cycle Forum. A number of changes have been incorporated at the request of the Task and Finish Group. The revised document was presented to Overview and Scrutiny Panel on 17 May 2018.

## **9 TIMETABLE FOR IMPLEMENTATION**

- 9.1 The action plan will be implemented over the period to 2027/28. Targets will be reviewed after 5 years.

## **10 APPENDICES**

- 10.1 The appendices to the report are as follows:

- Appendix 1 – Cycling Investment Impact Summary
- Appendix 2 – Cycling Action Plan
- Appendix 3 – Maidenhead Station Scheme
- Appendix 4 – Maidenhead Missing Links Scheme
- Appendix 5 – Equalities Impact Assessment

## **11 BACKGROUND DOCUMENTS**

- 11.1 The following background documents are relevant to this report:

- Cycle Forum papers, 31 March 2015
- Cycle Forum papers, 15 July 2015
- Cycle Forum papers, 11 July 2016
- Cycle Forum papers, 05 October 2016
- Local Access Forum papers, 08 November 2016
- Access Advisory Forum papers, 12 December 2016
- Cycle Forum papers, 24 January 2017



- Highways, Transport & Environment Overview & Scrutiny Panel, 21 September 2017
- Cycle Forum Papers, 24 January 2018
- Highways, Transport & Environment Overview & Scrutiny Panel, 17 May 2018

## 12 CONSULTATION (MANDATORY)

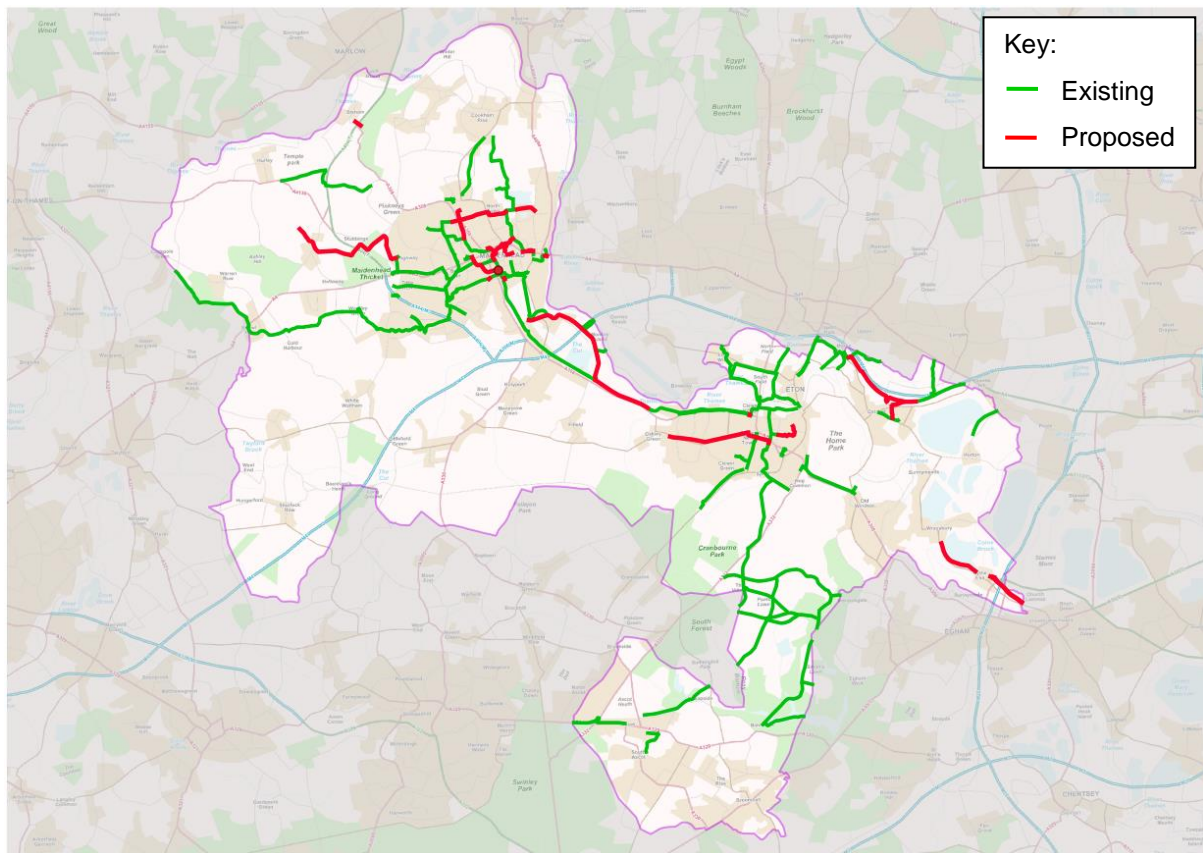
Name of consultee	Post held	Date issued for comment	Date returned with comments
Cllr Bicknell	Deputy Leader and Lead Member for Highways and Transport	02/01/19 16/01/19	04/01/19 16/01/19
Russell O'Keefe	Acting Managing Director	02/01/19	
Andy Jeffs	Executive Director	02/01/19	03/01/19
Rob Stubbs	Section 151 Officer	02/01/19	10/01/19 (via Stuart Taylor)
Hilary Hall	Deputy Director Strategy and Commissioning	02/01/19	21/12/18
Nikki Craig	Head of HR and Corporate Projects	02/01/19	04/01/19
Louisa Dean	Communications	02/01/19	
Kevin McDaniel	Director of Children's Services	02/01/19	02/01/19
Angela Morris	Optalis Director	02/01/19	02/01/19

## REPORT HISTORY

<b>Decision type:</b> Non-key decision	<b>Urgency item?</b> No	<b>To Follow item?</b> No
Report Author: Gordon Oliver, Principal Transport Planner, 0330 0088 447		

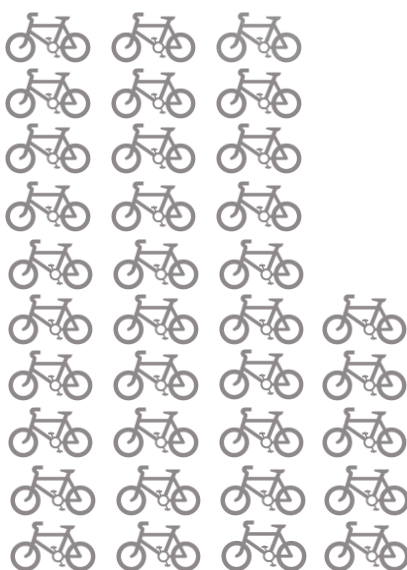
## APPENDIX 1 – CYCLING INVESTMENT IMPACT SUMMARY

The Cycling Action Plan identifies a programme of over £5 million of high priority schemes, which will be the focus for delivery in the first 5 years of the plan. The map below shows how these schemes will transform the local cycling network.<sup>1</sup>



These schemes will help us to meeting challenging targets over the first 5 years:

### a) Increasing the number of cycling trips by 20%



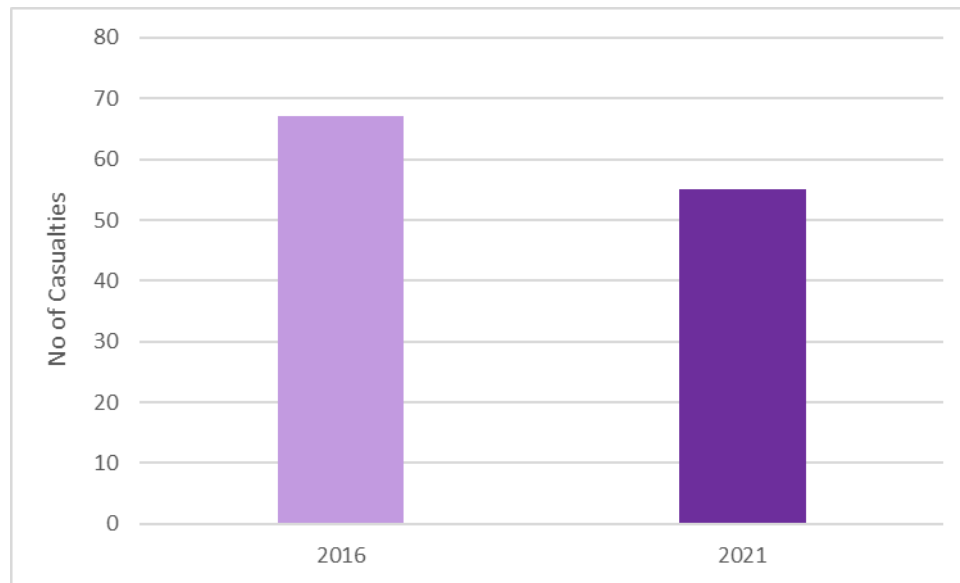
2017 = 3,505 trips



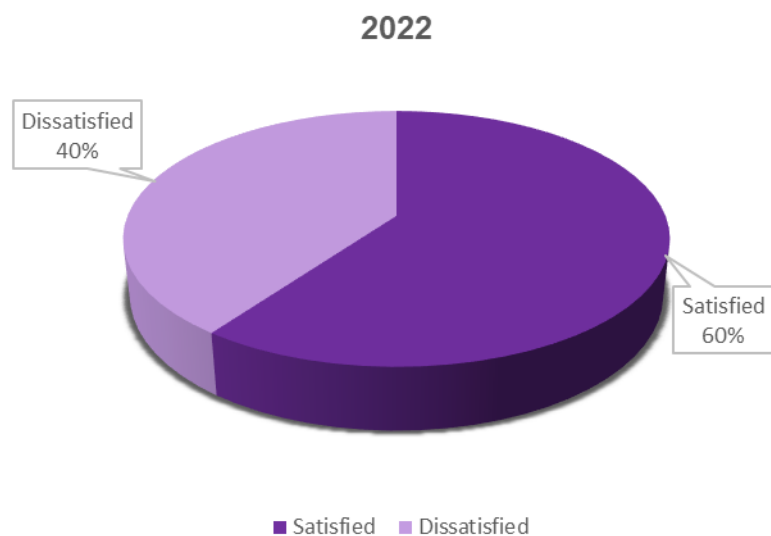
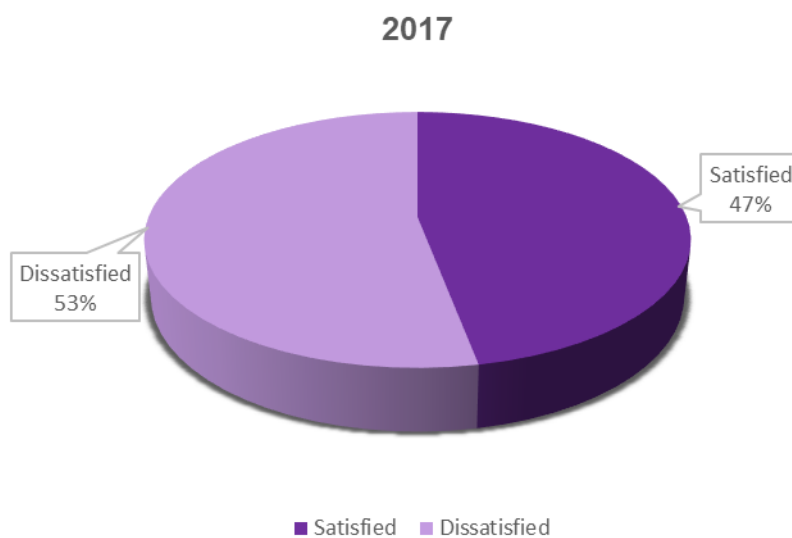
2022 = 4,206 trips

<sup>1</sup> Scheme delivery subject to funding availability and timescales for new development coming forward.

**b) Reducing the number of cyclist killed or injured on our roads by 20%<sup>2</sup>**



**c) Increasing resident satisfaction with cycle routes and facilities to 60%**



<sup>2</sup> Note that road safety casualties are reported a year in arrears.

## **APPENDIX 2 – CYCLING ACTION PLAN**

## APPENDIX 3 – MAIDENHEAD STATION SCHEME

(Visualisation to follow)

## APPENDIX 4 – MAIDENHEAD MISSING LINKS SCHEME

(Visualisation to follow)



# Cycling Action Plan

## 2018-2028

[www.rbwm.gov.uk](http://www.rbwm.gov.uk)



Highways & Transport Unit  
Royal Borough of Windsor & Maidenhead  
Town Hall  
St Ives Road  
Maidenhead  
SL6 1RF





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# 1. Introduction

1.1 The benefits of cycling are numerous and well documented and show that even a relatively modest shift from car to cycling for local journeys can potentially deliver benefits in the following areas:

- Traffic congestion
- Air quality
- Traffic noise
- Health and fitness
- Employee absenteeism
- Economic growth

1.2 This action plan identifies our priorities for capital and revenue investment in cycling for the period 2018/19 to 2027/28, in order that more of our residents, commuters and visitors will be encouraged and enabled to choose cycling as an everyday form of transport, as well as for leisure and fitness.

1.3 A key focus of the action plan is connecting residential areas to destinations, such as town centres, local centres, employment sites, and education facilities. We will achieve this by providing a network of safe, convenient, connected and legible cycle routes and by improving road conditions so they are safer for cyclists and encourage cycling. The action plan also recognises the need to coordinate with neighbouring authorities to better cater for cross-boundary journeys.

1.4 If we are to encourage more cycling trips, it is also important to ensure that there is sufficient secure cycle parking at destinations. This action plan addresses the requirement to have high quality cycle parking at existing destinations, as well as being integrated into new developments.

1.5 In addition to catering for local journeys, this action plan seeks to better integrate cycling with other forms of transport (particularly rail), so it can play a vital part in catering for longer distance travel to create seamless end-to-end journeys.

1.6 In order to bring about a culture of cycling within the Royal Borough, improvements to infrastructure must be supported by a programme of information, training, appropriate support and adequate funding. This will ensure that people have the knowledge, skills and confidence to be able to make the switch to travelling by bike.

1.7 Lastly we recognise that we cannot achieve all of this alone, and we must therefore work closely with our partners in the public, private and voluntary sectors. Together, we will develop and deliver a series of Action Plans in order to deliver a sustained and effectively targeted programme of investment in cycling.

## **2. Guiding Principles**

2.1 This action plan has been developed around the following guiding principles:

### **Residents First**

- Design cycling schemes that cater for all cyclists regardless of age, gender or ability.
- Integrate cycling with other forms of transport to improve interchange and provide seamless end-to-end journeys to, from and within the Royal Borough.
- Regularly consult residents and other local stakeholders to ensure that provision for cycling is fit for purpose and meet the needs of local users.

### **Value for Money**

- Appraise schemes and prioritise those that are likely to have the greatest benefits for cyclists.
- Identify opportunities to pool budgets where this would deliver additional benefits for cyclists.
- Ensure that the needs of cyclists are incorporated into other highway scheme designs and new development.
- Maximise third party investment in cycling (e.g. developer contributions, Growth Deal funding and Department for Transport grants).

### **Equipping ourselves for the future**

- Arrange training for officers who are involved in delivering the Cycling Action Plan, so they are familiar with relevant guidance, design standards and legislation.
- Actively seek out and learn from best practice in the UK and abroad.
- Make appropriate and effective use of technology when designing and implementing cycling solutions.

### **Partnership Working**

- Work with local residents, schools, businesses, neighbourhood plan groups, parish councils and local ward members to identify cycling schemes.
- Identify opportunities to work jointly with other Council service areas, such as Public Health and Leisure in order to deliver shared priorities.
- Work with the Thames Valley Berkshire Local Enterprise Partnership (LEP) and neighbouring authorities to deliver cross-boundary cycling schemes and initiatives.
- Work closely with other organisations, such as Crown Estate, Network Rail, public transport operators, Thames Valley Police, developers, and third sector groups to coordinate activities and resources and thus maximise the benefits for cycling.

### 3. Strategic Framework

3.1 This action plan should be considered in the context of a wider strategic framework

#### **National:**

##### Door to Door: A action plan for improving sustainable transport integration

3.2 Published in 2013, 'Door-to-Door' describes the government's vision for integrated sustainable journeys. It focuses on a number of key areas that need to be addressed so that people can be confident in choosing greener forms of transport. These include *"regular and straightforward connections at all stages of the journey and between different modes of transport"*.

##### Infrastructure Act

3.3 The Infrastructure Act (2015) places a statutory duty on the Secretary of State for Transport to prepare a Cycling and Walking Investment Action plan for England. This must specify:

- (a) Objectives to be achieved during the period to which it relates, and
- (b) The financial resources to be made available by the Secretary of State for the purpose of achieving those objectives.

3.4 The Cycling and Walking Investment Strategy was published in April 2017. This outlines the government's ambition to make cycling and walking a natural choice for shorter journeys or as part of longer journeys by 2040. It sets targets that Government will work towards in the shorter term, it details the financial resources that will be made available for walking and cycling, and It includes a number of key performance indicators that will be used to track performance at the national level. It also sets out the governance arrangements that will be put in place and outlines actions that Government has already taken, as well as planned future actions.

#### **Regional:**

3.5 The Thames Valley Berkshire Local Enterprise Partnership (LEP) includes representatives from business and the six local authorities in Berkshire. It contributes to the economic growth of the area through the implementation of a Strategic Economic Plan. Covering the period 2015/16 – 2020/21, this contains policies and proposals relating to:

- Enterprise and Innovation
- Employment and Skills
- International
- Infrastructure

3.6 The LEP provides funding for major transport schemes (typically £5 million or more), such as park and ride, mass-rapid transit schemes, and road and rail infrastructure improvements, particularly where these support and enable new residential or commercial development, or where they address deficiencies in the existing transport network. It also

contributes to investment in packages of local transport measures, including walking and cycling schemes, particularly where these cross local authority boundaries. All schemes must be supported by a webTAG compliant business case that demonstrates high value for money with a benefit to cost ratio of two or more.

#### **Local:**

3.7 The Cycling Action Plan is nested within a suite of local transport and planning documents:

#### Local Transport Plan (2012-2026)

3.8 The Local Transport Plan (LTP) adopts an evidence based approach to transport planning and sets out high level policies for all aspects of local highways and transport provision within the borough, including walking and cycling.

3.9 In broad terms, the LTP aims to:

- Improve access to local services and facilities
- Improve road safety and personal security
- Support economic growth
- Improve quality of life and minimise the negative impacts of transport
- Tackle climate change.

3.10 The LTP provides an overarching set of policies within which more detailed plans and strategies can be prepared, such as the Cycling Action plan. These include policies for:

- Walking and cycling networks
- Provision of secure cycle parking
- Public rights of way
- Transport interchange
- Travel information
- Access
- Road safety education, enforcement and engineering
- Smarter choices programmes (designed to promote sustainable travel behaviours)
- Network management
- New development
- Health (including promotion of active travel modes)

3.11 Each year, the Council publishes details of its LTP capital programmes for the coming financial year together with indicative programmes for the following two years. Planned expenditure is broken down by themes, such as: Cycling; Safer Routes to School; Footways; Public Rights of Way, etc.

#### The Borough Local Plan

3.12 When adopted, the Borough Local Plan (BLP) will set out a vision and framework for future development in the period to 2033, addressing local needs and opportunities in relation to housing, the economy, community facilities and infrastructure, as well as

providing a basis for safeguarding the environment, adapting to climate change and securing good design.

3.13 It will also provide a critical tool (together with local Neighbourhood Plans) to guide decisions about individual development proposals. Representations were invited on the submission version between Friday 30 June and Wednesday 27 September 2017. The Council submitted the Proposed Submission BLP and supporting documents to the Secretary of State on 31 January 2018.

3.14 Like the Local Transport Plan, it provides an overarching policy document within which more detailed plans and strategies can be prepared. These will address issues such as travel plans and requirements for provision of cycle parking, showers and changing facilities for cyclists.

3.15 A key supporting document for the BLP is the Infrastructure Delivery Plan (IDP). The primary purpose of the IDP is to identify the infrastructure considered necessary to enable the development proposed in the BLP and to outline how and when this will be delivered.

3.16 The IDP is also an infrastructure planning tool which can be used as a framework to guide decision-making on infrastructure delivery, including the future allocation of funds from the Community Infrastructure Levy. The IDP provides a strategic overview of how and when key infrastructure will be required, highlighting schemes that may be required to unlock development, and providing the basis for supporting the delivery and implementation of the BLP. Cycling schemes are included within the IDP, which has been informed by the work undertaken in the preparation of the Cycling Action Plan.

3.17 As part of the planning process, developers will be required provide cycling infrastructure as an integral part of their developments and to link their development to key local destinations. The Council will ensure that the needs of cyclists are considered in development master planning.

#### Maidenhead Town Centre Area Action Plan

3.18 Adopted in September 2011, the Maidenhead Town Centre Area Action Plan (AAP) is a daughter document of the Borough Local Plan. It seeks to rejuvenate Maidenhead town centre and the surrounding area and sets out to deliver attractive streets and places, new shops, homes and business and leisure opportunities.

3.19 The AAP aims to create a sense of place, a destination for shoppers, residents, businesses or visitors. This involves exploring opportunities for new buildings, streets and spaces, for improved shopping facilities and attracting new businesses, for creating new homes and providing social and cultural attractions, as well as further improving the town's accessibility. The approach encapsulates the following themes:

- Place making
- Economy
- People
- Movement

3.20 The document seeks to improve accessibility to the town centre, with a specific focus on creating a safe and comfortable environment for pedestrians and cyclists as well as improving access by public transport.

### Neighbourhood Plans

3.21 The Localism Act introduces statutory neighbourhood planning in England. It enables communities to draw up a neighbourhood plan for their area and is intended to give communities a greater say in the development of their local area. There are 11 designated Neighbourhood Plan areas within the Royal Borough. Of these, the following have been completed:

- Ascot Sunninghill and Sunningdale
- Hurley and the Walthams

3.22 Most development will individually or cumulatively have an impact on transport and travel patterns and so good planning of transport is of paramount importance. Therefore, it is essential to work with developers to ensure that the impacts of development on the transport network are fully considered for new sites or re-development of existing sites. Appropriate levels of financial contributions can then be sought from the developers towards the capital and ongoing maintenance costs of on and off-site transport infrastructure and services considered necessary to mitigate the impact of their development on the transport network.

3.23 Communities will always have concerns about transport, but Neighbourhood Plans can allay these concerns by setting out realistic solutions to existing local issues which, in turn, would help to facilitate the delivery of future investment in the Plan area. Also, measures that encourage modal shift to cycling and walking contribute to economic growth by tackling congestion and environmental improvements through reductions in exhaust emissions.

3.24 Neighbourhood plans can contain policies to address key transport issues, such as:

- Facilitating provision of traffic calming and 20 mph speed limits
- Encouraging the provision of transport hubs and interchange between travel modes
- Identifying safe routes for walking and cycling

3.25 The Neighbourhood Plan Groups have been engaged to ensure that any cycling issues are identified and considered as part of the Cycling Action Plan.

### Parking Strategy

3.26 The Council is in the process of updating its Parking Strategy, which will also be a daughter document to the Borough Local Plan. This will include a review of parking standards to be applied to all new developments in the Royal Borough. It will also include a comprehensive set of guidelines for the provision of cycle parking, which will consider aspects such as:



- Location
- Design
- Dimensions
- Layout
- Access
- Capacity
- Management arrangements

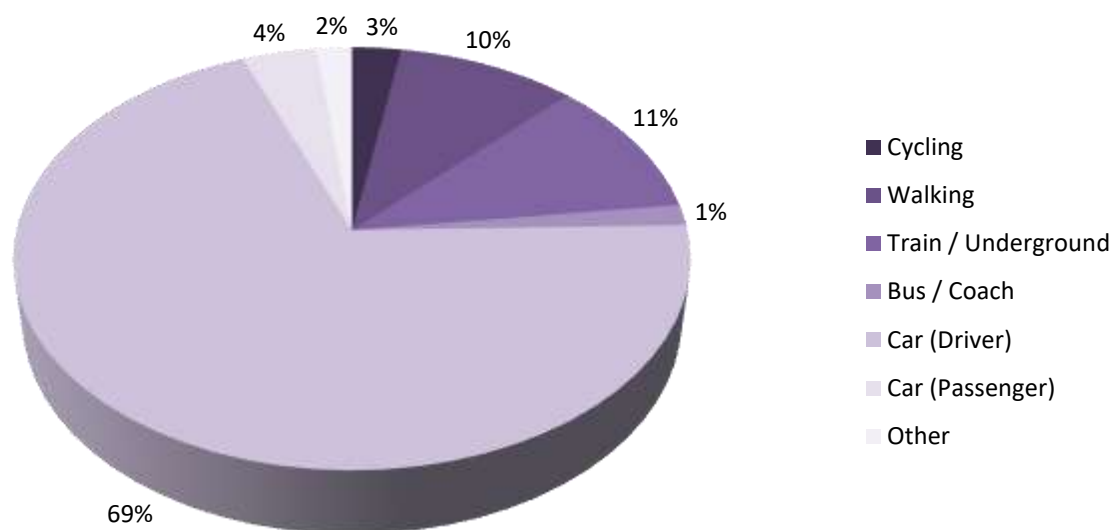
## 4. The Current Situation

### Travel Patterns

4.1 In 2014/15, the Active People Survey showed that 14.6% of Royal Borough residents indicated that they cycle at least once a month, with 9.2% cycling at least once a week. This includes cycling for all journey purposes, including leisure and fitness, as well as for travel to work and education. This is broadly similar to the UK average, but slightly lower than the South East average and lower than most of the other Berkshire authorities.

4.2 According to the 2011 Census, over half (55.2%) of borough residents have a commuting distance of less than 10km, while over a third (36.1%) commute less than 5km (3 miles). Many of these journeys could readily be made by bike. However, the 2011 Census shows that cycling accounts for less than 3% of all journeys to work by Royal Borough residents (excluding those who work mainly at / from home), while walking accounts for less than 10% of commuting journeys. This suggests that there is significant potential to achieve a modal shift from car to walking and cycling for local commuting journeys.

**Fig. 4.1: Mode of travel to work for borough residents (based on 2011 Census)**

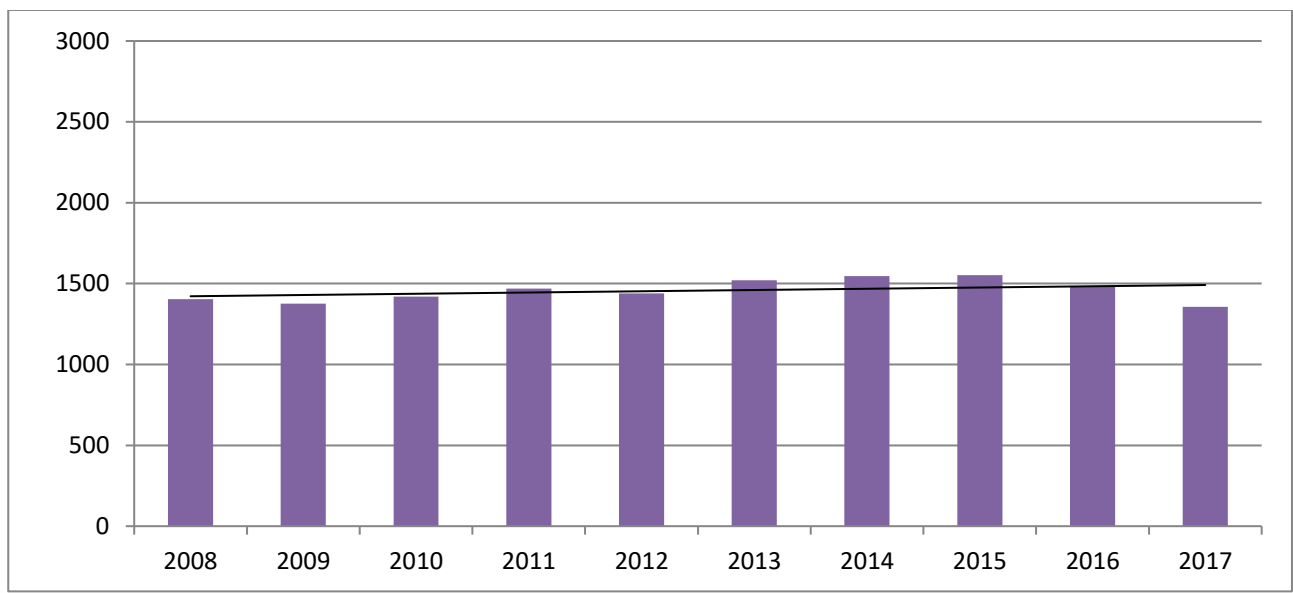


4.3 The number of cycling trips are measured through annual snapshot surveys of all access points around Maidenhead and Windsor town centres, which are the main cycling destinations within the borough. Figures 4.2 and 4.3 show the results from the last 10 years. There is inevitably some year-on-year variation in the figures, so three year rolling averages are used to counteract this and highlight any significant trends in the data. While there has been a gradual upward trend in cycling levels in Windsor, there has been very little growth in Maidenhead and the most recent data suggests that numbers have peaked and are now in decline. (It should be noted that the 2013 count in Windsor was affected by adverse weather.)

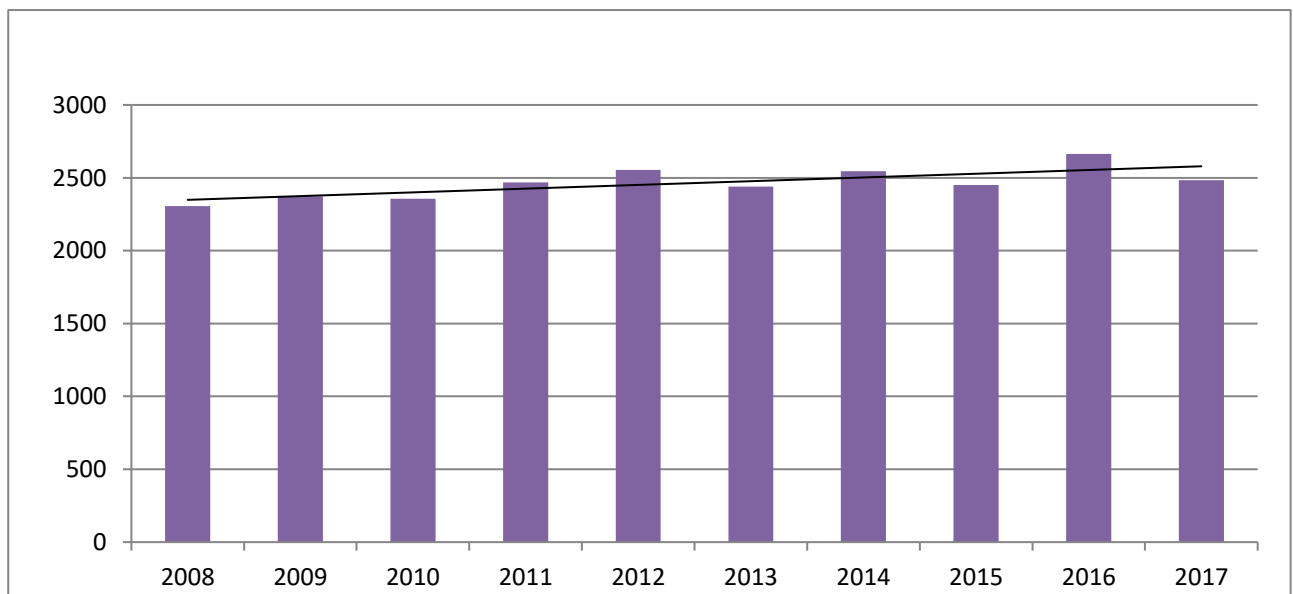
4.4 Despite Windsor being the smaller town, cycling levels are nearly double those observed in Maidenhead. This suggests that cycling levels in Maidenhead are being suppressed and that there is potential to significantly increase cycling activity here.

4.5 Around one sixth of cyclists recorded in the snapshot surveys are female, which is significantly lower than the UK average of 29%<sup>1</sup>, suggesting that there may be particular opportunities around encouraging more women to cycle. Evidence from various international studies shows that women place a higher value on safe cycling infrastructure than men, and in Denmark, where there has been sustained investment in cycling infrastructure, women account for 55% of all cyclists<sup>2</sup>.

**Figure 4.2: Cycling trips to and from Maidenhead**



**Figure 4.3: Cycling trips to and from Windsor**



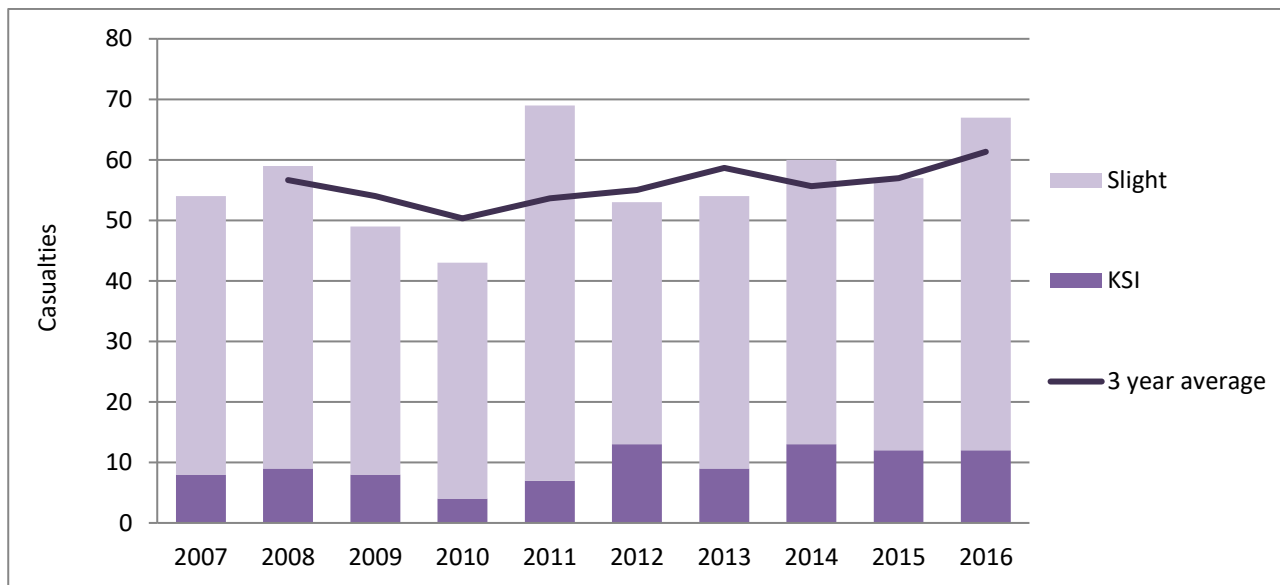
<sup>1</sup> National Travel Survey, Mode use, 2005 - 2015: A View Into a Travel Week, DfT

<sup>2</sup> Pucher, J. and Buehler, R, 'Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany', Transport Reviews, 28:4, 495-528, DOI:10.1080/01441640701806612

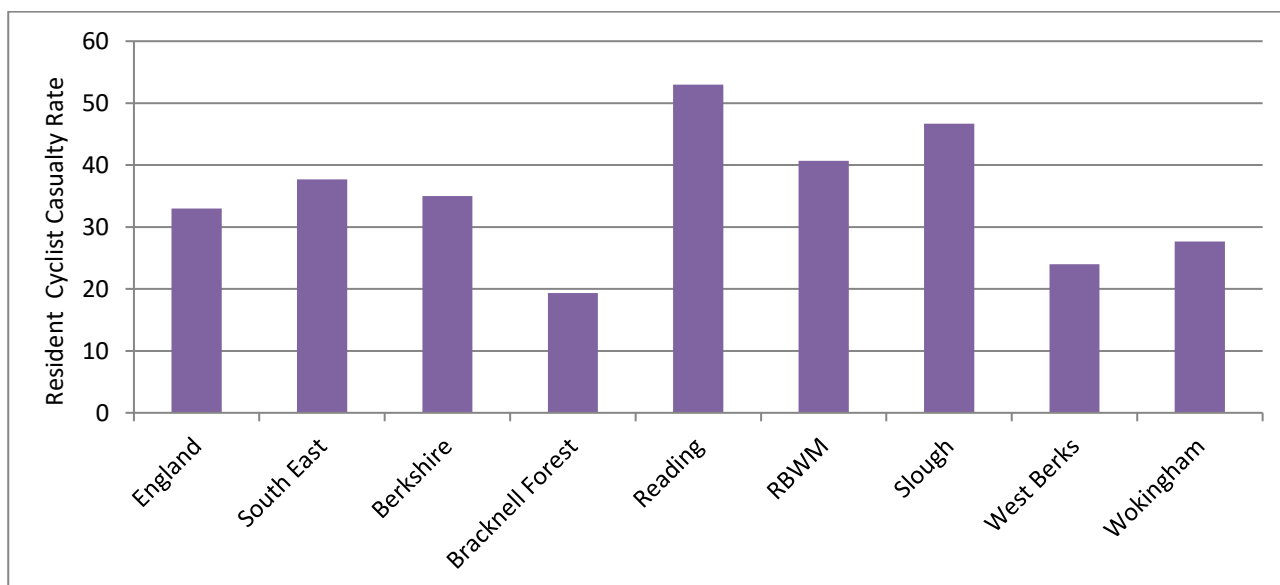
## Road Safety

4.6 Figure 4.4 shows the overall number of cyclists killed or seriously injured on the borough's roads for the last 10 years. In 2016, 12 cyclists were seriously injured and 55 were slightly injured. There is inevitably some year-on-year variation in the figures, so three year rolling averages are used to counteract this and highlight any significant trends in the data. The data shows that there is currently an upward trend in the number of cyclist casualties.

**Figure 4.4: Pedal cyclist casualties on roads in the Royal Borough**



**Figure 4.5: Average resident cyclist casualties per 100,000 population rate (2014-16)**



4.7 Figure 4.5 shows average pedal cyclist casualty rates for Royal Borough residents over the period 2014 to 2016. Equivalent statistics are provided for the other Berkshire local authorities, the South East region and England as comparisons. Windsor and Maidenhead's resident cyclist casualty rate is 24% higher than the national average, 8% higher than the South East of England rate and 17% higher than the overall Berkshire rate.

4.8 Between 2012 and 2016, 63% of resident cyclist casualties resulted from collisions on Windsor and Maidenhead's roads. For residents involved in collisions outside the borough, 8% were injured in Surrey, 7% in Buckinghamshire, 6% in Slough and 5% elsewhere in Berkshire. This highlights the need for cross-boundary cycle routes and for close working with neighbouring local authorities.

4.9 Further analysis of crashes resulting in cyclist casualties shows that:

- 41% occur during weekday commuting times (6 – 9 am and 4 – 7pm)
- 83% happen during daylight hours
- nearly two thirds happen at junctions, particularly cross-roads and roundabouts.

4.10 Cyclists were found to be 'at fault' in just 29% of crashes, with drivers failing to look properly being the main reason for collisions. Also, anecdotal evidence suggests that 'motorists failing to give cyclists enough room when overtaking' is a common safety concern amongst local cyclists.

4.11 Cyclists entering the carriageway from the pavement and poor visibility when cycling at night were amongst the most common causation factors for collisions where the cyclists was 'at fault'.

#### Public Satisfaction / Benchmarking

4.12 The Royal Borough takes part in the annual NHT Benchmarking Survey<sup>3</sup>, which asks residents for their views on a wide range of highways and transport services, including various aspects of cycling provision. The results from the 2017 survey show that 47% of residents are satisfied with cycle routes and facilities in general.

4.13 A detailed breakdown of residents' satisfaction with various aspects of cycling facilities is provided below, together with average satisfaction scores for participating unitary authorities. The survey results show that satisfaction levels in the Royal Borough are lower than average for all cycling aspects, with the largest satisfaction differential relating to the provision and location of cycle routes.

**Table 4.1: 2017 Cycling benchmarking indicators - comparison with unitary LAs**

<b>Benchmarking</b>	<b>Satisfaction Score</b>	<b>Peer Average</b>	<b>Difference</b>
Provision of cycle routes where needed	43	54	-11
Location of cycle routes / lanes	45	54	-9
Condition of cycle routes	52	57	-5
Cycle crossing facilities at junctions	49	54	-5
Cycle parking	48	50	-3
Direction signing for cycle routes	51	55	-4
Cycle route information (e.g. maps)	45	50	-5

<sup>3</sup> <http://nhtsurvey.econtrack.com/>

## 5. Vision, Aims and Objectives

5.1 The following vision statement was developed through consultation with local stakeholders and with reference to the emerging neighbourhood plans:

***“There will be an established cycling culture within the Royal Borough where cycling is seen as a safe, attractive, healthy and normal form of everyday transport for residents, employees and visitors.”***

5.2 The aims of the action plan set out what we need to achieve in order to realise the vision and can be summarised as follows:

- To deliver a safe, direct, convenient, coherent and connected cycle route network
- To improve integration between cycling and other forms of transport
- To ensure that cycling provision is an integral part of the design of new development and is not considered as an afterthought
- To ensure that cycling facilities are designed and built in accordance with (and where appropriate exceed) standards specified in national guidance and best practice
- To improve local health outcomes for residents by increasing cycling activity levels
- To establish monitoring and evaluation mechanisms that will measure the impact of local cycling investment

5.3 A series of SMART (Specific, Measurable, Achievable, Relevant and Time-bound) objectives have been set. Achievement of these objectives will provide a clear indication as to whether the action plan has been successful:

- To achieve a 20% increase in cycling trips between 2017 and 2022, and a 50% increase by 2027
- To reduce cyclist casualties by 20% between 2016 and 2021
- To increase resident satisfaction score for cycle routes and facilities from a baseline of 47% in 2017 to 60% by 2022

## 6. Action Plan

### Cycle Routes

6.1 Fears over safety are a major barrier to getting more people cycling. People need to perceive that it is safe to cycle, either because traffic volumes and speeds are low, or because there is dedicated space for cycling that minimises conflict with other road users.

6.2 Cycle route networks need to be designed so they are: safe, continuous, direct, attractive and comfortable. Routes should be capable of meeting the needs of all cyclists from novices or families with young children through to confident commuter and sports cyclists.

6.3 We will:

- Review the current cycle route networks to identify gaps, taking account of current and predicted journey patterns and travel behaviour.
- Develop a network of routes that are suitable for cycling and which connect residential areas to key destinations, such as:
  - Transport interchanges
  - Town and village centres
  - Shops / supermarkets
  - Employment
  - Schools / colleges
  - Healthcare services
  - Leisure facilities
  - Visitor attractions
- Give cyclists priority over side-roads and private accesses where it is safe to do so.
- Where possible, design facilities to meet or exceed standards set out in national cycling design guidance, taking account of emerging best practice.
- Improve road traffic and surface conditions for cyclists where there is no space for dedicated provision.
- Introduce 20 mph speed limits around schools and in other areas where there may be significant numbers of cyclists and / or pedestrians.
- Ensure that provision of new cycle routes is an integral part of new developments.
- Ensure that provision for cyclists is incorporated in the Borough Local Plan and associated documents such as the Infrastructure Delivery Plan.
- Review and develop maintenance regimes to better consider the needs of cyclists, particularly in relation to carriageway levels around drainage gulleys and access covers and at road humps.
- Link to and enhance the public rights of way network where appropriate.
- Work with private landowners to secure new and improved routes where these cannot be delivered within the confines of the public highway or public rights of way networks.
- Work in partnership to develop multi-user routes (wide surfaced paths designed for pedestrians, cyclists and horse riders) and create links to fill gaps in the network.

- Work with neighbouring authorities to secure cross-boundary routes.

6.4 We have engaged with the Cycle Forum and Neighbourhood Plan Groups to identify potential improvements to the cycle route network. Proposed schemes are shown in Appendices 1-10.



## Wayfinding

6.5 Wayfinding provides information to help cyclists navigate to their destination, making use of signs, road markings, maps and other environmental signals, as well as electronic devices such as mobile phones and satnavs.

6.6 When designing wayfinding systems, it is important to know what information is required, and to identify where and when it should be provided. Wayfinding should be designed around the needs of the intended user. For example, a commuter would generally seek the quickest, most direct cycle route, while a leisure cyclist may prefer a quieter, more scenic route.

6.7 Wayfinding should be informative, providing data about routes, destinations, terrain, distances and journey times. Wayfinding should be coherent and consistent along routes and across an area. It should also be intuitive and legible without overloading the user or resulting in unnecessary clutter. It should also be legible and understandable by all users, including those with visual, mobility and learning impairments, as well as foreign visitors.

6.8 Wayfinding systems also help to advertise the presence of cycle routes and encourage people to explore and consider making journeys by bike.

6.9 We will:

- Agree a system of wayfinding signs and road markings in consultation with local cycling groups and other stakeholders, and drawing on established best practice case studies.
- Consider branding of key routes to give them an identity and provide additional visual clues to those who are following them.
- Review and update the borough's cycle route map to ensure that it remains current and includes information that is useful and relevant to cyclists. Demand will be reviewed regularly to see whether further reprints are needed.
- Work with local cycling groups and other stakeholders to review and improve the accuracy of online cycling journey planners such as those provided by Google and CycleStreets.

## Cycle Parking

6.10 Having enough convenient and secure cycle parking at people's homes and at cycling destinations is important. Access to cycle storage should be at least as convenient as access to car parking if cycling is to be encouraged.

6.11 Inadequate or poorly designed cycle parking can lead to problems with facilities being unused and bikes being left attached to railings or other items of street furniture. This can look unsightly, cause damage to property and even obstruct pedestrian routes.

6.12 There is an ongoing issue with cycle theft in the Royal Borough, with bikes stolen from residential properties and public spaces (e.g. on-street and transport interchanges). Good quality cycle parking is key to the prevention of cycle theft and hence the promotion of cycling.

6.13 We will:

- Review existing cycle parking provision to identify locations with unmet demand.
- Provide cycle parking within town, village and district centres, at schools and at Council offices that is:
  - Accessible and easy to use
  - Safe and secure – in prominent locations with CCTV / good natural surveillance
  - Fit for purpose – providing good support and allowing multiple fixing points
  - Attractive and in keeping with agreed street furniture schemes
- Consider introducing on-street, secure bikehangars in residential streets where there is significant demand, subject to local consultation (see figure 6.1 below).
- Develop cycle parking standards and design guidance to ensure that there is sufficient capacity for new development and that facilities are designed to a high standard.
- Ensure that damaged cycle parking is replaced promptly.
- Encourage cyclists to buy high quality locks and secure their bikes properly.

**Figure 6.1: Bikehangar On-Street Cycle Store**



6.14 We have engaged with the Cycle Forum and Neighbourhood Plan Groups to identify sites where additional cycle parking is needed. Proposed schemes are shown in Appendices 1 - 10.

## Transport Interchanges

6.15 Cycling can form an integral part of longer-distance journeys. Increasing numbers of people are choosing to cycle to or from train stations, either leaving their bikes at the station, or taking folding bikes on the train. Bikes also have the potential for use as part of longer distance bus and coach journeys.

6.16 With significant growth in rail passenger numbers anticipated on the back of recent / planned investment in trains, electrification, the Elizabeth Line and the Western Rail Link to Heathrow, it is important that cycling provision at rail stations is enhanced and access routes improved.

6.17 Many station car parks are now operating at or close to capacity, while roads around stations can experience significant peak hour congestion. It is therefore important to encourage more rail passengers to travel to and from the station by more sustainable forms of transport, such as cycling.

6.18 We will:

- Review existing cycle routes and cycle parking provision to identify gaps.
- Work with partners in the rail industry to:
  - improve cycle route connectivity to / from stations
  - increase the availability of secure cycle parking at stations
  - ensure adequate on-train capacity for cycles
  - ensure that station buildings are accessible for cyclists (e.g. lifts)
  - develop bespoke station travel plans that encourage and enable sustainable travel to and from rail stations
- Provide cycle parking at bus and coach stops where there is demand

## Public Bike Share

6.19 A public bike share scheme is where bikes are made available for members of the public to hire and use. There are several different operating models including:

- Docked
- Dockless
- Lockers
- Rail station hubs

6.20 Bike share is an effective means of getting people to start cycling / cycle more often – 66% of those surveyed started to cycle or increased the amount they cycle as a result of a bike share scheme. They also effective at encouraging more women to cycle, with women accounting for 41% of bike share trips versus 25% of all cycling trips.

6.21 Bike share can replace short car trips in urban areas (23% of users previously made their most frequent journey by car) and it is often used in conjunction with public transport.

6.22 Analysis of the factors that lead to a successful bike share scheme suggests that there may be potential for a scheme in Maidenhead and / or Windsor. However, the case is not particularly strong, since populations are at the lower end of what is considered viable and the cycle route network should be improved before a scheme is introduced. There are also a number of local factors that would need to taken into account in the design and operation of any scheme, particularly security issues in Windsor.

6.23 We will:

- Defer the decision to introduce a bike share scheme until such time as critical links in the cycle network can be completed to improve access to Maidenhead and Windsor town centres and rail stations (i.e. Maidenhead Missing Links).
- Undertake a feasibility study and financial assessment including research with potential partners to gauge likely levels of interest for a local scheme.
- Liaise with Heathrow Airport and Slough Borough Council to explore possible options for a scheme that is able to accommodate cross-boundary cycling trips.

6.24 In the event that a public bike share scheme is introduced, we will:

- Seek to avoid / minimise any financial liability for on-going revenue costs and officer time associated with managing the contract. Presentations from operators of docked and dockless schemes suggest that commercial operations could be achieved in the Royal Borough.
- Ensure that any operator is CoMo (formerly BikePlus) accredited.
- Develop clear operating guidelines to be agreed with the operator in advance to ensure that local requirements are met in addition to those covered by the CoMo accreditation.
- Introduce the scheme for a trial period to evaluate its impacts.
- Seek to secure anonymised usage data from operators to help inform cycle network development.

## Working with Schools

6.25 Across the Royal Borough, the proportion of children who travel to and from school by car is significantly higher than the national average and (with a few notable exceptions) the proportion of pupils who are cycling to school is very low. This leads to increased problems with traffic congestion and contributes to the perception that roads are not safe for cycling. As traffic levels increase, so fewer parent are prepared to let their children walk or cycle to school, which simply exacerbates the situation.

6.26 Teenage years are particularly important as this is a time when attitudes to travel and physical activity become set. There is evidence to suggest that girls and boys have similar attitudes to cycling until the age of 14 at which point gender attitudes diverge and girls often stop cycling<sup>4</sup>. The reasons for this are that teenage girls tend to be more aware of body image while exercising, they are more concerned about safety issues, and they are more worried about peer attitudes to cycling. This trend is particularly pronounced at Windsor Boys and Windsor Girls Schools, which have markedly different levels of cycling to school. The trend appears to continue into adulthood with the annual cycle counts in Maidenhead and Windsor showing that male cyclists outnumber women by 5:1.

6.27 We will:

- Encourage and assist schools and colleges to develop, monitor and maintain their school travel plans, which seek to increase walking and cycling and reduce car use for travel to and from school.
- Work with schools to ensure that uniform policy and access to showers and changing facilities support cycling to school.
- Work with schools, parents and pupils to identify improvements that can be made to walking and cycling infrastructure to create 'Safer Routes to School'.
- Introduce 20 mph speed limits around schools
- Provide or enhance secure cycle parking provision at RBWM schools.\*
- Provide Level 1 and 2 Bikeability training for primary aged children and Level 3 training for secondary aged children.
- Work with colleagues in Leisure Services and Public Health, and third parties, such as British Cycling to deliver extra-curricular cycling activities such as Go Ride and Breeze with a particular focus on encouraging more girls to cycle.

*\*NB: Academies are funded directly by central government and so will not be eligible for RBWM funding for cycle parking.*

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<sup>4</sup> Goddard, T. (2013) 'Are Bicycling and Walking Cool? Adolescent Attitudes about Active Travel', Portland State University. [Available at: <https://youtu.be/6QO5dEg9u8s>]

## Working with Businesses

6.28 Less than 3% of Borough residents currently cycle to work, despite the fact that over 50% have a commuting distance of 10 km (approximately 6 miles) or less. This suggests that there is significant capacity to encourage more people to leave the car at home and commute by bike.

6.29 There are a number of potential barriers to increasing cycle commuting:

- Over 50% of the adult population do not own / have access to a bike<sup>5</sup>.
- Many adults have not cycled for years and may lack confidence.
- Cycle parking may not be available at some workplaces.
- Showers, changing facilities and storage lockers may not be available at some workplaces.

6.30 We will:

- Encourage businesses to become members of easitMAIDENHEAD<sup>6</sup>, which offers a variety of benefits, such as:
  - loan bikes
  - discounts on new bikes, cycle clothing and equipment
  - bicycle try-out sessions
- Encourage businesses to take part in the National Workplace Cycle Challenge<sup>7</sup>, which aims to get more people cycling through a targeted marketing campaign and an inter-workplace competition.
- Secure provision for cyclists through the planning system, including provision of showers, lockers and secure cycle parking at new employment sites.
- Secure Workplace Travel Plans through the planning system and encourage businesses to develop voluntary Travel Plans that promote sustainable forms of transport.
- Provide advice and support to businesses that are looking to provide cycling facilities for their staff.
- Offer cycling road show events at business parks and major employers to promote cycling and related safety messages, including the dangers of motorists passing too close to cyclists.

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<sup>5</sup> National Travel Survey 2014-2016

<sup>6</sup> <http://www.easit.org.uk/easitmaidenhead.php>

<sup>7</sup> <https://www.lovetoride.net/uk?locale=en-GB>

## Health and Wellbeing

6.31 Cycling has been shown to deliver numerous health benefits, including:

- Improving cardiovascular fitness
- Helping to reduce instances of Type 2 Diabetes
- Toning and building muscle with little impact on joints
- Boosting the metabolism and helping with weight management
- Improving mental health
- Strengthening the immune system

6.32 Research funded by British Cycling<sup>8</sup> suggests that achieving Danish levels of cycling in the UK could save the NHS £20 billion over 20 years.

6.33 The Health Profile for Windsor and Maidenhead<sup>9</sup> shows that 38.7% of adult residents are classed as being physically inactive, while 62.4% of adults are overweight or obese and 15.1% of children in year six are classified as obese. This suggests that there could be significant health benefits from encouraging more residents to take up cycling as part of active lifestyles, focusing on those who are identified to be at risk from factors associated with sedentary lifestyles.

6.34 We will:

- Support local volunteer ride leaders to deliver a programme of led bike rides.
- Work with colleagues in Leisure Services, the Berkshire Sports Partnership and local cycling clubs to deliver cycling taster sessions as part of 'Fit for Life' and Get Berkshire Active's 'Workplace Challenge'.
- Work with colleagues in Public Health and local Clinical Commissioning Groups to include cycling within GP lifestyle management referral schemes.

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<sup>8</sup> British Cycling (2014), *'Benefits of Investing in Cycling,'* Rachel Alred [Available at [https://www.britishcycling.org.uk/zuvvi/media/bc\\_files/campaigning/BENEFITS\\_OF\\_INVESTING\\_IN\\_CYCLING\\_DIGI\\_FI\\_NAL.pdf](https://www.britishcycling.org.uk/zuvvi/media/bc_files/campaigning/BENEFITS_OF_INVESTING_IN_CYCLING_DIGI_FI_NAL.pdf)]

<sup>9</sup> Public Health England (2017) *'Health Profile 2017 – Windsor and Maidenhead'* [Available at: <http://fingertipsreports.phe.org.uk/health-profiles/2017/e06000040.pdf>]



## **Recreation and Sports Cycling**

6.35 There are many existing opportunities for recreational cycling in and around the Royal Borough, including the Jubilee River, permitted routes through Windsor Great Park and paths round Dorney Lake, as well as various bridleways and byways.

6.36 The Royal Borough is served by several long-distance cycle routes including arms of the National Cycle Network and the London to Land's End Cycle Route, which is becoming popular amongst cycle tourers.

6.37 There are several charity rides and sportives that finish in / pass through the area, including Palace to Palace, London to Windsor, and London Revolution. Local roads are also used for numerous cycling time trials and triathlons. This requires careful traffic management to ensure the safety of users and to balance competing pressures on the road network.

6.38 There is also increasing demand for specialist cycling facilities within the borough, including a closed road cycling circuit and mountain bike trails, which has been identified through the Cycle Forum and evidence of illegal activity on private land.

6.39 We will:

- Enhance existing recreational cycling routes / develop new routes in order to meet local demand.
- Provide and enhance links to existing recreational cycle routes, such as the National Cycle Network, the Jubilee River and Windsor Great Park.
- Work with Sustrans, neighbouring authorities and local landowners to enhance local elements of the National Cycle Network and develop / link to new NCN routes.
- Work with partners in the visitor economy to promote sustainable tourism, including cycle touring.
- Work with local landowners to explore the potential for creating new / improved mountain bike routes in the borough.
- Work with local landowners and British Cycling to explore the potential for creating a closed cycling circuit in the borough.
- Work with local clubs wishing to run triathlons, time trials and road races on the public highway, ensuring that these are coordinated with other planned events, and that impacts on residents and other road users are minimised. We will also ensure that such events have the permission of the police.
- Work with charity bike ride / sportive organisers wishing to organise events on the public highway, ensuring that these are coordinated with other planned events, and that impacts on residents and other road users are minimised.

## **Practical Support and Training**

6.40 New or returning cyclists may need practical advice and training to address issues and concerns that they may have and to give them the confidence to be able to make everyday journeys by bike. This may include:

- Training on how to ride safely in traffic (e.g. adult Bikeability)
- Education about how to undertake basic cycle maintenance and repairs (e.g. checking brakes, inflating tyres, oiling a chain, fixing punctures, etc)
- Dr Bike sessions where cyclists can get their bike checked and adjusted, and receive advice on any repairs that are needed
- Journey planning advice to help cyclists find routes to local destinations based on their particular needs (e.g. quietest or quickest routes)

6.41 In order to be most effective, programmes should seek to engage local businesses as well as borough residents.

6.42 We will:

- Work with Maidenhead Cycle Hub, Parkwood Leisure, cycle shops and other partners to develop a training and education programme for local cyclists – this should be scalable to reflect funding availability.

## **Marketing and Communications**

6.43 Marketing and communications are vital for engaging existing and potential cyclists, understanding their needs, and informing them about schemes and initiatives that may be of interest and benefit to them.

6.44 In order to be effective the Council and its partners must engage their audiences via their preferred channels and provide information in their preferred formats. Wherever possible, content should be tailored to the needs of particular market segments.

6.45 We will:

- Engage cyclists through the Infrastructure Overview and Scrutiny Panel and the Maidenhead and Windsor Town Forums
- Engage with existing and potential cyclists via social media
- Promote cycling through local media and press releases
- Include regular articles on cycling in 'Around the Royal Borough'
- Provide cycling information on the Council's website
- Deliver road safety campaigns, supporting the national 'THINK!' campaigns, supplemented by local campaigns to encourage safe and responsible behaviours by cyclists and other road users.
- Work with Thames Valley Police to deliver a 'Close Pass' initiative targeting motorists who leave insufficient space when overtaking cyclists.
- Deliver cycle security campaigns to help reduce instances of cycle thefts
- Promote national and local events that are designed to encourage more people to cycle (e.g. led bike rides, Workplace Cycle Challenge, Bike Week events, etc)

## 7. Funding

7.1 Creating a high quality cycle network will require significant capital spending over many years. Money is also required for revenue budgets to support 'soft measures' such as Bikeability training and marketing communications. The All Party Parliamentary Cycling Group Report, 'Get Britain Cycling' recommended a cycling budget of around £10 per person per year. For the Royal Borough, this would equate to an annual spend of around £1.49 million.

7.2 We will seek to make effective use of existing internal funding sources, including:

- Local Transport Plan Capital Programme
- Highways maintenance budgets
- Public health budgets
- Physical activity budgets
- Developer contributions

7.3 This will require joint working between different services areas.

7.4 We will also seek to make effective use of external funding sources, such as:

- Local Growth Deal funding<sup>10</sup>
- Highways England funding
- Department for Transport funding (including Bikeability Grant)
- Funding for improvements at rail stations (e.g. Access for All, National Station Improvement Programme, and funding provided by train operating companies)
- Sport England / British Cycling funding
- Corporate sponsorship
- Heathrow Airport

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<sup>10</sup> Funding bids submitted via the Thames Valley Berkshire Local Enterprise Partnership

## 8. Monitoring

8.1 Regular monitoring is essential in order to track progress towards aims and objectives. The Royal Borough proposes to use a variety of performance indicators and monitoring tools, which are summarised in Table 8.1.

**Table 8.1: Proposed performance indicators and monitoring tools**

Indicator	Methodology	Frequency	Baseline
Changes in cycling trips	Before and after counts for major cycling schemes Cordon counts around Maidenhead and Windsor town centres	As required Annual	- Maidenhead: 1,225 trips Windsor: 2,280 trips (All 2017)
Percentage of cyclists who are female	Cordon counts around Maidenhead and Windsor town centres	Annual	Maidenhead: 16% Windsor: 15% (All 2017)
Cyclist casualties on Royal Borough Roads	Police Stats 19 records	Annual	Killed: 0 Seriously Injured: 12 Slightly Injured: 55 (All 2016)
Cycling satisfaction score	NHT Benchmarking Survey	Annual	47% (2017)
Number of children receiving Bikeability training	Cycle instructor records	Annual	956 children trained (2016/17)
Number of reported cycle thefts	Police crime reports	Annual	257 (2016/17)



# Appendix 1: Area Profile - Ascot & the Sunnings

## 1. Description of the Area

The south of the borough comprises the following wards: Ascot and Cheapside; Sunninghill and South Ascot; and Sunningdale. The area is bounded by Windsor Great Park to the north, Bracknell Forest to the west and north-west and Surrey to the south and east.

## 2. Local Destinations

The following have been identified as the main cycling destinations within the local area:

Community:

- Ascot Durning Library
- Sunningdale Container Library
- Sunningdale Parish Offices
- Sunningdale Village Hall
- Sunninghill Library
- Sunninghill and Ascot Parish Offices
- The Hope Centre
- The Pavilion

Education:

- Charters School
- Cheapside Primary School
- Heathermount School (Special)
- Holy Trinity C of E Primary School
- Hurst Lodge School (Independent)
- Papplewick School (Independent)
- St Francis Catholic Primary School
- St George's School, Ascot (Independent)
- St Mary's School, Ascot (Independent)
- St Michael's C of E Primary School
- South Ascot Village Primary School
- Sunningdale School (Independent)
- The Marist Schools (Independent)

Employment:

- Ascot Racecourse
- South Ascot Industrial Estate

Leisure

- Ascot Racecourse
- Charters Leisure Centre
- Virginia Water
- Windsor Great Park

Shopping:

- Ascot Village Centre
- South Ascot Centre

- Sunninghill Village Centre
- Sunningdale Village Centre (including Waitrose superstore)

Transport:

- Ascot Station
- Sunningdale Station

Given that the area is virtually surrounded by neighbouring local authorities, cross-boundary links are important.

### **3. Existing Cycling Activity and Potential for Growth**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- The PCT mapping shows that all links have low numbers of commuter cycle trips with fewer than 50 movements per day.

Government Target Scenario:

- The highest commuter cycle flows are shown along A329 High Street and Hatchet Lane, where there is forecast to be between 100 and 249 movements per day.
- Commuter cycle flows are shown to increase to between 50 and 99 movements per day on some of the other A-roads, including the eastern section of the A329, the A30 and parts of the A330.

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smartphone apps tends to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including many of the A and B roads:

- A30 London Road
- A329 London Road / High Street
- A330 Devenish Road / Brockenhurst Road / Station Hill
- A330 Hatchet Lane / Winkfield Road
- A332 Windsor Road
- B383 Broomhall Lane / Buckhurst Road / Sunningdale Road
- B3020 High Street / Bagshot Road

Minor roads that are well used include:

- Cheapside Road
- Coronation Road
- Mill Lane
- New Mile Ride
- Watersplash Lane



#### **4. Existing Cycling Infrastructure**

The area has little in the way of existing cycling infrastructure. The only cycle route is along the A329 London Road, from the Bracknell Boundary to Heatherwood Roundabout and up to Burleigh Road. This is being extended towards Ascot Town Centre with the existing crossing outside the racecourse reception upgraded to a toucan crossing.

Cycle parking is provided at the following locations:

- A329 London Road – bus stop opposite Heatherwood Hospital (west)
- Ascot High Street
- Ascot Station
- High Street, Sunninghill
- Sunningdale Station

#### **5. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- The area is crossed by a large number of main roads, including the A30, A329, A330, A332, B383, and B3020.
- A lack of available highway land is a key constraint to providing more cycle routes.
- There are few quiet through routes in the area, which makes it difficult to create filtered permeability for cyclists (i.e. through routes for cyclists but not motor vehicles).
- There are no cycle routes to local rail stations at Ascot and Sunningdale.
- Charters School and Leisure Centre is surrounded by busy main roads and is particularly challenging to cycle to.
- Ascot Racecourse and Windsor Great Park are major visitor destinations, and roads can be heavily trafficked outside of the traditional commuter peak hours.
- Visitor numbers to the Great Park have increased considerably in recent years, reaching 4 million per year. The area is very popular with cyclists and there is significant conflict between cyclists and other visitors at weekends and public holidays.
- Much of Windsor Great Park is affected by environmental designations, including Special Area of Conservation and Sites of Special Scientific Interest – these limit the potential for additional cycle routes to Windsor and to The Lookout in Bracknell.
- Crown Estate owns many of the highway verges alongside public roads through the Great Park, which restricts where cycle routes can be constructed.
- The lack of cycling infrastructure means that cycling trips are low for commuting and education purposes.
- There is no cycle parking serving local shops in South Ascot and Sunningdale.
- Need to ensure that major developments planned for the area will provide / fund new cycle facilities.

#### **6. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012-2016:

- 0 fatal
- 6 serious
- 18 slight casualties.

The following locations have clusters of three or more casualties:

- A329 London Road / A332 Windsor Road / A329 High Street / A332 Kings Ride (Heatherwood Roundabout).

The following schools have taken part in Bikeability during the 2016/17 academic year:

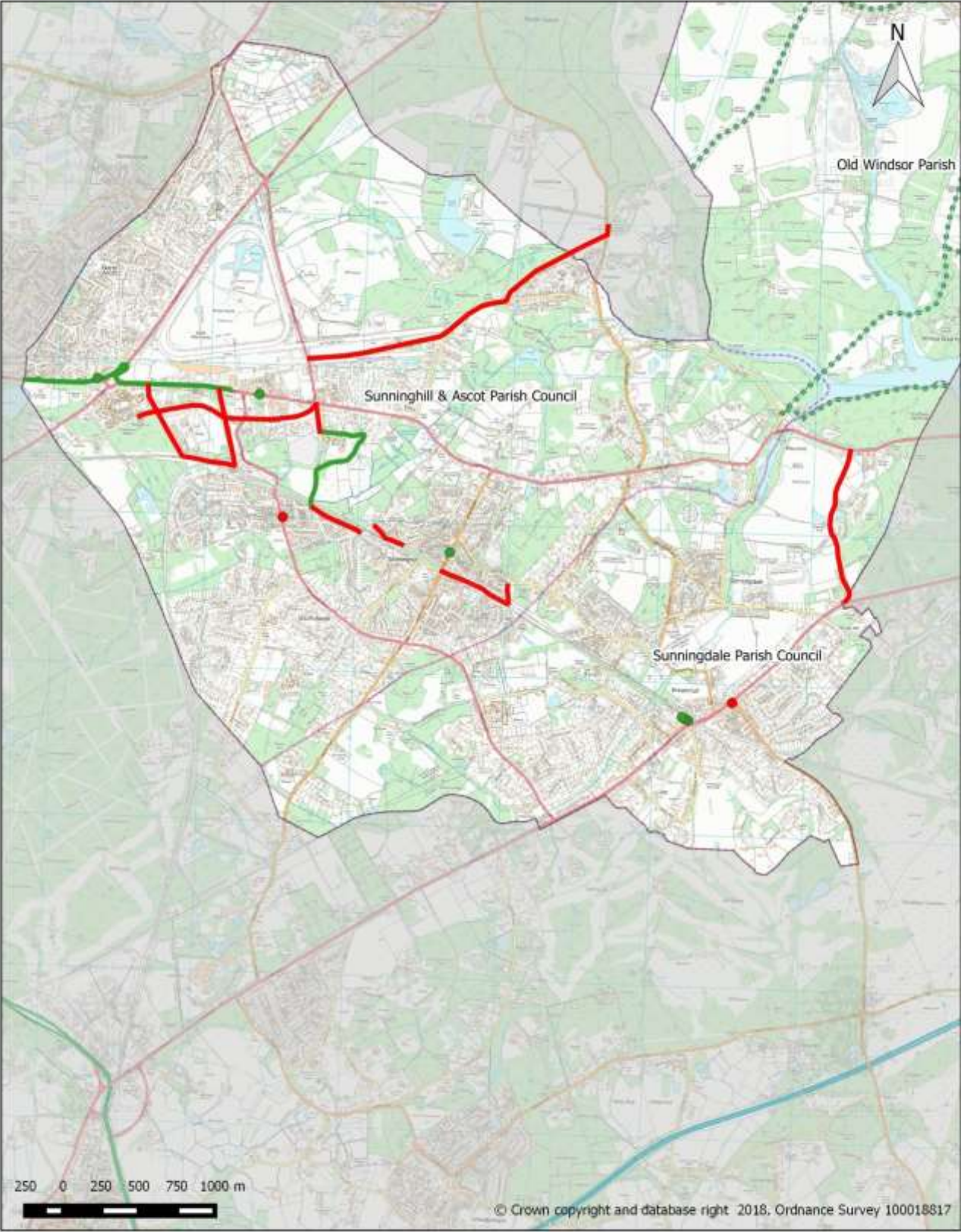
- Charters
- Holy Trinity CE Primary School
- St Francis Catholic Primary School
- St Michael's CE Primary School
- South Ascot Village School.

## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM/ Cycle Experience	✓✓✓	£
2. Install cycle parking at Chobham Road shops	RBWM	✓✓✓	£
3. Install cycle parking at South Ascot shops	RBWM	✓✓✓	£
4. Improve St George's Lane as part of the redevelopment of the Shorts site	RBWM	✓✓✓	££
5. Investigate upgrading Sunninghill Footpath 10	RBWM	✓✓	££
6. Upgrade Exchange Road to provide a cycle route connecting both ends (Byway 35)	RBWM	✓✓	££
7. Upgrade the surface on Sunningdale Bridleway 1	RBWM / Surrey County Council	✓✓	££
8. Investigate the potential to upgrade the cycle route between Ascot and Ascot Gate, Cheapside.	RBWM / Bracknell Forest Council	✓✓	£££
9. Liaise with adjacent landowners / Network Rail re construction of a cycle route between Heatherwood and Ascot Station.	RBWM / Neighbourhood Plan Group	✓	£££
10. Liaise with adjacent landowners / Network Rail re construction of a cycle route to Charters School / Leisure Centre	RBWM / Neighbourhood Plan Group	✓	£££
11. Secure a cycle route between High Street, Sunninghill and King's Corner as part of the gas holder site redevelopment.	RBWM	✓	£££

Figure 1: Ascot, Sunninghill and Sunningdale



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Ascot and the Sunnings

**Legend**

- |                        |                        |
|------------------------|------------------------|
| Existing cycle routes: | Proposed cycle routes  |
| ..... Crown Estate     | Existing cycle parking |
| —— RBWM                | Proposed cycle parking |

## Appendix 2: Area Profile: Bisham and Cookham

### 1. Description of the Area

Bisham and Cookham are the most northerly parishes in the borough. They are predominantly rural in nature, incorporating the settlements of Bisham, Burchetts Green (part), Cookham Dean, Cookham Rise and Cookham.

### 2. Local Destinations

The following have been identified as the main cycling destinations within the local area:

Community:

- Cookham Dean Village Hall
- Cookham Library
- Pinder Hall

Education:

- Bisham CE Primary School
- Cookham Dean C.E. Aided Primary School
- Cookham Rise Primary School
- Holy Trinity C of E Primary School
- The Herries Preparatory School

Employment /Business:

- Moor Hall, Cookham
- The Odney Club, Cookham

Sports / Leisure:

- Bisham Abbey National Sports Centre
- River Thames (Cookham and Bisham)
- Stanley Spencer Gallery, Cookham

Shopping:

- Cookham Village Centre
- Cookham Rise Village Centre
- Stubbings Garden Centre

Transport Interchanges:

- Cookham Station

Cross-boundary links are important for communities in the north of the borough, since in some cases residents are closer to Marlow and Bourne End than they are to Maidenhead.

Since there are no secondary schools in the area, pupils must travel to schools in Maidenhead, Marlow and Bourne End.

### 3. Existing Cycling Activity and Potential for Growth

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to

experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- The PCT mapping shows that all links have low numbers of commuter cyclists with less than 50 cyclists per day.

Government Target Scenario:

- The highest flows are along Bisham Road / Marlow Road, A308 Marlow Road, A4094 Sutton Road, where commuter cycle flows increase to between 100 and 249 movements per day
- Commuter cycle flows are shown to increase to between 50 and 99 movements per day on B4447 High Street / The Pound / Maidenhead Road.
- The A404 is also shown to carry over 50 movements per day, but this is an extremely hostile environment for cyclists and is not considered a viable cycle route. In reality, cyclists would be more likely to use the parallel route through Marlow.

[Strava Heat Maps](#) also provide some indication as to cycling levels. The Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists so, the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including all of the A and B roads:

- A308 Marlow Road
- A4130 Henley Road
- A4094 Sutton Road / Sheet Street Road
- B4447 High Street / The Pound / Maidenhead Road / Cannondown Road / Switchback Road North

Minor roads that are well used include:

- Bisham Road
- Temple Lane
- Quarry Wood Road
- Winter Hill / Terry's Lane
- Dean Lane
- Lower Road
- Grubwood Lane / Hockett Lane / Winter Hill Road
- Hills Lane / Spring Lane
- Choke Lane / Long Lane
- Henley Road

#### **4. Existing Cycling Infrastructure**

The permitted cycle route between Maidenhead and Cookham Rise forms part of [National Cycle Network Route 50](#), which was conceived as a long-distance cycle route between Maidenhead and Winslow. The path has recently been upgraded to address issues regarding long-standing issues regarding access and surfacing.

Other local routes include the shared use footway / cycleway that runs along the east side of Switchback Road North and Cannondown Road, which provides a link between Maidenhead and Cookham Rise.

There is also a signed quiet route between Maidenhead and Hurley via Dungrove Hill Lane and Hurley Lane, which crosses the A404 via an underpass.

Public cycle parking has been provided at Cookham Station.

Few of the destinations identified in Section 2 are served by the current cycle route network. However, there are 20 mph speed limits through The Pound, on High Road outside Cookham Rise Primary School and on School Lane outside Holy Trinity C of E Primary School in Cookham. An advisory 20 mph is proposed for Bisham Road / Marlow Road supported by flashing lights at the start and end of the school day.

There are a number of quiet lanes in the area that are popular for recreational cycling.

## **5. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- The existing cycle route between Cookham Rise and Maidenhead does not link through to the centre of either settlement.
- Although there are some pleasant, quiet lanes in the area, there are few dedicated cycle routes, which may deter people from making for local journeys by bike.
- Some local lanes are heavily used by motorists during peak periods. This makes them unattractive for commuter cycling.
- Cross-boundary cycling links are poor – neither Cookham Bridge nor Marlow Bridge has provision for cyclists. Traffic signals do not allow cyclists to clear Cookham Bridge before a green signal is given to opposing traffic. Both bridges are listed structures, which limits opportunities for providing parallel / cantilevered cycle bridges.
- The area is crossed by a number of main roads, including the A308, A404, A4094 and A4130, which are heavily trafficked and difficult to cross, presenting major barriers to cycling. The Bisham Roundabout junction of the A308 / A404 is particularly hazardous for cyclists.
- Few children / young people currently cycle to school / college, which may be due to the lack of protected cycle routes.
- There is no cycle parking serving the shops in Cookham and Cookham Rise, nor at Cookham Library.
- Despite not being permitted, cycling on the Thames Path and parallel public footpaths is commonplace, particularly between Temple and Hurley.
- A lack of available highway land is a key constraint to providing more cycle routes.
- Some bridleways and byways are unsurfaced and are therefore unsuited to utility cycling trips.
- The small size of local communities and the low numbers of cyclists make it hard to achieve high cost benefit ratios for major cycling investment in the area.
- There are few major developments planned for the area that will provide / fund new cycle facilities.
- Park Wood, The Hockett, Quarry Wood, Long Copse and Coney Copse are being used extensively for mountain biking, including paths that are not currently designated as public rights of way and those that are designated only as public footpaths.

## **6. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 4 serious
- 5 slight casualties.



Two of the above casualties occurred at the Bisham Roundabout at the junction of the A404 / A308.

The following schools have taken part in Bikeability during the 2016/17 academic year:

- Cookham Dean CE Primary School
- Cookham Rise Primary School
- Holy Trinity C E Primary School.

## 7. **Action Plan**

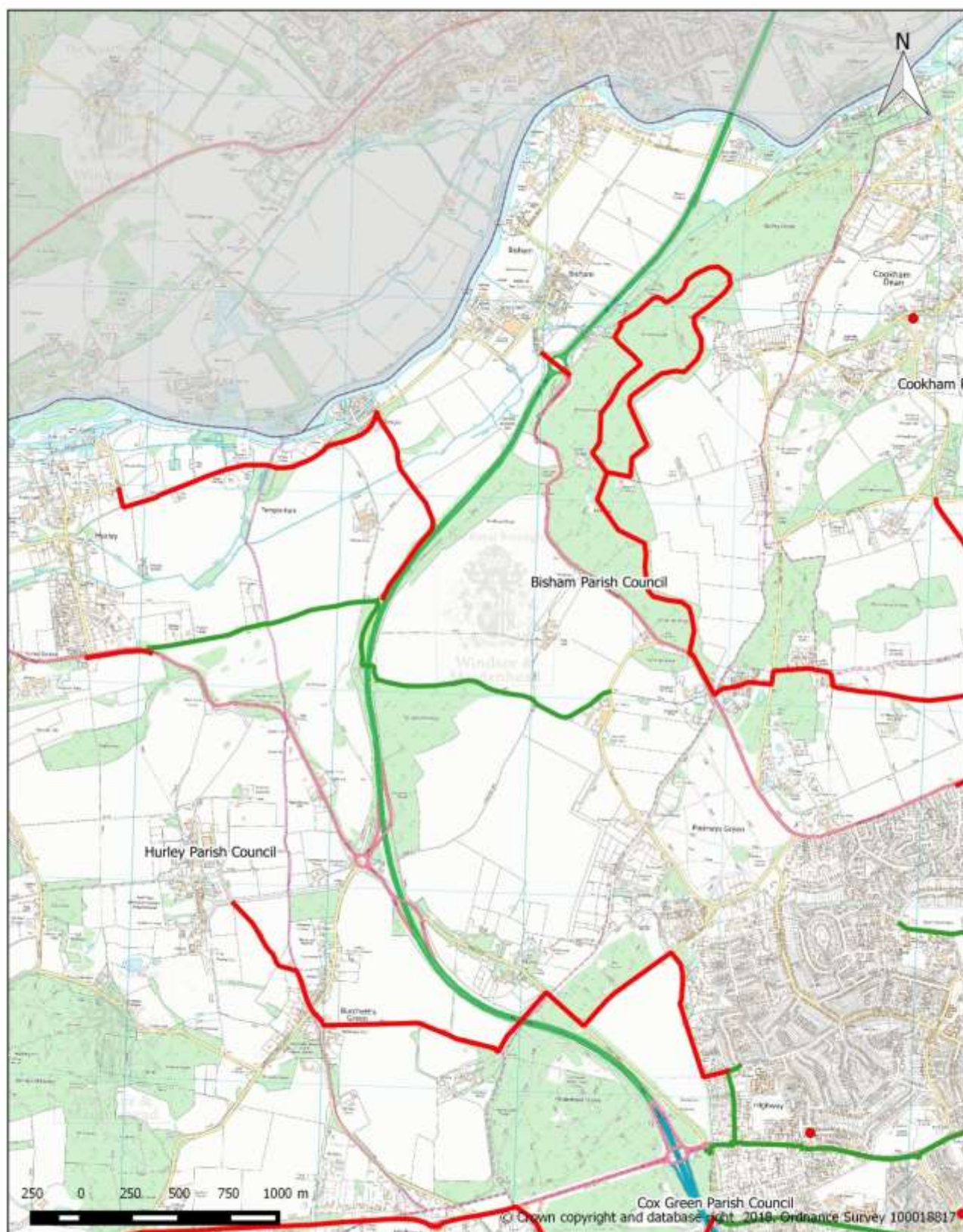
A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Improve direction signing on existing cycle routes.	RBWM	✓✓✓	£
3. Install cycle parking in Cookham and Cookham Rise village centres and at Cookham Library.	RBWM	✓✓✓	£
4. Investigate new cycle route between B4447 and Cookham Station	RBWM	✓✓	££
5. Liaise with Highways England and local landowners regarding a new cycle link between Hurley Lane and Bradenham Lane.	RBWM	✓✓	££
6. Liaise with landowners regarding the potential for cycle access between Hurley and Bisham along Temple Lane.	RBWM	✓✓	££
7. Liaise with Highways England to secure improvements for cyclists as part of the Bisham Roundabout improvements.	RBWM	✓✓	£££
8. Liaise with landowners regarding cycle links between Maidenhead, Cookham, Cookham Rise and Cookham Dean, and possible connections to Bourne End.	RBWM	✓✓	£££
9. Liaise with local landowners regarding the potential for establishing formal mountain bike trails in Park Wood, The Hockett, Quarry Wood, Long Copse and Coney Copse.	RBWM	✓	£££

Action	Responsibility	Deliverability	Cost
10. Liaise with landowners regarding the potential for a new cycle route between BCA and Maidenhead.	RBWM	✓	£££
11. Liaise with landowners regarding construction of a new cycle route parallel to the A4094 between Maidenhead and Cookham as an alternative to NCN50.	RBWM	✓	£££

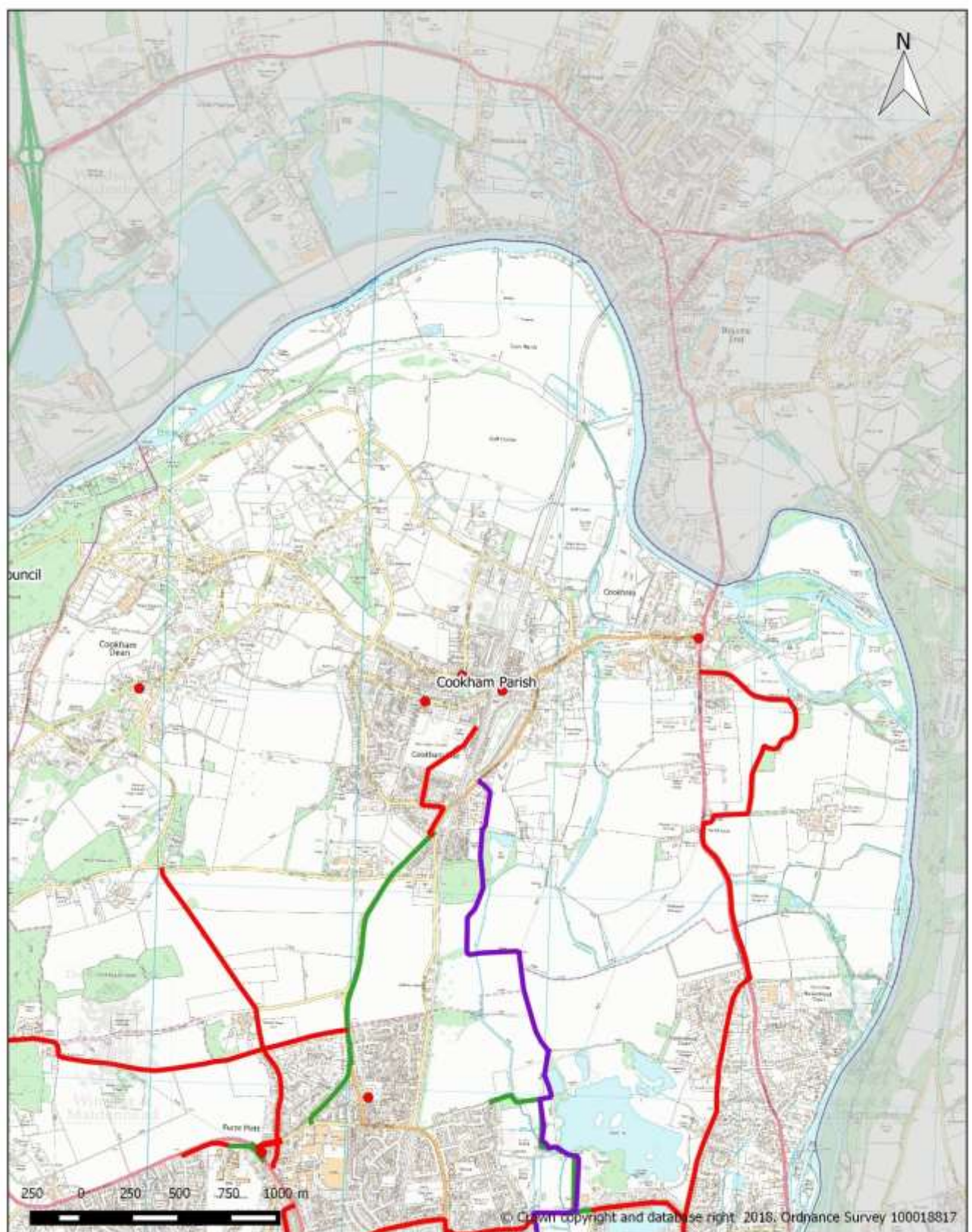


**Figure 1: Bisham and Cookham (West)**





**Figure 2: Bisham and Cookham (East)**



**Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Bisham and Cookham**

**Legend**

- Existing cycle routes: — National Cycle Network  
 — RBWM  
 — Proposed cycle routes  
 • Proposed cycle parking

## **Appendix 3: Area Profile - Bray**

### **1. Description of the Area**

Bray Parish occupies the area to the south of the River Thames between Maidenhead and Windsor. It incorporates the settlements of Bray, Holyport, Moneyrow Green, Touchen End, Paley Street (part), Fifield, Oakley Green, and the western fringe of Windsor.

### **2. Local Destinations**

The following have been identified as the main cycling destinations within the local area:

Community:

- Bray Village Hall
- Holyport Village Hall

Education:

- Alexander First School
- Braywick Court School
- Braywood C of E First School
- Holyport C of E Primary School
- Holyport College

Employment:

- Prior's Way Industrial Estate

Leisure

- Bird Hills Golf Centre
- Bray Lake Water Sports
- Bray Village Centre
- Braywick Park
- River Thames

Shopping:

- Holyport Village Centre
- Squires Garden Centre
- Tithe Barn Shops
- Wyevale Garden Centre

Cross-boundary links are important for local communities (e.g. Bracknell is a major centre of employment).

Most secondary school pupils travel outside the parish to attend schools in Maidenhead or Windsor.

### **3. Existing Cycling Activity and Potential for Growth**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- The PCT mapping shows the heaviest flows are along A308 Windsor Road, which carries between 100 and 249 commuter cycle trips per day.
- The only other significant flows are along A308 Braywick Road, B3028 Upper Bray Road / Bray Road, which carry between 50 and 99 commuter cycle movements per day.

Government Target Scenario:

- The highest commuter cycle flows are seen along the A308 corridor, where most sections carry in excess of 100 movements per day, with some sections carrying between 250 and 499 movements per day.
- A number of other roads are shown as carrying between 100 and 249 commuter cycle movements per day, including:
  - B3028 Upper Bray Road / Bray Road
  - The A330 between Forest Green Road and Paley Street
  - B3024 Dedworth Road on the approach to Windsor

[Strava Heat Maps](#) also provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including all of the A and B roads:

- A308 Windsor Road
- A330 Ascot Road
- B3024 Forest Green Road / Oakley Green Road
- B3028 Bray Road / Upper Bray Road

Minor roads that are well used include:

- Harvest Hill Road
- Hibbert Road
- Old Mill Lane / Monkey Island Lane
- Holyport Road
- Moneyrow Green
- Drift Road
- Fifield Lane
- Fifield Road

It should be noted that Drift Road is a popular route for cycle racing including time trials and triathlon events, as well as mass participation / charity bike rides.

#### **4. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is becoming increasingly popular with British and European cycle tourists.

NCN4 also provides local links between Maidenhead, Bray and Windsor. The route mostly follows quiet roads, such as Monkey Island Lane, and surfaced public rights of way, such as The Green Way through Braywick Park. It crosses the Thames into Buckinghamshire via Monkey Island Bridge.

There is also a shared use path along the northern side of the A308 that connects Maidenhead and Windsor.

Public cycle parking has been provided at the following locations:

- Braywick Nature Centre

Few of the destinations identified in Section 2 are served by the current cycle route network. However, the following areas are traffic calmed and subject to a 20 mph speed limits:

- Guards Road (on the approach to Alexander First School)
- Bray Road (within the village centre)

An advisory 20 mph speed limit has been introduced on Oakley Green Road, with flashing lights that operate at the start and end of the school day.

## **5. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- There are few dedicated cycle routes, which may deter people from making local journeys by bike.
- The width of the footway / cycleway along the north side of the A308 is very narrow, which makes it difficult for cyclists to pass other path users. There is also limited visibility between cyclists and motorists emerging from side-roads and numerous private accesses, which has led to several (damage only) collisions. It also has numerous level changes, which makes cycling uncomfortable, and cyclists frequently have to give way at side roads. As a result, many cyclists choose to remain on-carriageway.
- The alternative route via Monkey Island Lane is not lit and it therefore not suitable as a winter commuting route.
- Cross-boundary cycle links to Bracknell are poor.
- The area is crossed by a number of main roads, including the A308, A330, B3024, B3028 and B3383, which are heavily trafficked with significant numbers of HGV movements. As such, they present significant barriers to cycling.
- Cyclists using the A308 and A330 at peak times cause significant congestion due to the narrowness of the roads, the volume of traffic and a lack of overtaking opportunities.
- Many rural roads are used as cut-throughs by motorists during peak periods. This makes them unattractive for commuter cycling.
- Inappropriate traffic speeds on some routes can cause problems for cyclists (e.g. Drift Road).
- Very few children / young people currently cycle to school / college due to the lack of protected cycle routes.
- Although NCN4 is waymarked, there are few destination signs at key junctions.
- There is no cycle parking serving Holyport Village Centre or the Tithe Barn shops.
- A lack of available highway land is a key constraint to providing more cycle routes.
- There are no cycle bypasses for the traffic calming in Bray Village.
- Some bridleways and byways are unsurfaced and are therefore unsuited to utility cycling trips.
- It can be difficult to achieve high cost benefit ratios for major cycling investment to serve some of the more rural communities.

## **6. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 8 serious
- 11 slight casualties.

Locations with more than one incident included:

- Braywick roundabout (2 serious and 3 slight casualties)
- A308 Windsor Road / Holyport Road (1 serious and 1 slight casualty)
- B3024 Oakley Green Road, near Braywood School (1 serious and 1 slight casualty)
- Drift Road / Fified Lane (1 serious, 2 slight casualties)

The following schools have taken part in Bikeability during the 2016/17 academic year:

- Alexander First School
- Holyport CE Primary School

## 7. Action Plan

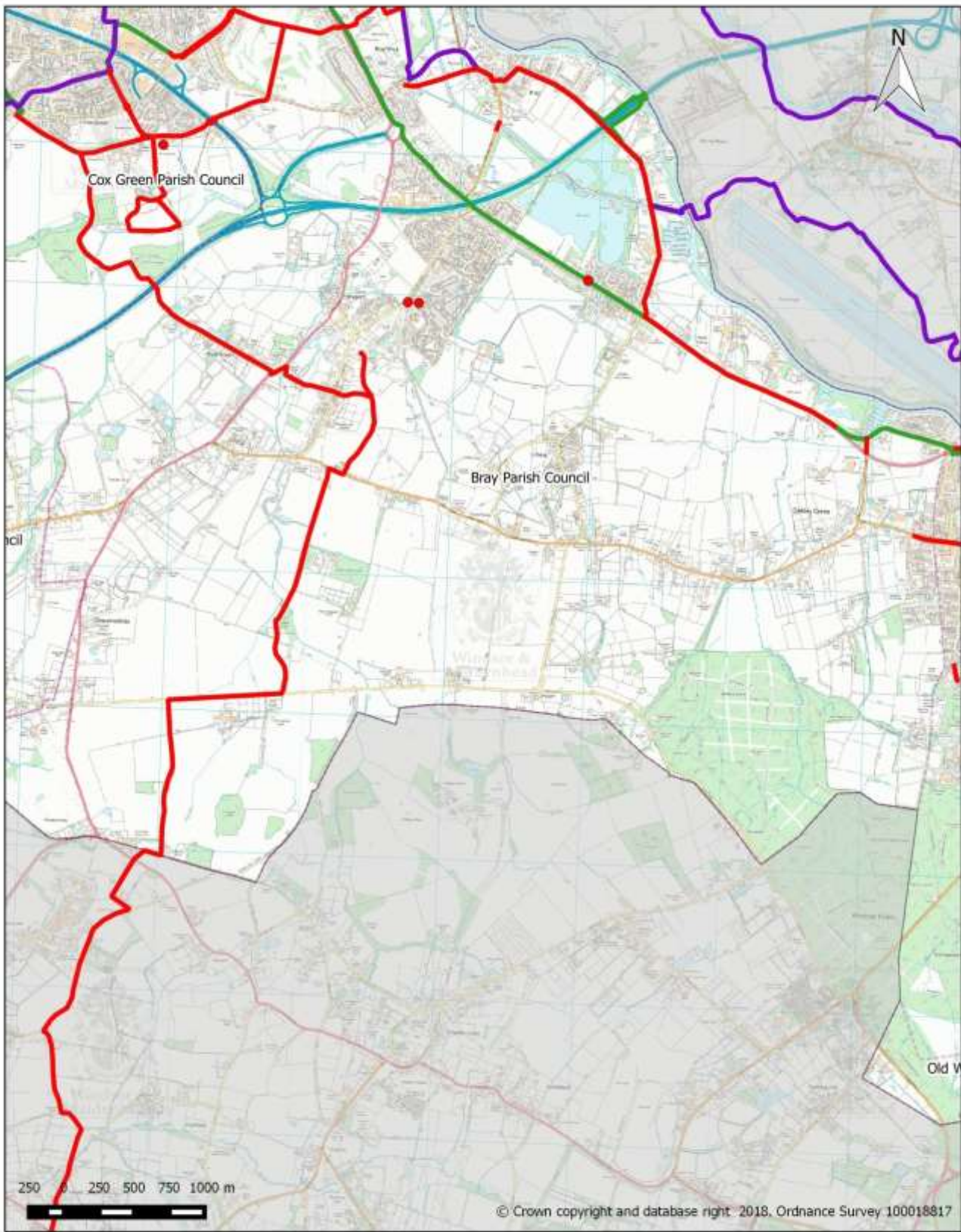
A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Provide cycle parking at Holyport Village Centre and Tithe Barn shops	RBWM	✓✓✓	£
3. Improve direction signing on existing cycle routes.	RBWM	✓✓✓	£
4. Continue to support the use of Drift Road for sports cycling events / mass participation rides.	RBWM	✓✓✓	£
5. Introduce an advisory 20 mph speed limit around Holyport C of E Primary School.	RBWM	✓✓	££
6. Investigate upgrades to Monkey Island Lane to make it a viable alternative to the A308 for all-year-round cycle commuting.	RBWM	✓✓	££
7. Investigate options for upgrading Bray Bridleways 23, 29 and 64 to improve the cycle route between Maidenhead and Bracknell.	RBWM	✓✓	£££
8. Replace Bray Bridge with a new structure incorporating protected cycling and pedestrian routes.	RBWM	✓✓	£££

Action	Responsibility	Deliverability	Cost
9. Liaise with local landowners / developers to secure land necessary to widen the A308 shared use footway / cycleway between Fifield and Windsor.	RBWM	✓	£££
10. Investigate an alternative to the A308 cycle route between Monkey Island Lane and The Bingham's via Monkey Island Lane and Hibbert Road / The Causeway.	RBWM	✓	£££



Figure 1: Bray



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Bray

- Legend**
- |                        |                        |
|------------------------|------------------------|
| Existing cycle routes: | Proposed cycle routes  |
| RBWM                   | Existing cycle parking |
| National Cycle Network | Proposed cycle parking |



## **Appendix 4: Area Profile - Datchet**

### **1. Description of the Area**

Datchet is situated on the north side of the River Thames to the east of Windsor. It is adjacent to Slough, which is an important destination for commuting, education and retail journeys. Datchet Station lies on the Windsor to London Waterloo railway line.

### **2. Local Destinations**

The following have been identified as the main cycling destinations within the local area:

Community:

- Datchet Library
- Datchet Village Hall

Education:

- Churchmead School
- Datchet St Mary's C of E Primary School

Employment:

- Datchet Village Centre
- Ditton Park

Leisure

- Jubilee River
- Liquid Leisure
- Thames Valley Athletics Centre
- Upton Court Park (including BMX track)

Shopping:

- Datchet Village Centre
- Tesco Express, Horton Road

Transport:

- Datchet Station

Cross-boundary links are important for local communities, with many people cycling to Slough and Langley for commuting purposes.

There are significant numbers of young people living in Datchet who attend secondary schools in Windsor and Slough / Langley.

### **3. Existing Cycling Activity and Potential for Growth**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

#### 2011 Baseline:

- The PCT mapping shows the heaviest flows are along the B376 between Queen's Road and London Road – this section carries between 100 and 249 cycle commuter trips per day.
- A number of other routes carry between 50 and 99 trips per day including:
  - B376 Slough Road
  - B376 Horton Road (between Ditton Road and London Road)
  - B470 Windsor Road (west of Queen's Road)
  - B470 London Road (between Montrose Avenue and Horton Road)
  - Queen's Road

#### Government Target Scenario:

- The PCT shows the number of commuter cycle trips on the central section of the B376 and Queen's Road rising to between 250 and 499 movements per day, with all other sections of the B376 carrying between 100 and 249 trips per day.
- A number of other roads are forecast to carry between 100 and 249 commuter cycle trips per day, including:
  - B470 Windsor Road (west of Queen's Road)
  - B470 London Road
  - B3021 Southlea Road
  - The Myrke
  - National Cycle Network Route 61 through Upton Park

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including:

- B376 Slough Road / Horton Road
- B470 Windsor Road / London Road / Major's Farm Road
- B3021 Southlea Road
- B3026 Eton Road
- High Street
- Queen's Road
- Riding Court Road
- The Myrke
- Upton Court Park

#### **4. Existing Cycling Infrastructure**

[National Cycle Network Route 61](#) crosses the north-western edge of Datchet ward. This is a long-distance cycle route that connects Maidenhead to Hatfield, Welwyn Garden City, and Hertford. It follows the Jubilee River as far as The Myrke before crossing the B376 Slough Road into Upton Park.

There is a cycle track / shared use path along the south side of the B376 Horton Road between Litchfield Road and the village centre.

There is a shared use path along the south side of the B470 Major's Farm Road between Ditton Road and the borough boundary. This route crosses the Borough boundary to link into Slough's cycle route network via the A4.

There is also a cycle track that runs through Ditton Park, where access is permitted and maintained by the site owner, Computer Associates.

Public cycle parking has been provided at the following locations:

- Datchet Station

A number of the destinations identified in Section 2 are served by the current cycle route network.

Also, Datchet village centre is traffic calmed with speed cushions and subject to a 30 mph speed limit.

## **5. Key Issues**

The following issues have been identified from a desktop audit, site visits and previous correspondence:

- Cycle links to / from Datchet Village Centre are poor.
- There is no direct cycle link to Windsor.
- There is significant peak hour traffic congestion in the centre of the village.
- NCN 61 and the route through Ditton Park are predominantly leisure routes – they are mostly unlit and are therefore unsuited to winter commuting.
- The cycle route alongside B470 Major's Farm Road is partially obstructed by an earth embankment that has been installed to prevent illegal Gypsy encampments in the adjacent field. It is also unlit for much of its length.
- A lack of available highway land is a key constraint to providing more cycle routes.
- The bridges over the River Thames are key pinch points.
- The village green has protected status.
- There is no cycle parking anywhere within the village.

## **6. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 3 serious
- 19 slight casualties.

Locations with more than one incident included:

- B376 Slough Road / B470 The Green / B470 High Street (3 slight casualties)
- B470 Windsor Road / Queen's Road (2 slight casualties)
- B470 Windsor Road / High Street (2 slight casualties)
- B470 Major's Farm Road / Ditton Road (2 slight casualties)

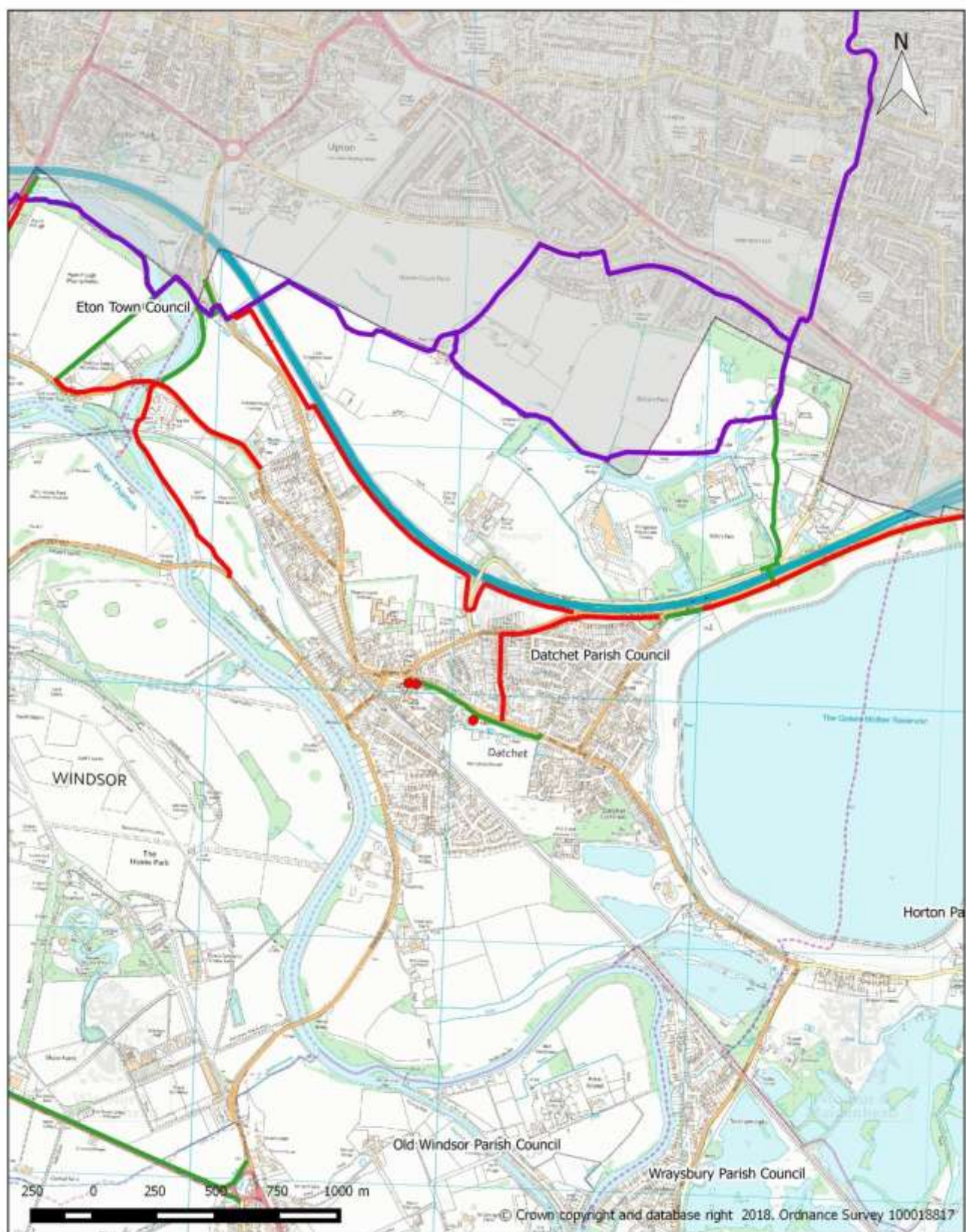
Datchet St Mary's C of E Primary School took part in the Bikeability programme in 2016/17.

## **7. Action Plan**

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Install cycle parking in Datchet Village Centre	RBWM	✓✓✓	£
3. Install cycle parking at Datchet Library	RBWM	✓✓✓	£
4. Install cycle parking at Datchet Village Hall	RBWM	✓✓✓	£
5. Widen the cycle track behind the earth embankment alongside B470 Major's Farm Road	RBWM	✓✓	££
6. Investigate lighting options for the cycle route alongside Majors Farm Road.	RBWM	✓✓	££
7. Construct a new cycle route along the south side of B470 between Ditton Road and Lawn Close	RBWM	✓✓	£££
8. Investigate the potential for a new cycle route parallel to the M4 as part of proposed housing developments to the north of Datchet	RBWM	✓✓	£££
9. Investigate the potential for permitting cycle access on Footpath 3 between B470 Windsor Road and B3026 Eton Road	RBWM	✓	££

Figure 1: Datchet



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Datchet

**Legend**

- |   |  |
|---|--|
| Existing cycle routes:                    | <span style="color: purple;">—</span> National Cycle Network |
| <span style="color: green;">—</span> RBWM | <span style="color: red;">—</span> Proposed cycle routes     |
|   | <span style="color: red;">●</span> Proposed cycle parking    |

## **Appendix 5: Area Profile - Eton & Eton Wick**

### **1. Description of the Area**

The town of Eton and the village of Eton Wick are situated on the northern side of the River Thames. Eton is a key shopping and visitor destination that enjoys close links with Windsor, while Eton Wick has a number of shops and other facilities that serve the needs of local residents.

### **2. Local Destinations**

The following have been identified as the main cycling destinations within the local area:

Community:

- Eton Library
- Eton Wick Library
- Eton Wick Village Hall

Education:

- Eton Porney C of E First School
- Eton Wick C of E First School

Employment:

- Eton College
- Eton Town Centre

Leisure:

- Jubilee River
- River Thames
- Thames Valley Athletics Centre

Shopping:

- Eton Town Centre
- Eton Wick Village Centre

Cross-boundary links are important for local communities, with many people cycling between Slough and Windsor for commuting and education purposes.

Since there are no secondary schools (other than Eton College) in the area, secondary school pupils must travel to schools in Windsor, Datchet or Slough.

Also, Dorney Lake in South Buckinghamshire is a popular recreational cycling destination.

### **3. Existing Cycling Activity and Potential for Growth**

An annual cordon count is undertaken around Windsor town centre each year – the results consistently show that Windsor Bridge is the most popular cycling route to / from Windsor town centre followed by Barry Avenue (see Appendix 10 for further details).

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.



#### 2011 Baseline:

- The PCT mapping suggests that there are several routes that carry between 100 and 249 commuter cycle trips per day:
  - A332 Windsor Road (north of the B3022 roundabout)
  - B3022 Slough Road (between Pococks Lane and High Street)
  - High Street (north of Eton Court)
  - Windsor Bridge
- The PCT also suggests that the A332 / A355 Royal Windsor Way carries over 100 commuter cycle trips per day, however this road presents very challenging conditions for cyclists and it is likely that many of these trips will actually utilise the cycle track alongside the railway line or the shared use path on the B3022 Slough Road instead.
- A number of other roads are shown to carry between 50 and 99 commuter cycle movements per day, including:
  - B3022 Slough Road (north of Pococks Lane)
  - B3026 Eton Wick Road

#### Government Target Scenario:

- The PCT shows that the number of daily commuter cycle trips would increase to between 250 and 499 on the following routes:
  - A332 / A355 Royal Windsor Way (but as mentioned earlier, this road is not suitable for cycling)
  - B3022 Slough Road (south of Pococks Lane and north of the Jubilee River)
  - High Street (north of Eton Court)
- A332 Windsor Road (north of the B3022 roundabout) is shown to carry between 250 and 499 cycle commuter trips per day (but as mentioned earlier, this road is not suitable for cycling)
- Under this scenario, the following routes would carry between 100 and 249 cycle commuter trips:
  - B3022 (north of Pococks Lane)
  - Pococks Lane
  - High Street (south of Eton Court)

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists. Therefore, the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including:

- B3022 Slough Road
- B3026 Eton Wick Road
- B3026 Pococks Lane
- High Street, Eton
- Brocas Street
- Atherton Court
- Eton Court
- NCN4 Thames Path / Meadow Lane
- NCN61 Jubilee River
- NCN461 Eton to Slough alongside railway viaduct

#### **4. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is popular with British and European cycle tourers. NCN4 also provides local links to Dorney Lake, Bray, Maidenhead and Windsor Great Park. The route follows the Thames Path from Eton Wick and enters Eton via Meadow Lane and Brocas Lane, before crossing Windsor Bridge, which is closed to motor traffic.

[NCN61](#) connects Maidenhead to Hatfield, Welwyn Garden City, and Hertford. It follows the Jubilee River between the A4 / Berry Hill junction and Upton Court Park.

[NCN461](#) connects Windsor to Slough and Farnham Common - the path runs alongside the railway viaduct between Eton and the boundary with Slough and was upgraded as part of the preparations for the London 2012 Olympic and Paralympic Games.

There are shared use footway / cycleways along both sides of Slough Road between Eton College and Pococks Lane and on the east side from Pococks Lane to the borough boundary.

There is a permitted cycle track that runs parallel to Eton Wick Road between the railway viaduct and Eton Wick and another between Eton Wick Road and the Thames Path. Cycling is also permitted on the bridleways across South Field.

Cycling is permitted on Public Footpath 36 between Pococks Lane and the Jubilee River, past Thames Valley Athletics Centre, with a toucan crossing on Pococks Lane.

Public cycle parking has been provided at the following locations:

- Eton Court, Eton
- High Street, Eton
- Princes Close, Eton Wick
- Thames Valley Athletics Centre

Many of the destinations identified in Section 2 are served by the current cycle route network.

In addition, Eton Wick Road is traffic calmed with speed cushions and subject to a 30 mph speed limit through the village, while Eton Wick C of E First School has a 20 mph speed limit in force along Sheepcote Road. There is also a 20 mph speed limit in force across most of Eton Town Centre.

#### **5. Key Issues**

The following issues have been identified from a desktop audit, site visits and previous correspondence:

- Cyclists regularly ignore the one-way restriction that is in force on High Street, Eton. This is the cause of numerous complaints.
- The cycle track alongside Eton Wick Road does not continue as far as Eton town centre.
- NCN4 / 61 / 461 are predominantly leisure routes. They are mostly unlit and therefore unsuited to winter commuting.
- The shared use paths on B3022 Slough Road are of a substandard width, with street lights and traffic signs causing obstructions.
- The permitted cycle tracks across South Field are very narrow.



- A lack of available highway land is a key constraint to providing more cycle routes.
- Roads such as Eton Wick Road and Pococks Lane are heavily trafficked during peak periods with some reports of inappropriate vehicle speed. This makes them unattractive for commuter cycling.
- Although NCN routes are waymarked, with destination signs at some junctions, the routes would benefit from additional signage, particularly on Slough Road.
- While there is cycle parking on Princes Court to serve the shops on the south side of Eton Wick Road, it is not well used and there is no cycle parking to serve the shops on the north side.
- There is no cycle parking at Eton Wick library and the village hall, and inadequate cycle parking at the social club and football club.
- There is limited cycle parking in Eton.
- Some bridleways are unsurfaced and are therefore unsuitable for utility cycling trips.
- Some sections of the riverside route (footpath 1) are semi-flooded or badly puddled after rain, especially in the area around Long Bridge.
- Illegal cycling regularly occurs across The Brocas.

## 6. Road Safety

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 0 serious
- 8 slight casualties.

Locations with more than one incident included:

- A332 Royal Windsor Way / A332 Slough Spur Road (2 slight casualties)

Datchet St Mary's CE Primary School took part in Bikeability during the 2016/17 academic year.

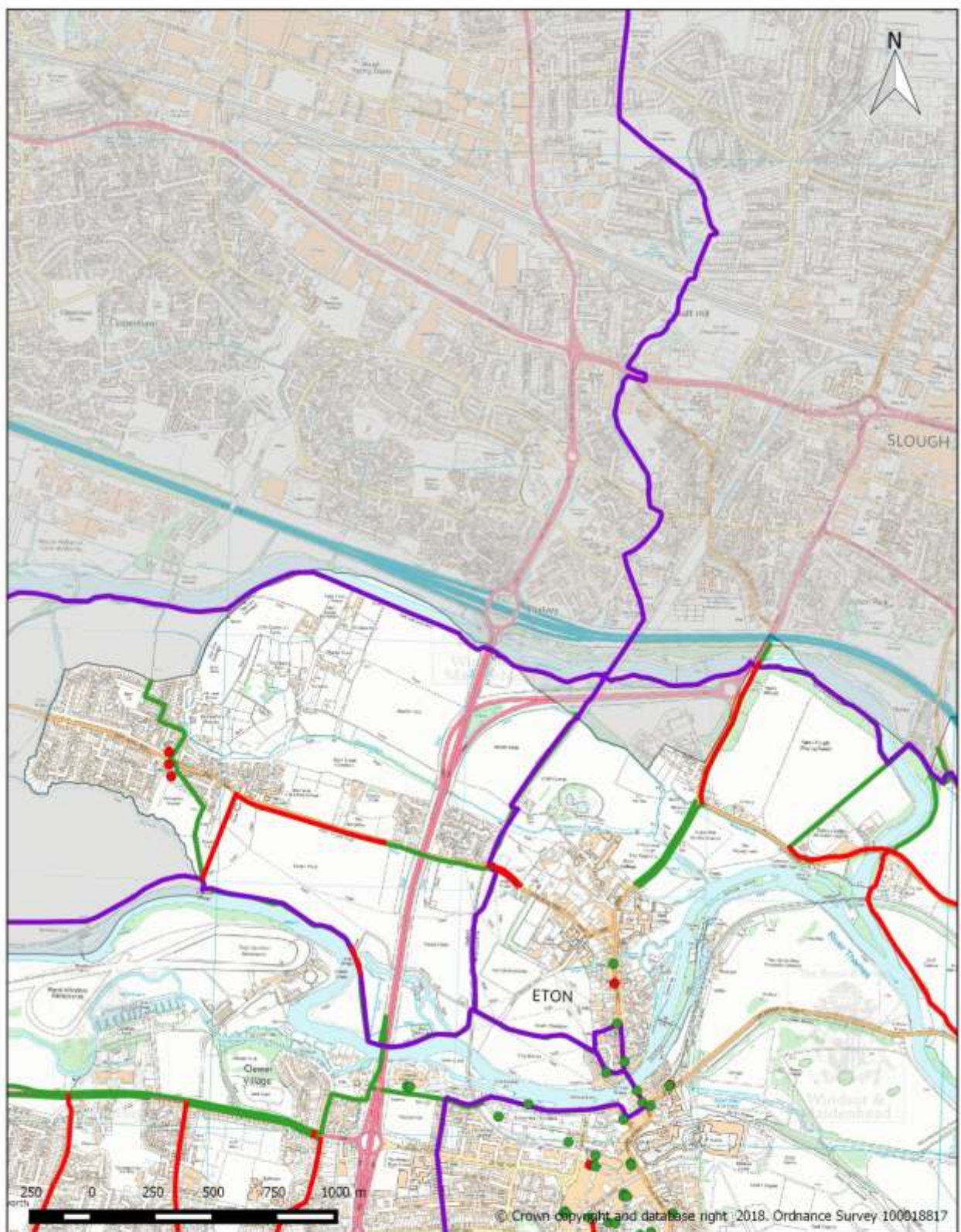
## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, Eton College and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Improve direction signing on B3022 Slough Road	RBWM/ Slough Borough Council	✓✓✓	£
3. Provide cycle parking at Eton Wick shops, village hall / library and the social / football club.	RBWM	✓✓✓	£
4. Investigate possible additional cycle parking around the Budgens convenience store.	RBWM	✓	£

<b>Action</b>	<b>Responsibility</b>	<b>Deliverability</b>	<b>Cost</b>
5. Consult Eton College about extending the cycle route along Eton Wick Road between the railway viaduct and the edge of Eton.	RBWM / Eton College	✓✓	££
6. Consult Eton College about widening the cycle routes through South Field.	RBWM / Eton College	✓✓	££
7. Investigate the potential for a cycle route along Pococks Lane.	RBWM	✓✓	££
8. Widen the shared use path on the east side of B3022 Slough Road to the north of Pococks Lane, and replace / move the street lights / traffic sign and post that are causing an obstruction.	RBWM	✓✓	£££
9. Review the B3022 to the south of Pococks Lane to improve conditions for cyclists and pedestrians	RBWM	✓	£££

Figure 1: Eton and Eton Wick



**Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Eton and Eton Wick**

**Legend**

Existing cycle routes:

— RBWM

— National Cycle Network

— Proposed cycle routes

● Existing cycle parking

● Proposed cycle parking

## **Appendix 6: Area Profile - Horton & Wraysbury**

### **1. Description of the Area**

The parishes of Horton and Wraysbury are located at the eastern end of the Royal Borough on the north side of the River Thames. They include the villages of Horton, Wraysbury and Hythe End. The area has two rail stations – Sunnymeads and Wraysbury - which lie on the Windsor to London Waterloo railway line.

### **2. Local Destinations**

The following have been identified as the main cycling destinations within the local area:

Community:

- Wraysbury Club
- Wraysbury Container Library
- Wraysbury Village Halls

Education:

- Wraysbury Primary School

Employment:

- Horton Trading Estate / Horton Depot
- Wraysbury Village Centre

Leisure:

- Ankerwycke

Shopping:

- Wraysbury Village Centre

Transport:

- Sunnymeads Station
- Wraysbury Station

Cross-boundary links are important for these communities – Slough and Langley lie to the north, Heathrow Airport to the east and Staines-Upon-Thames lies immediately to the south. These are important destinations for commuting, education and shopping trips. Links to Windsor are also considered to be important.

### **3. Existing Cycling Activity and Potential for Growth**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- The PCT mapping shows that all roads have fewer than 50 commuter cycle trips per day, with the exception of the A30 southbound which runs parallel to the M25, which has between 50 and 99 trips per day.

#### Government Target Scenario:

- The PCT shows that the number of daily commuter cycle trips would increase to between 100 and 249 on the following routes:
  - A30 southbound
  - B376 Staines Road
- The PCT also shows that the number of daily commuter cycle trips would increase to between 50 and 99 movements per day on the following roads:
  - A30 northbound
  - B376 Welley Road
  - B376 Wraysbury Road

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including:

- B376 Welley Road / Staines Road / Wraysbury Road
- Coppermill Road
- Datchet Road
- High Street
- Horton Road
- Stanwell Road
- Station Road

#### **4. Existing Cycling Infrastructure**

There are no sections of the National Cycle Network that pass through the area.

There is a cycle track that runs along the eastern edge of Horton Road for nearly 1km.

Horton Bridleway 4 runs parallel to Horton Road between Drift Way in Colnbrook and Foundry Lane in Horton.

Public cycle parking has been provided at the following locations:

- Wraysbury Station
- Wraysbury Village Halls

Horton village centre is traffic calmed with speed cushions and full-width humps and is subject to a 30 mph speed limit.

Wraysbury village centre is traffic calmed with speed cushions and full-width humps and is subject to a 20 mph speed limit.

#### **5. Key Issues**

The following issues have been identified from a desktop audit, site visits and previous correspondence:

- Cycle links within the area and to adjacent areas are poor.
- None of the destinations identified in Section 2 are served by the current cycle route network.

- There is no direct cycle link to Windsor.
- There is no direct cycle link to Staines-upon-Thames, although Surrey has constructed a route up to the Borough boundary, with on-carriageway cycle lanes on either side of the B376 Wraysbury Road.
- A lack of available highway land is a key constraint to providing more cycle routes.
- Flooding is a key issue that restricts the construction that can be used in some places.
- Many of the destinations listed in Section 2 do not have cycle parking.

## 6. Road Safety

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 0 serious
- 8 slight casualties.

There are no locations with more than one incident.

Wraysbury Primary School took part in the borough's Bikeability training programme in 2015/16.

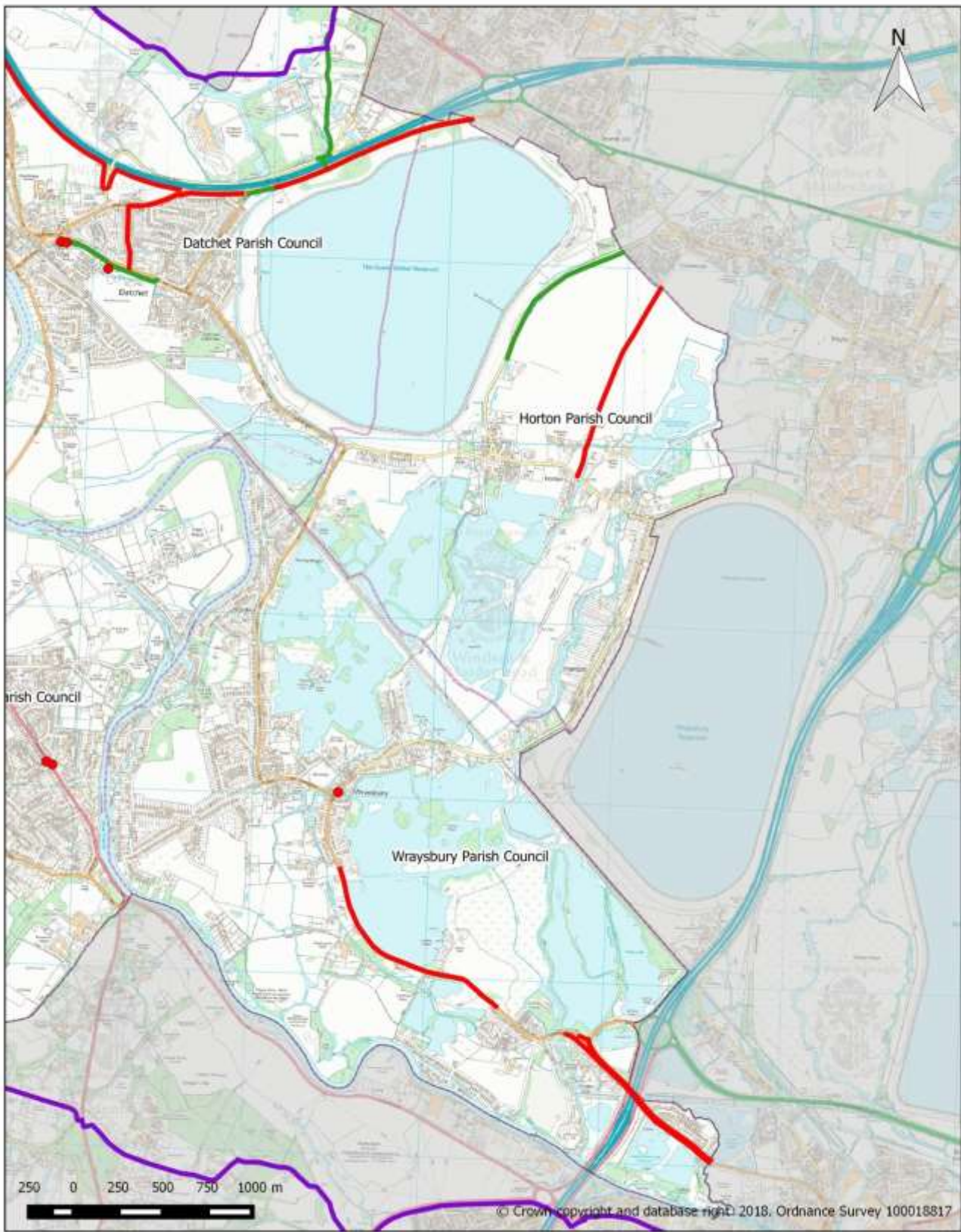
## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Install cycle parking in Wraysbury Village Centre	RBWM	✓✓✓	£
3. Construct a new leisure route alongside the River Thames Scheme.	RBWM	✓✓	£££
4. Construct a new cycle route along the east side of the B376 Staines Road between Wraysbury village boundary and Hythe End village boundary.	RBWM	✓✓	£££
5. Investigate whether a new cycle route can be constructed between the Hythe End roundabout and the Surrey boundary.	RBWM	✓	£££



Figure 1: Horton and Wraysbury



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Horton and Wraysbury

**Legend**

- Existing cycle routes: — National Cycle Network  
— RBWM — Proposed cycle routes  
● Proposed cycle parking

## Appendix 7: Area Profile - Hurley and the Walthams

### 1. Description of the Area

Comprising the western parishes of the Royal Borough (Hurley, Waltham St Lawrence, Shottesbrooke and White Waltham), this area is predominantly rural in nature, incorporating the settlements of Hurley, Burchett's Green (part), Warren Row, Knowl Hill, Littlewick Green, Woodlands Park, White Waltham, Waltham St Lawrence and Shurlock Row, and Paley Street (part).

### 2. Local Destinations

The following have been identified as the main cycling destinations within the local area:

Community:

- Knowl Hill Village Hall
- Neville Hall
- Woodlands Park Container Library
- Woodlands Park Village Centre

Education:

- Berkshire College of Agriculture (BCA)
- Burchett's Green CE Infant School
- Knowl Hill CE Primary School
- Waltham St Lawrence Primary School
- White Waltham C of E Academy
- Woodlands Park Primary School

Employment:

- Grove Park, White Waltham
- Horizon, Hurley
- Maidenhead Office Park, Littlewick Green
- White Waltham Airfield

Leisure

- Knowl Hill Bridleway Circuit
- River Thames
- Waltham Place

Shopping:

- Woodlands Park district centre

Cross-boundary links are important for communities in the west of the borough, since in many cases they are closer to Twyford, Henley or Marlow than they are to Maidenhead.

Since there are no secondary schools in the area, pupils must travel to schools in Maidenhead or The Piggott, which is located between Twyford and Wargave.



### **3. Existing Cycling Activity and Potential for Growth**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- The PCT mapping shows that all roads carry fewer than 50 commuter cycle trips per day, with the exception of a short section of Waltham Road in Woodlands Park.

Government Target Scenario:

- The PCT shows between 250 and 499 commuter cycle trips on the northernmost section of Waltham Road.
- The PCT shows that the following routes would carry between 100 and 249 commuter cycle trips:
  - A4 east of Burchetts Green Lane
  - A4 between Bottle Lane and Warren Row Road
  - Waltham Road / B3024 Broadmoor Road between Woodlands Park and Waltham St Lawrence
  - B3024 Littlefield Green
  - Howe Lane
- A number of roads are shown to carry between 50 and 99 cycle commuter trips:
  - All other sections of the A4
  - B3024 Twyford Road
  - Church Hill
  - Paley Street
  - Sill Bridge Lane

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including all of the A and B roads:

- A4 Bath Road
- A4130 Henley Road
- B3010 Straight Mile / Twyford Road
- B3024 Broadmoor Road / Hurst Road

Minor roads that are well used include:

- Temple Lane
- Bradenham Lane
- Hurley Lane
- Honey Lane
- Burchett's Green Road
- Warren Road Road
- Bottle Lane / Butchers Lane
- Waltham Road

- Milley Road
- School Road / Plough Lane / West End Lane
- Shurlock Road / The Street / Beenhams Heath
- Smewins Road
- Hungerford Lane

#### **4. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is popular with British and European cycle tourers.

NCN4 also provides local links between Knowl Hill, Littlewick Green and Woodlands Park, with links to Maidenhead Office Park. It also provides onward connections to Maidenhead and Windsor in the east and Wargrave and Twyford in the west. The route mostly follows quiet roads and surfaced public rights of way, but the section between the borough boundary and Wargrave follows an unsurfaced bridleway and is only suitable for use by mountain bikes and hybrids. Also, the connection to Twyford is very indirect.

There is a signed quiet route between Hurley and Pinkney's Green, which uses Hurley Lane, Dungrove Hill Lane and Lee Lane, crossing the A404 via an underpass. However, there is a missing link between the western end of Hurley Lane and Hurley High Street.

The [Knowl Hill Bridleway Circuit](#) provides a recreational route via existing public rights of way, linking Knowl Hill, Warren Row, Burchett's Green, Littlewick Green, White Waltham and Waltham St Lawrence. However, this circuit is predominantly aimed at equestrians and uses some unsurfaced bridleways that may be muddy or uneven in places and may be unsuitable for some bikes. There are other bridleways and byways that are available to cyclists, but these have similar issues to those mentioned above.

Public cycle parking has been provided at the following locations:

- Hurley car park
- Woodlands Park Village Centre

Few of the destinations identified in Section 2 are served by the current cycle route network. However, Burchett's Green Road is traffic calmed and subject to a 20 mph speed limit and Waltham Road is subject to an advisory 20 mph speed limit at the start and end of the school day. An advisory 20 mph speed limit is proposed for Woodlands Park Primary School. An advisory 20 mph speed limit was previously proposed for Waltham St Lawrence Primary School, but the scheme was dropped following local consultation.

#### **5. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- Although there are some pleasant, quiet lanes in the area, there are few dedicated cycle routes, which deters many people from cycling for local journeys.
- Many local lanes are used as cut-throughs by motorists during peak periods. This makes them unattractive for commuter cycling.
- Cross-boundary cycling links are poor.

- The area is crossed by a number of main roads, including the A4, A404 and A4130, which are heavily trafficked and difficult to cross, presenting major barriers to cycling.
- There is some demand for commuter cycle routes along the A4 to cater for inter-urban commuters.
- There are often significant numbers of bikes parked at Grove Park, suggesting that this is a key destination for cyclists.
- Very few children / young people currently cycle to school / college due to the lack of protected cycle routes.
- NCN4 is very narrow between Knowl Hill Common and Star Lane, and is constrained by protected trees.
- Although NCN4 is waymarked, there is no destination signing at key junctions.
- NCN4 is not suitable for use by road bikes due to surfacing issues in some locations.
- Despite not being permitted, cycling on the Thames Path and parallel public footpaths is commonplace.
- There is no cycle parking serving the shops within Woodlands Park district centre.
- A lack of available highway land is a key constraint to providing more cycle routes.
- Previous attempts to introduce cycle routes in the area have been unsuccessful due to objections from parish councils and local landowners.
- There are no cycle bypasses for the traffic calming on Burchett's Green Road and the condition of humps is poor.
- Some bridleways and byways are unsurfaced and are therefore unsuited to utility cycling trips.
- The small size of local communities and the low numbers of cyclists make it hard to achieve high cost benefit ratios for major cycling investment in the area.
- There are few major developments planned for the area that will provide / fund new cycle facilities.

## 6. Road Safety

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 5 serious
- 10 slight casualties.

Locations with more than one casualty include ::

- A4 Bath Road / Burchetts Green Road (2 slight casualties)
- B3024 Littlefield Green / Church Hill (1 serious and 1 slight casualty)

None of the local schools took part in Bikeability in 2016/17.

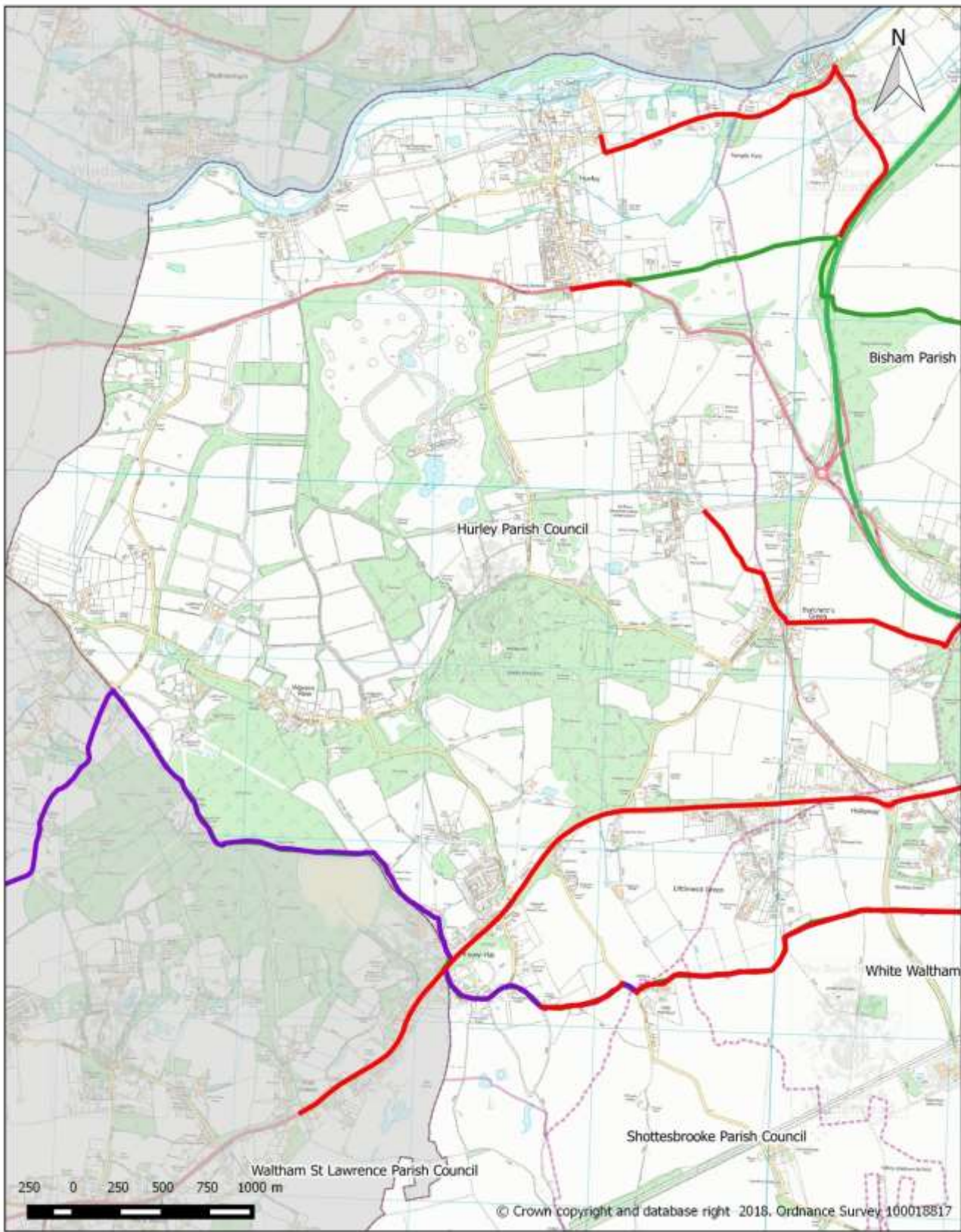
## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£

Action	Responsibility	Deliverability	Cost
2. Improve direction signing on NCN4, incorporating destination signs at key junctions.	RBWM	✓✓✓	£
3. Investigate the potential to upgrade the surface on NCN4.	RBWM	✓✓	££
4. Offer to install cycle parking at Woodlands Park shops.	RBWM	✓✓	£
5. Liaise with landowners regarding the potential for cycle access between Hurley and Bisham along Temple Lane	RBWM	✓✓	££
6. Construct a new cycle route between Grove Park and Woodlands Park, with onward connections to Cox Green and Maidenhead.	RBWM	✓✓	£££
7. Investigate the potential for a new cycle route between BCA and Maidenhead.	RBWM	✓	£££
8. Consult with local landowners regarding the potential for a new cycle link to White Waltham Primary via the airfield service road / a new route along the perimeter.	RBWM	✓	£££
9. Work with Wokingham Borough Council to investigate the feasibility of constructing a cycle route alongside the A4 Bath Road between Twyford and Maidenhead.	RBWM	✓	£££
10. Liaise with landowners regarding the missing section of cycle route between Hurley Lane and Hurley High Street.	RBWM	✓	£££
11. Liaise with Wokingham Borough Council regarding upgrading Waltham St Lawrence Footpath 9 / Ruscombe Footpath 4 to improve links to Twyford.	RBWM	✓	£££

Figure 1: Hurley and the Walthams (North)

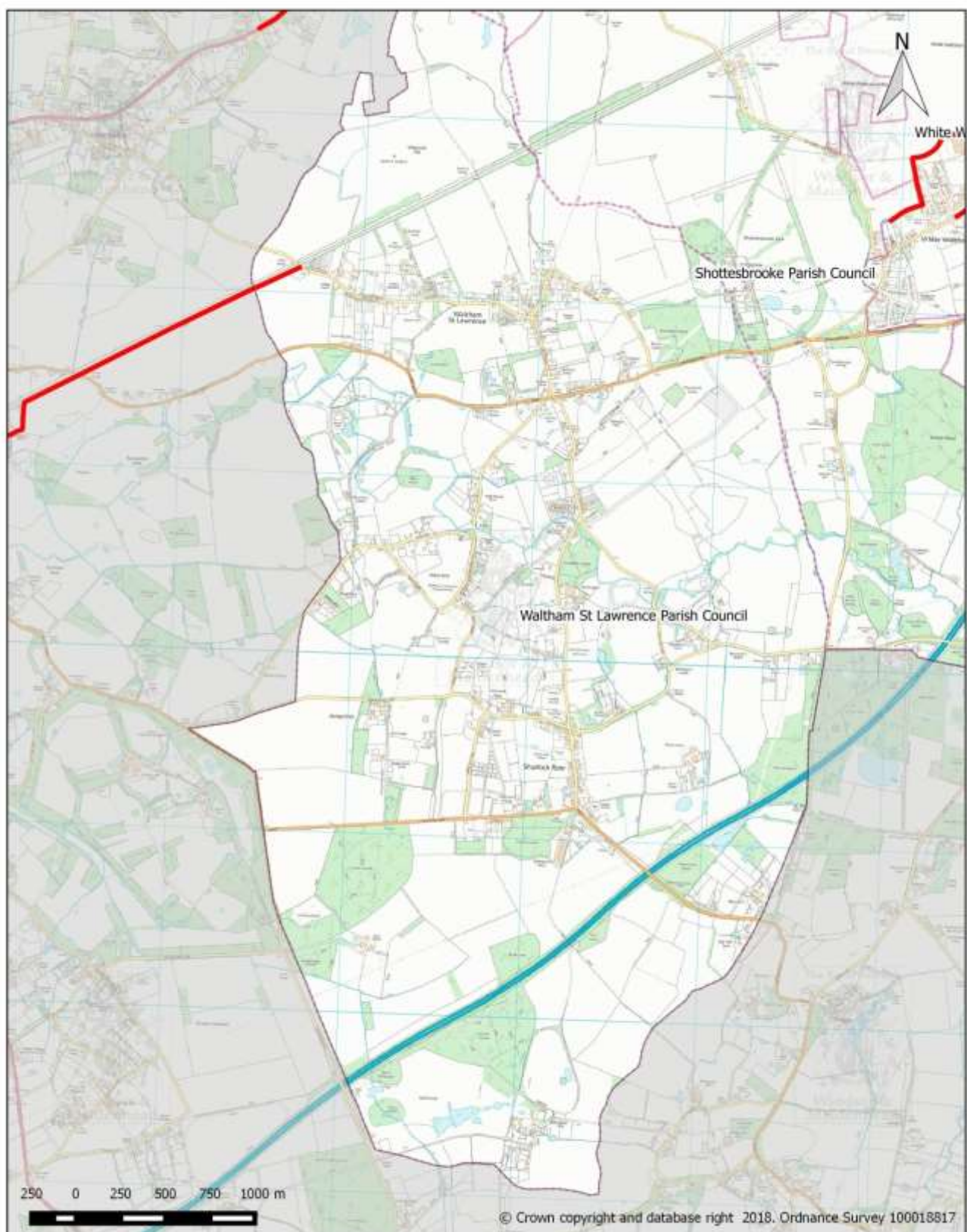


Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Hurley and the Walthams

- Legend**
- Existing cycle routes: — Proposed cycle routes
- RBWM — National Cycle Network



**Figure 2: Hurley and the Walthams (South)**



**Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Hurley and the Walthams**

**Legend**

— Proposed cycle routes

## Appendix 8: Area Profile - Maidenhead and Cox Green

### 8. Description of the Area

The Maidenhead and Cox Green area includes the following wards: Riverside; Furze Platt; Pinkneys Green; Belmont; Boyn Hill; Oldfield; and Cox Green. The area is bounded by: the River Thames to the east; Bisham and Cookham to the north; Hurley and Walthams to the west; and Bray to the south.

### 9. Local Destinations

The following have been identified as the main cycling destinations within the local area:

Community:

- 4 Marlow Road
- Boyn Grove Library
- Cox Green Library
- Cox Green Leisure Centre / Youth and Community Centre
- Furze Platt Container Library
- Larchfield Community Centre
- Maidenhead Heritage Centre
- Maidenhead Library
- Pinkneys Green Youth and Community Centre
- St Luke's Community Hall
- Town Hall

Education:

- All Saints CE Junior School
- Altwood C of E School
- Alwyn Infants School
- Boyne Hill Infants School
- Braywick Court School
- Claires Court School (College Avenue)
- Claires Court School (Ray Mill Road East)
- Courthouse Junior School
- Cox Green School
- Desborough College
- Forest Bridge School
- Furze Platt Infants and Junior Schools
- Furze Platt Senior School
- Highfield School
- Larchfield Primary School
- Lowbrook Primary School
- Manor Green School
- Newlands Girls' School
- Oldfield Primary School
- Redroofs Theatre School
- Riverside Primary School

- St Edmund Campion Catholic Primary School
- St Luke's C of E School
- St Mary's Catholic Primary School
- St Piran's School
- Wessex Infant and Junior School

#### Employment:

- Boyn Valley Industrial Estate
- Concorde Park / Norreys Drive
- Cordwallis Business Park
- Foundation Park
- Furze Platt Business Centre Park
- Howarth Road Business Park
- Maidenhead Town Centre
- Oldfield Road / Reform Road Industrial Estate
- Stafferton Way Retail Park
- Vanwall Business Park
- Whitebrook Park

#### Leisure:

- Braywick Sports and Recreation Ground
- Cox Green Leisure Centre
- Furze Platt Leisure Centre
- Grenfell Park
- Ivy Leaf Club
- Kidwells Park
- Magnet Leisure Centre
- Maidenhead Lawn Tennis Club
- Maidenhead United Football Club
- North Town Moor
- Ockwells Park
- Oaken Grove Park
- Ray Mill Island / Boulters Lock
- Riverside Gardens
- Tenpin
- Town Moor

#### Shopping:

- A4 Bridge Road Shops
- Cookham Road Shops
- Highway Avenue Shops
- Lidl Superstore
- Maidenhead Town Centre
- Sainsbury's Superstore
- Stafferton Way Retail Park
- Switchback Road Shops
- Wessex Way Shops
- Wootton Way Shops



Transport:

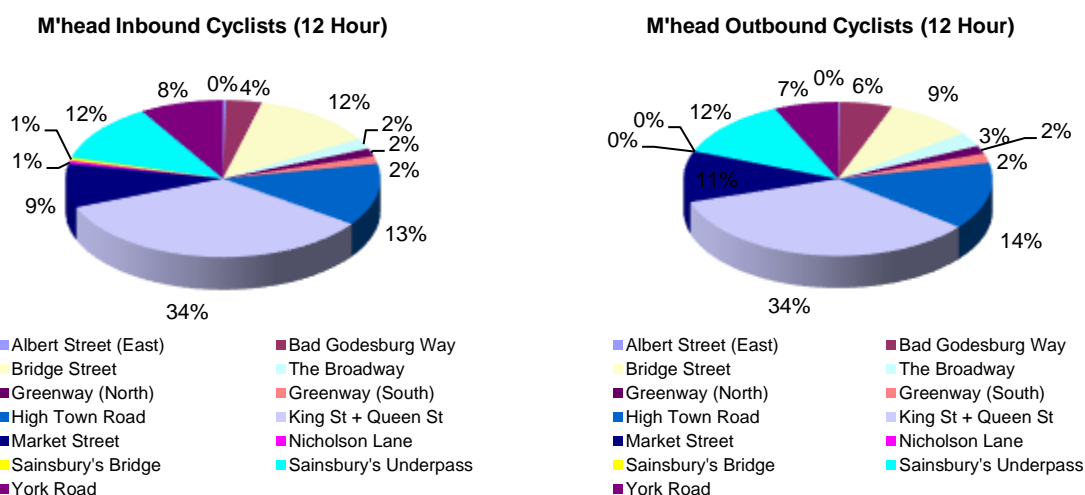
- Furze Platt Station
- Maidenhead Station

Cross-boundary links are important for the town (e.g. to access the popular Jubilee River cycle route in South Buckinghamshire).

## **Existing Cycling Activity and Potential for Growth**

Annual cordon counts are undertaken on all roads to / from the town centre. While figures fluctuate, there has been a gradual upward between 2007 and 2015. However, there has been a significant reduction in cycle flows in the last two years. In 2016/17, there were 1,225 cyclists recorded entering / leaving the town centre over a 12 hour period between 7am and 7pm. This is approximately 54% of the number observed in Windsor, despite Maidenhead being the larger town.

The King Street / Queen Street junction is the most heavily used access point, accounting for over 30% of the total cycling trips to and from the town centre. Many of these trips are likely to have the rail station as an origin or destination. It should also be noted that there is significant illegal use of the subways at Bad Godesburg Way, High Town Road and Sainsbury's.



The cycle counts highlight that there is a considerable difference between the number of women and men who are cycling to and from the town centre, with men outnumbering women by 5:1. This imbalance is more pronounced than for the UK as a whole which is closer to 3:1.

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

2011 Baseline:

- PCT's analysis of commuter cycling flows shows that only a handful of links carry over 100 commuting trips per day.
- The heaviest flows are shown on the eastern sections of the A4, the area around the junction of the Green Way and King Street, and along Grenfell Road, which carry between 100 and 249 commuter cycle trips per day.
- It should be noted that the Council's annual cordon counts shows that there are significant

numbers of cyclists using the subways at Bad Godesberg Way, St Cloud Way and Frascati Way. However, none of these subways are legal cycle routes, so they do not show up in the CycleStreets journey planner. Also, the journey planner does not appear to assign trips along the Green Way between Stafferton Way and Hibbert Road, which is a high quality traffic free cycle route.

#### Government Target Scenario:

- The eastern sections of the A4 and the area around the approaches to the junction Green Way and King Street are shown to carry the highest cycling flows – between 250 and 499 commuter cyclists per day.
- A significant number of additional routes are shown to carry between 100 and 249 cyclists per day, including a number of key radial routes and routes within and around the edge of the town centre, including:
  - A4 (various sections)
  - A308 Braywick Road / King Street
  - A308 Gringer Hill
  - B3028 Bray Road / Oldfield Road
  - B4447 Cookham Road (south of Norfolk Road)
  - Cannon Lane
  - Grenfell Road
  - Kendall Place
  - Norden Road
  - Norfolk Road
  - Pinkneys Road
  - Queen Street (between York Road and A308 King Street)
  - Ray Mill Road
  - Ray Street
  - St Mark's Road
  - Shoppenhangers Road
  - York Road

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including many of the A and B roads:

- A4 (all sections)
- A308 (all sections)
- A4094 Ray Mead Road / Lower Cookham Road
- B3028 Bray Road / Oldfield Road
- B4447 Cookham Road

Minor roads that are well used include:

- Cannon Lane
- Harvest Hill Road
- Hibbert Road
- Pinkneys Drive
- Pinkneys Road

- St Mark's Road
- Shoppenhangers Road
- Switchback Road

## **10. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is popular with British and European cycle tourists.

NCN4 provides local links to Cox Green and Bray and serves Maidenhead Station. It also provides onward connections to Knowl Hill in the west and Eton Wick, Eton and Windsor in the east. The route follows a mixture of quiet roads, surfaced shared paths and the Green Way which has a crushed aggregate surface. It is well used for utility as well as recreational cycling.

NCN50 follows permitted paths and public rights of way across the Summerleaze estate to link Maidenhead with Cookham Rise.

NCN61 runs along the Jubilee River just to the east of Maidenhead, but there are no links to the route from Maidenhead.

The following represent the main formal cycle routes:

- A4 Cycle Route, Newlands Drive to Westborough Road – shared use footway / cycleway with toucan crossings at Newlands Drive and Highway Road
- A308 Braywick Road – shared use footway / cycleway with toucan crossings at Shoppenhangers Road and Queen Street junctions
- All Saints Avenue – shared use footway / cycleway
- Cox Green Road to Kendall Way – cycle track
- Green Way, Hibbert Road to Stafferton Way – cycle track
- Green Way, Stafferton Way to York Road – cycle track
- Ludlow Road to Desborough Crescent – mixture of cycle tracks and quiet roads
- Norreys Drive – shared use footway / cycleway
- North Town Moor – cycle track
- Oaken Grove Park – cycle tracks running north-south and east-west
- Stafferton Way – shared use path leading to cycle track to A308 with toucan crossing at Lidl
- Switchback Road North – shared use path
- Town Moor – cycle track

Cycle parking is provided at the following locations:

- Grenfell Park
- High Street (various locations)
- King Street (various locations)
- Magnet Leisure Centre
- Maidenhead Library
- Maidenhead Station
- Market Street
- Park Street
- Queen Street (various locations)
- Switchback Road shops

- Town Hall
- Wessex Way Shops

## **11. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- The area is crossed by a number of main roads, including the A4, A308, A4094, B4447 and Shoppenhangers Road. These are heavily trafficked with few cycle routes, which creates challenging conditions for cycling.
- It is particularly difficult to get to the town centre from residential areas to the north and west. A significant number of cyclists use the A4 and A308 subways illegally. There are cyclist casualties at most of the main junctions around the town centre.
- There is a shortfall of cycle parking at Maidenhead Station.
- There is a shortfall of cycle parking around the King Street access to the Nicholsons Centre.
- A lack of available highway land is a key constraint to providing more cycle routes.
- The town suffers from having few through-routes in a north-south and east-west direction, which makes it difficult to create filtered permeability for cyclists (i.e. through routes for cyclists but not motor vehicles).
- The railway lines are particular barriers to cycle movement.
- There are no cross-boundary cycle routes to Buckinghamshire. As a narrow, listed structure, Maidenhead Bridge is a barrier to cycle movements along the A4 corridor.
- Some of the town's main business parks / industrial estates are poorly served by cycle routes (e.g. Cordwallis Road, Foundation Park, Furze Platt and Oldfield Road).
- Levels of cycling to school vary.
- There is limited cycle parking at some local shopping centres (e.g. Bridge Road, Cookham Road, Furze Platt Post Office, Highway Avenue shops and Wootton Way shops).
- The route along 'the Gullet' from Cox Green to Maidenhead Station is poorly lit.

## **12. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 15 serious
- 77 slight casualties.

The following locations have clusters of three or more casualties:

- A404(M)/A4 Bath Road (3 slight casualties)
- A4 Bad Godesberg Way / A4 Castle Hill / A308 Frascati Way / A308 Marlow Road (1 serious and 5 slight casualties)
- A4 Bad Godesberg Way / A4 St Cloud Way / B4447 Cookham Road / Market Street (1 serious and 4 slight casualties)
- A4 St Cloud Way / A4 Bridge Road / Forlease Road (1 serious and 2 slight casualties)
- A4 Bridge Road / A4094 Ray Mead Road / Guards Club Road (3 slight casualties)
- Cox Green Road / Shoppenhangers Road (4 slight casualties)

The following schools have taken part in Bikeability during the 2016/17 academic year:

- All Saints CE Junior School
- Courthouse Junior School
- Furze Platt Junior School

- Highfield Preparatory School
- Larchfield Primary School
- Lowbrook Academy
- Oldfield Primary School
- Riverside Primary School
- St Edmund Campion Catholic Primary School
- St Luke's C of E School
- St Mary's Catholic Primary School
- St Piran's School
- Wessex Primary School

### 13. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Provide contra-flow cycle route on High Street (East)	Shanly Homes	✓✓✓	£*
3. Construct new ped / cycle bridge link between Green Way and Oldfield Road	RBWM	✓✓✓	£**
4. Provide cycle parking at A4 Bridge Street shops	RBWM	✓✓✓	£
5. Provide cycle parking at Cookham Road shops	RBWM	✓✓✓	£
6. Provide cycle parking at Cox Green Centre	RBWM	✓✓✓	£
7. Provide cycle parking at Furze Platt post office	RBWM	✓✓✓	£
8. Provide cycle parking at Highway Avenue shops	RBWM	✓✓✓	£
9. Provide cycle parking at Ockwells Park	RBWM	✓✓✓	£
10. Provide cycle parking at Shifford Crescent shops	RBWM	✓✓✓	£
11. Construct a cycle gate between Switchback Road South and Cannon Court Road	RBWM	✓✓✓	£
12. Trial of permitting cyclists in subways round town centre	RBWM	✓✓✓	£

Action	Responsibility	Deliverability	Cost
13. Cycle crossing at A308 / Stafferton Way roundabout	RBWM	✓✓✓	££
14. Improve the street lighting along The Gullet.	RBWM	✓✓✓	££
15. Provide cycle parking at Wootton Way shops	RBWM	✓✓	£
16. Seek to adopt the eastern section of Horseguards Drive in order to secure the cycle route to Maidenhead Bridge.	RBWM	✓✓	£
17. Investigate measures to improve conditions for cycling on Grenfell Road	RBWM	✓✓	££
18. Improve the Ludlow Road / Shoppenhangers Road junction.	RBWM	✓✓	££
19. Provide a new cycle route to Furze Platt School via Nightingale Lane, Cannon Court Road and Switchback Road South	RBWM	✓✓	££
20. Quiet route between Furze Platt and Maidenhead town centre via Camden Road, Belmont Park Avenue, College Road	RBWM	✓✓	££
21. New route between Cox Green School and Altwood Road	RBWM	✓✓	££
22. Outer radial route via Summerleaze Road, Moor Lane, Harrow Lane, Linden Avenue	RBWM	✓✓	££
23. Investigate the potential for a recreational cycle trail at Ockwells Park	RBWM	✓✓	£££
24. A4: Oldfield Road to Moorbridge Road	RBWM	✓✓	£££
25. Maidenhead Missing Links - Inner radial route through Magnet development site, Kidwells Park, West Street & King Street.	RBWM / Countryside	✓✓	£££
26. Outer radial route via Braywick Park and a new route through the proposed redevelopment of the golf course site. ‡	RBWM / Developer (TBC)	✓✓	£££
27. Construct new route via Kimbers Lane and through the proposed redevelopment of the golf course site. ‡	RBWM / Developer (TBC)	✓✓	£££
28. Provide a secure cycle parking hub at Maidenhead Station	RBWM/ Network Rail / GWR	✓✓	£££

Action	Responsibility	Deliverability	Cost
29. Improve cycle crossing between Maidenhead Station and the town centre as part of Maidenhead Station Access scheme.	RBWM	✓✓	£££
30. Construct a cycle route between Woodlands Park Avenue and Highfield Lane‡	RBWM / Developer (TBC)	✓	£££
31. Consider an east-west route via West Street, Providence Place and St Mary's Walk in the event that the site comes forward for redevelopment.	RBWM / Developer (TBC)	✓	£££

§ *Propensity to Cycle Tool shows where cycling levels are highest and where it has the greatest potential to grow (<http://www.pct.bike>)*

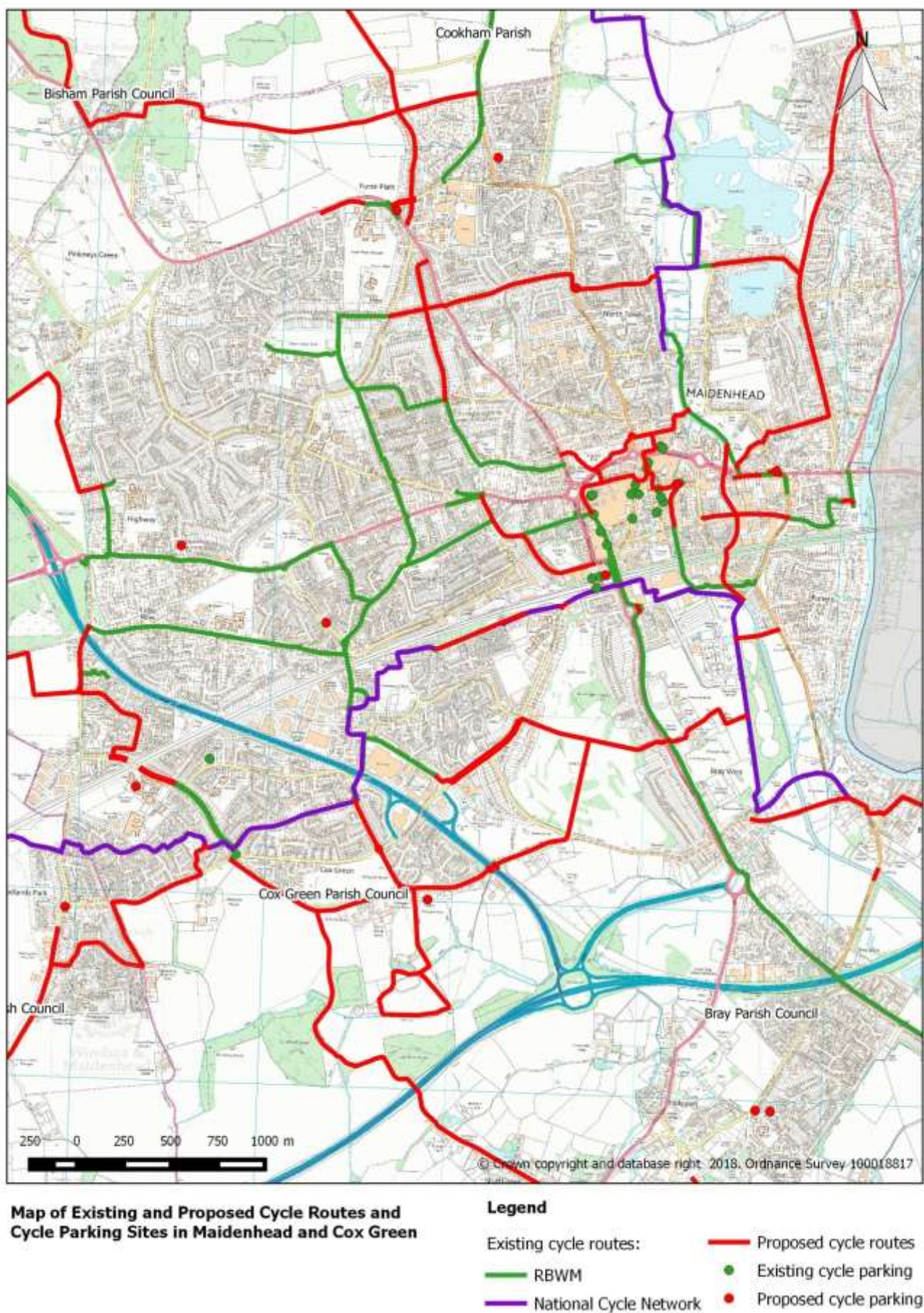
\* *Scheme funded and constructed by developer.*

\*\* *Scheme funded by developer.*

‡ *Subject to site coming forward for development*



Figure 1: Maidenhead and Cox Green





## **Appendix 9: Area Profile - Old Windsor**

### **1. Description of the Area**

The Old Windsor ward covers the area between Windsor and Ascot, Sunninghill and Sunningdale. The area is dominated by Windsor Great Park and the only settlement of note is Old Windsor itself. The area is bounded by the River Thames to the east, Bracknell Forest to the west and Surrey to the south.

### **2. Local Destinations**

The following have been identified as the main cycling destinations in and around the local area:

Community:

- Old Windsor Library
- Old Windsor Memorial Hall
- Old Windsor Club
- Old Windsor Hub

Education:

- King's Court First School
- St Peter's C of E Middle School
- The Royal School

Employment:

- N/A

Leisure

- Smith's Lawn
- Savill Gardens

Shopping:

- St Luke's Road district centre
- Old Friary Post Office, Old Windsor
- Windsor Great Park Post Office and Shop

Cross-boundary links are important for local communities, particularly to Egham and Staines-upon-Thames which are on the Reading to London Waterloo rail line and are major sources of employment.

Since there are no secondary schools in the area, pupils must travel to schools in Windsor.

### **3. Existing Cycling Activity**

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

#### 2011 Baseline:

- The PCT mapping shows that the A308 Straight Road / Albert Road have the highest number of cycle commuting trips with between 50 and 99 movements per day.
- All other roads carry fewer than 50 cycle commuter trips per day.
- Existing cycle routes include:
  - A shared use path on the north side of A308 Albert Road with a toucan crossing on the approach to the Straight Road roundabout.
  - A cycle gate between St Luke's Road and Albany Road.
  - Various routes through Windsor Great Park, including NCN4, which use traffic free paths and estate roads to link Windsor to Englefield Green, Cheapside and Sunningdale, with a toucan crossing at Rangers Gate.

#### Government Target Scenario:

- The following roads are all shown to carry between 100 and 249 commuter cycle trips per day:
  - A308 Straight Road / Albert Road
  - B3021 Datchet Road / Southlea Road
- The number of commuter cycle trips on Albany Road is shown to increase to between 50 and 99 movements per day.

[Strava Heat Maps](#) provide some indication as to cycling levels. Strava smart phone apps tend to be used by sports cyclists rather than utility cyclists, so the results are not necessarily representative of everyday cycling activity.

Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including all of the A and B roads:

- A308 Albert Road / Straight Road
- A332 Sheet Street Road
- B383 Mounts Hill
- B3021 Burfield Road / St Luke's Road / Datchet Road

Minor roads that are well used include:

- Albany Road
- Crimp Hill
- Duke's Lane
- Prince Consort's Drive

#### **4. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is popular with British and European cycle tourists.

NCN4 also provides local links to Windsor. It also provides onward connections to Maidenhead in the west and Egham and Staines in the east. The route mostly follows unmetalled tracks and estate roads.

There is a wide shared-use footway/cycleway alongside the A308 Albert Road, with a toucan crossing at the eastern end. There is also a cycle contra-flow at the southern end of Albany Road.

There are no known sites with formal public cycle parking within the area.

## **5. Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- The area is crossed by a number of main roads, including the A308, A332, B383 and B3021. These are heavily trafficked and present major barriers to cycling.
- With the exception of NCN4, there are no cross-boundary cycle routes.
- Visitor numbers to the Great Park have increased considerably in recent years, reaching 4 million per year. The area is very popular with cyclists and there is significant conflict between cyclists and other visitors at weekends and public holidays.
- Very few children / young people currently cycle to school due to the lack of protected cycle routes.
- The surface of NCN4 between St Leonards Road and Sheet Street Road has been cut up by equestrians on a number of occasions.
- The Crown Estate does not permit waymarking of NCN4 through the Great Park.
- Cycling is not permitted along the section of the Thames Path in Old Windsor.
- There is no cycle parking serving the St Luke's Road district centre or the Old Friary Post Office.
- A lack of available highway land is a key constraint to providing more cycle routes.
- Much of Windsor Great Park is affected by environmental designations, including Special Area of Conservation and Sites of Special Scientific Interest – these limit the potential for additional cycle routes.
- Crown Estate owns many of the highway verges alongside public roads through the Great Park, which restricts where cycle routes can be constructed.
- The small size of local communities and the low numbers of cyclists make it hard to achieve high cost benefit ratios for major cycling investment in the area.
- There are few major developments planned for the area that will provide / fund new cycle facilities.
- There are a number of major charity bike rides that pass through the area each year, including the Palace to Palace and the London to Windsor

## **6. Road Safety**

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 2 serious
- 10 slight casualties.

The main cluster is along A308 Straight Road.

The following schools have taken part in Bikeability during the 2016/17 academic year:

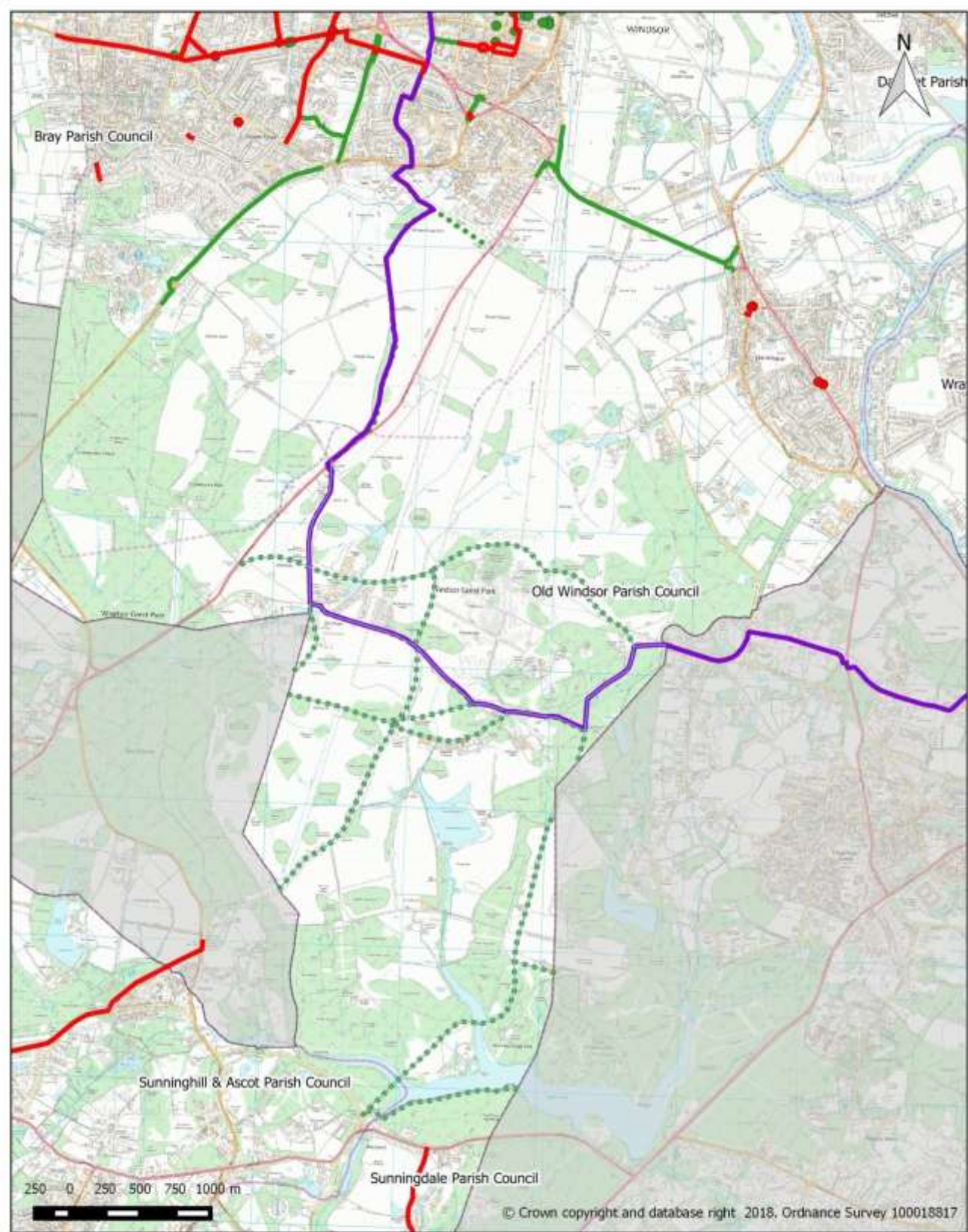
- King's Court First School
- The Royal School
- St Peter's Middle School.

## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Improve and sign the cycle contra-flow at the southern end of Albany Road.	RBWM	✓✓✓	£
3. Install cycle parking at St Luke's Road district centre	RBWM	✓✓✓	£
4. Install cycle parking at Old Friary Post Office	RBWM	✓✓	£

Figure 1: Old Windsor



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Old Windsor

Legend

- |                        |                          |
|------------------------|--------------------------|
| Existing cycle routes: | — National Cycle Network |
| ..... Crown Estate     | — Proposed cycle routes  |
| — RBWM                 | ● Existing cycle parking |
|                        | ● Proposed cycle parking |

## Appendix 10: Area Profile - Windsor

### 1. Description of the Area

The Windsor area includes the following wards: Clewer North; Clewer South; Clewer East; Castle Without; the southern part of Eton and Castle; and Park. It is bounded by the River Thames to the north; Datchet to the east; Bray to the west; and Windsor Great Park to the south. It encompasses both of the Windsor Neighbourhood Plan areas.

### 2. Local Destinations

The following have been identified as the main cycling destinations within the local area:

Community:

- Clewer Youth and Community Centre
- Dedworth Library
- Gardeners Hall
- Manor Youth and Community Centre
- Windsor Library
- Windsor Youth and Community Centre

Education:

- Brigidine School
- Clewer Green CE First School
- Dedworth Green First School
- Dedworth Middle School
- Hilltop First School
- Homer First School
- Oakfield First School
- St Edward's Catholic First School
- St Edward's Royal Free Ecumenical School
- The Queen Anne Royal Free CE First School
- Trevelyan School
- Trinity St Stephens Primary School
- Upton House School
- Windsor Boys' School
- Windsor Girls' School

Employment:

- Centrica
- Keeler
- LEGOLAND®
- Tinkers Lane
- Vansittart Industrial Estate
- Windsor Racecourse
- Windsor Town Centre

Leisure

- Alexandra Gardens

- Bachelors Acre
- Clewer Memorial Recreation Ground
- LEGOLAND®
- River Thames
- Sutherland Grange
- Theatre Royal
- Vansittart Rec
- Windsor Castle
- Windsor Farm Shop
- Windsor Football Club
- Windsor Great Park
- Windsor Leisure Centre

#### Shopping:

- Dedworth Road
- Tesco superstore, Dedworth
- Windsor Town Centre

#### Transport:

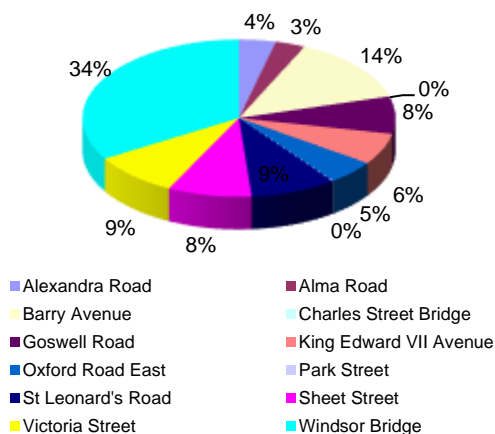
- Windsor and Eton Central Station
- Windsor and Eton Riverside Station

Cross-boundary links are important, particularly commuting trips to and from Slough, which is a key employment destination for Windsor residents and an important source of labour for jobs in the town. It also provides onward connections towards Reading and London Paddington by rail.

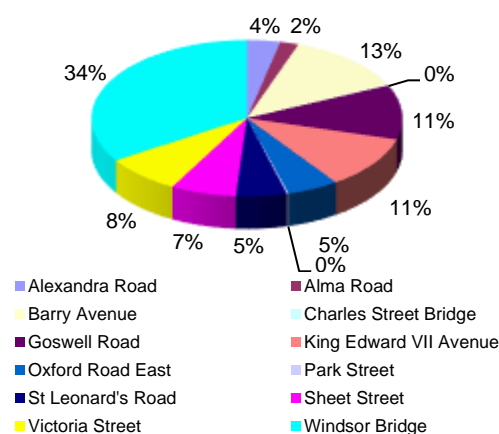
### 3. Existing Cycling Activity

Annual cordon counts are undertaken on all roads to / from the town centre. While figures fluctuate, there has been a gradual upward trend since 2006. In 2017/18, there were 2,280 cyclists recorded entering / leaving the town centre over a 12 hour period between 7am and 7pm. This is over 80% higher than the number observed in Maidenhead, despite Windsor having the smaller population.

**Windsor Inbound Cyclists (12 Hour)**



**Windsor Outbound Cyclists (12 Hour)**





Windsor Bridge is the most heavily used access point, accounting for over 30% of the total cycling trips to and from the town centre. Many of these trips are likely to have the town's two rail stations as an origin or destination.

The cycle counts highlight that there is a considerable difference between the number of women and men who are cycling to and from the town centre, with men outnumbering women by over 5:1. This imbalance is more pronounced than for the UK as a whole which is closer to 3:1.

The Propensity to Cycle Tool ([www.pct.bike](http://www.pct.bike)) has been used to model existing cycle commuter flows based on 2011 Census data. It has also been used to identify routes that are likely to experience the highest levels of growth in cycling activity under the 'Government Target' scenario, which looks at what would happen if cycling levels were to double.

#### 2011 Baseline:

- The PCT shows that there are a handful of roads that carry between 100 and 249 commuter cycle trips per day:
  - B3022 St Leonard's Road / Winkfield Road (between Imperial Road and Kimber Close
  - B3024 Dedworth Road / Clarence Road
  - Barry Avenue / River Street / Thames Avenue
  - St Leonard's Road / Albany Road / Dagmar Road
  - Vansittart Road (between Arthur Road and Albert Street)
  - Windsor Bridge
- A332 Royal Windsor Way is shown as carrying over 100 cycle commuter trips per day, but the adverse traffic conditions are likely to deter the majority of cyclists from using this road.
- A number of other routes carry between 50 and 99 commuter cycle trips per day, including:
  - A308 Maidenhead Road
  - A308 Albert Road
  - B3173 Imperial Road
  - Arthur Road (between Royal Windsor Way and Vansittart Road)
  - Barry Avenue (between Vansittart Road and Goswell Road)
  - Charles Street
  - Clewer Hill Road
  - Goswell Road
  - Guards Road
  - St Leonards Road

#### Government Target Scenario:

- The PCT shows that several routes would carry between 250 and 499 commuter cycle movements per day:
  - Clarence Road
  - Dedworth Road (east of Vale Road)
  - Barry Avenue / River Street / Thames Avenue
  - St Leonard's Road / Albany Road / Dagmar Road

[Strava Heat Maps](#) provide some indication as to cycling levels, but the data must be treated with a degree of caution, since the Strava smartphone apps tends to be used by sports cyclists rather than utility cyclists. Therefore, the results are not necessarily representative of everyday cycling activity.



Notwithstanding these caveats, the heat maps show that there are a number of routes that are currently well-used by cyclists, including many of the A and B roads:

- A308 Albert Road
- A308 Goslar Way / Imperial Road / Osborne Road
- A308 Maidenhead Road
- A332 Sheet Street Road
- B470 Datchet Road / King Edward VII Road
- B3022 St Leonard's Road / Winkfield Road
- B3022 Thames Street / High Street / Sheet Street
- B3024 Dedworth Road / Clarence Road
- B3173 Imperial Road

Minor roads that are well used include:

- Arthur Road
- Barry Avenue
- Clewer Hill Road
- Goswell Road
- Mill Lane
- Windsor Bridge

#### **4. Existing Cycling Infrastructure**

The area is crossed by [NCN4](#), which is a long-distance cycle route between London and Fishguard, via Reading, Bath, Bristol, Swansea, Carmarthen, Tenby, Haverfordwest and St David's. It also forms part of the [London to Land's End](#) long-distance cycle route that is popular with British and European cycle tourists.

NCN4 also provides local links to Eton, Eton Wick and the Great Park. It also provides onward connections to Maidenhead in the west and Egham and Staines in the east. The route mostly follows unmetalled tracks and estate roads.

The following represent the main formal cycle routes:

- A308 Albert Road – shared use footway / cycleway with toucan crossing near Kings Road roundabout
- A308 Alma Road – toucan crossing
- A308 Maidenhead Road – shared use footway / cycleway with toucan crossing near Gallys Road and cycle refuges at key junctions
- A308 Osborne Road – toucan crossing
- B3022 Winkfield Road – shared use footway / cycleway to LEGOLAND®
- B3022 Winkfield Road / Clewer Hill Road – toucan crossings
- B3173 Imperial Road – shared use footway / cycleway with toucan crossings at northern and southern ends
- Barry Avenue – shared use footway / cycleway with underpass beneath A332 Royal Windsor Way
- Vansittart Road - cycle track
- Vansittart Road to Alma Road – cycle track

Cycle parking is provided at the following locations:

- Windsor Coach park

- Datchet Road
- Dedworth Road
- High Street
- Jubilee Arch
- Madeira Walk
- Oxford Road East
- Rail stations (x2)
- River Street
- St Leonard's Road
- Victoria Street
- William Street
- Windsor Bridge
- Windsor Library

## 5. **Key Issues**

The following issues have been identified from a desktop audit and previous correspondence:

- The area is crossed by a number of main roads, including the A308, A332, B3022, B3024 and B3173. These are heavily trafficked and present major barriers to cycling.
- A lack of available highway land is a key constraint to providing more cycle routes.
- Dedworth has a road layout with few through routes in a north-south and east-west direction, which makes it difficult to create filtered permeability for cyclists (i.e. through routes for cyclists but not motor vehicles).
- Dedworth Road is not wide enough for a cycle route to be provided along its length.
- The Dedworth Road / Clarence Road/ Parsonage Lane / Hatch Lane junction causes problems for cyclists – there is conflict with vehicles entering / leaving the convenience store.
- Clarence Road roundabout is a key junction for all intra and inter-urban journeys through the town. However, it does not have any provision for cyclists, which makes it difficult to get between Dedworth and the town centre.
- The terraced streets in the old part of Windsor have extensive car parking, which limits opportunities to provide cycle routes.
- With the exception of NCN4, there are no cross-boundary cycle routes.
- Windsor is a major visitor destination, which means that roads can be heavily trafficked outside of the traditional commuter peak hours.
- Levels of cycling to school vary hugely – for example, Windsor Boys School regularly has upwards of 200 pupils cycling to school, while Windsor Girls School has a handful of cyclists.
- There is limited cycle parking serving the local shops along Dedworth Road.
- Visitor numbers to the Great Park have increased considerably in recent years, reaching 4 million per year. The area is very popular with cyclists and there is significant conflict between cyclists and other visitors at weekends and public holidays.
- The surface of NCN4 between St Leonards Road and Sheet Street Road has been cut up by equestrians on a number of occasions.
- There are few major developments planned for the area that will provide / fund new cycle facilities.
- The Crown Estate does not permit waymarking of NCN4 through the Great Park.
- Much of Windsor Great Park is affected by environmental designations, including Special Area of Conservation and Sites of Special Scientific Interest – these limit the potential for additional cycle routes.

- Crown Estate owns many of the highway verges alongside public roads through the Great Park, which restricts where cycle routes can be constructed.
- There are a number of major charity bike rides that pass through the area each year, including the Palace to Palace and the London to Windsor Bike Rides.

## 6. Road Safety

The following cyclist casualties have been recorded in the area during the five years –2012 - 2016:

- 0 fatal
- 17 serious
- 64 slight casualties.

The following locations have clusters of three or more casualties:

- A308 Maidenhead Road / Mill Lane junction (6 slight casualties)
- A308 Maidenhead Road / A332 Royal Windsor Way junction (1 serious and 2 slight casualties)
- A308 Osborne Road / A308 Albert Road / A332 Kings Road junction (3 serious and 1 slight casualty)
- A332 Royal Windsor Way / A308 Goslar Way / B3175 Imperial Way / Clarence Road / Dedworth Road (2 serious and 3 slight casualties)
- B3022 Thames Avenue / B470 Datchet Road / Thames Street junction (1 serious and 4 slight casualty)

The following schools have taken part in Bikeability during the 2016/17 academic year:

- Dedworth Green First School
- Dedworth Middle School
- Hilltop First School
- Homer First School
- St Edward's Catholic First School
- St Edward's Royal Free Ecumenical Middle School
- Trinity St Stephen CE First School

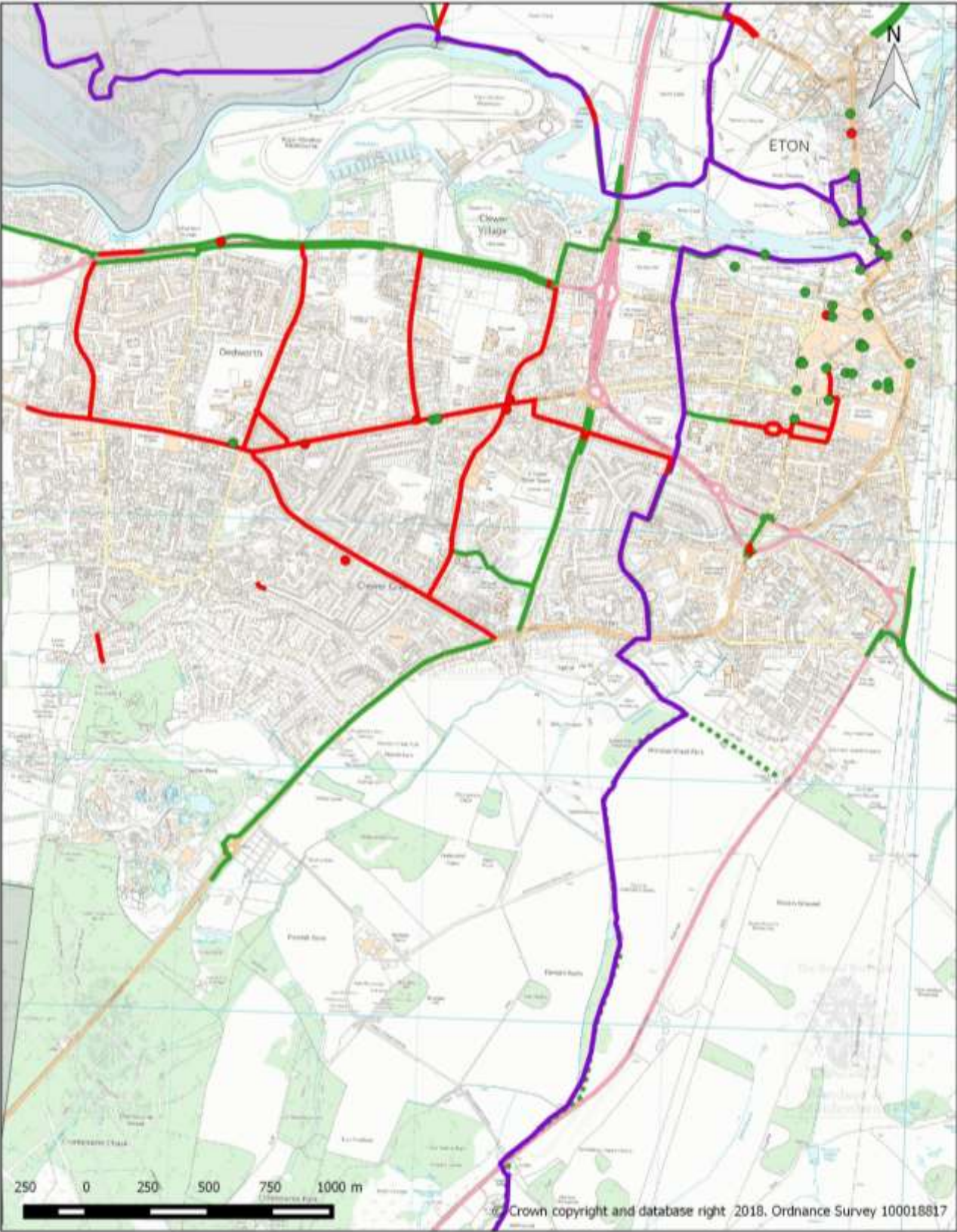
## 7. Action Plan

A number of potential actions have been identified to respond to the issues identified in the audit. These will be consulted upon internally and with key stakeholders including ward members, parish councils, the neighbourhood plan group, local cycling groups, and neighbouring local authorities.

Action	Responsibility	Deliverability	Cost
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£
2. Install cycle parking at Sutherland Grange	RBWM	✓✓✓	£
3. Approach Tesco re installation of cycle parking at Hatch Lane store.	RBWM	✓✓✓	£
4. Install cycle parking at shops along Dedworth Road to fill any gaps in current provision.	RBWM	✓✓✓	£

Action	Responsibility	Deliverability	Cost
5. Install a bike hangar at St Leonard's Road / Albany Road	RBWM	✓✓✓	£
6. Install cycle parking at Windsor and Eton Riverside Station as necessary	RBWM/ South Western Railway	✓✓✓	£
7. Signed quiet route between Alma Road and Windsor Town Centre	RBWM	✓✓✓	£
8. Provide toucan crossings on A308 west of Mill Lane	RBWM	✓✓✓	££
9. Provide toucan / parallel cycle crossings adjacent to zebra crossings at A308 / B3022 junction (King Edward VII Hospital)	RBWM	✓✓✓	££
10. Install cycle parking at Clewer Hill Shops	RBWM	✓✓	£
11. Install cycle parking off Goswell Road (next to lift)	RBWM	✓✓	£
12. Upgrade bridleway between St Leonard's Hill and Wilton Crescent.	RBWM	✓✓	£
13. Consult on area-wide 20 mph speed limits on residential roads in Clewer Green	RBWM	✓✓	££
14. Investigate measures to improve conditions for cyclists on Ruddlesway.	RBWM	✓✓	££
15. Investigate measures to improve conditions for cyclists on Smith's Lane / Manor Road.	RBWM	✓✓	££
16. Investigate measures to improve conditions for cyclists on Vale Road	RBWM	✓✓	££
17. Investigate measures to improve conditions for cyclists along Hatch Lane / Parsonage Lane corridor / Mill Lane	RBWM	✓✓	££
18. Improve cycle route between Dedworth Road and Vansittart Road	RBWM	✓✓	££
19. Investigate measures to to improve conditions for cyclists on Dedworth Road.	RBWM	✓✓	£££
20. Investigate measures to to improve conditions for cyclists on Clewer Hill Road.	RBWM	✓✓	£££

Figure 1: Windsor



Map of Existing and Proposed Cycle Routes and Cycle Parking Sites in Windsor

- Legend**
- Existing cycle routes:
    - National Cycle Network
    - Crown Estate
    - RBWM
  - Proposed cycle routes
  - Existing cycle parking
  - Proposed cycle parking

## Appendix 11 – Prioritised Schemes

The schemes identified in Appendices 1 – 10 above have been subject to an objective assessment process. Each scheme has been scored as low (1 point), medium (2 points) or high (3 points), for the following factors:

- **Propensity to Cycle Tool** - future importance of the route under the 'Government Target' scenario
- **Porosity** – improvement to an existing connection between two areas / a new connection between two areas / new connections between three or more areas
- **Safety** – at least one casualty on the route / two casualties on the route / three or more casualties on the route, assessed over a 5 year period
- **Security** – up to one cycle theft / two cycle thefts / three or more cycle thefts in the last year

Safety and Security have been given a weighting of 2x to reflect their relative importance.

Overall ratings have then been applied to each scheme as follows:

- High priority = 8 or more points
- Medium priority = 4 to 7 points
- Low priority = up to 3 points

Initial cost estimates have been prepared for schemes assessed as being a high priority. These are shown in Table 1 below together with cycling schemes that have already been committed as part of the Local Transport Plan Capital Programme or, which have funding allocated / provisionally allocated through the Local Enterprise Partnership. It should be noted that cost estimates may be subject to change as schemes are costed in more detail, and taking account of site-specific factors, such as topography, drainage and utility protection / diversion works.

These are considered to be the priority schemes to be delivered over the first 5 years of the Cycling Action Plan. The list will be kept under review taking account of the results of feasibility studies, as well as changes to traffic conditions and casualty numbers. In the event that schemes cannot be delivered as planned, then other schemes will be brought forward from the long-list.

Also, developers will be expected to fund / construct new cycle routes and cycle parking within major developments and to provide new / improved cycle routes that connect to the site. This may include schemes promoted by the developer or sought by the Council through the planning process. In particular, developments delivered as part of the Maidenhead Town Centre Regeneration Programme will be expected to fund / construct schemes that improve cycle links to / through the town centre and to deliver cycle parking for residents, workers and visitors.

Table 2 shows the full list of prioritised schemes.

**Table 1: Priority Schemes with Costings**

Neighbourhood	Scheme Name	Scheme Description	Cost £000s	External Funding	Priority	Completion Year
All	Wayfinding Improvements	Signing and waymarking existing routes	14		-	2018/19
Bisham & Cookham	Bisham Roundabout	Grade separated crossing - to be delivered by Highways England as part of A404/(M) Expressway project	TBC	Highways England	High	
	Cycle route between BCA and Maidenhead	Feasibility study	15		High	
Bray	A308 Cycle Route	Widening as development comes forward	TBC	Developer Funding	Medium	
	Monkey Island Lane / the Causeway / Hibbert Road	Feasibility study	12		High	
Datchet	B470 cycle route between Ditton Road and Lawn Close	Segregated shared path between Ditton Road and London Road; signed quiet route on service road; segregated share path between service Road and Lawn Close	125		High	
	New cycle route parallel to M4 as part of proposed housing developments to the north of Datchet	Feasibility study	12		High	
Horton & Wraysbury	Cycle route between Wraysbury & Hythe End	New shared path along east side of B376	250		Medium	
	Cycle route between Hythe End and Surrey boundary	Feasibility study	12		High	
Maidenhead & Cox Green	Stafferton Way roundabout	Informal cycle crossing on eastern arm	27		Medium	2018/19
	Adopt the eastern section of Horseguards Drive	Needed to secure the cycle route to Maidenhead Bridge	5		Medium	2018/19
	Provide contra-flow cycle route on High Street (East)	Eastbound contra-flow to be provided between St Ives Rd and Bridge Ave	TBC	Developer Funding	Medium	2018/19
	Maidenhead Station Access	300+ space cycle hub and improved ped / cyc crossing to town centre	612	Growth Deal / Developer	High	2019/20

Neighbourhood	Scheme Name	Scheme Description	Cost £000s	External Funding	Priority	Completion Year
Maidenhead & Cox Green (cont.)	Ludlow Road / Shoppenhangers Road	Junction enhancement / safety scheme	50		Medium	
	A4 - Oldfield Road to Moorbridge Road	Address problems on existing shared path: on-carriageway cycle lane to Moorbridge Road; Moorbridge Road cycle slip lane; upgrade pelican crossing to toucan; segregated shared path - Ray Street to crossing	150	Developer Funding	High	
	Maidenhead Missing Links	Oldfield Bridge, King Steet to West Street cycle route, new A4 surface crossing / subway, Kidwells Park cycle route(s), B4447 Cookham Road toucan crossing, Town Moor bridge replacement, Town Moor cycle route enhancements	3,600	Growth Deal / Developer Funding	High	2020/21
	Trial of permitting cycling in A4 subways	Traffic order, signing and lining	10		High	
	Measures to improve conditions for cycling on Grenfell Road	Feasibility study	12		High	
	Quiet route via Camden Road, Belmont Road and College Avenue	Signing and lining	5		High	
	Outer radial route via Summerleaze Road, Moor Lane, Harrow Lane, Linden Avenue	Feasibility study	15		High	
Windsor	A308 Maidenhead Rd / Mill La / Parsonage La	Upgrade zebra crossings to toucans	67		High	2018/19
	Signed quiet route - Alma Road to town centre	Signing and waymarking	5		High	
	Improve cycle route between Dedworth Road and Windsor town centre	Toucan crossing on Dedworth Road, lining improvements on Imperial Road, signing improvements throughout	60		High	
	Dedworth Road	Feasibility study	15		High	
<b>Total Value of Schemes</b>			<b>5,073</b>			



**Table 2: Prioritised List - All Schemes**

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
<b>Ascot, Sunninghill &amp; Sunningdale</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM/ Cycle Experience	High	£	-	-	-	High	-	Medium
2. Install cycle parking at Chobham Road shops	RBWM	High	£	Local Centre	-	-	-	Low	Low
3. Install cycle parking at South Ascot shops	RBWM	High	£	Local Centre	-	-	-	Medium	Medium
4. Improve St George's Lane as part of the redevelopment of the Shorts site	RBWM	High	££	Town Centre / Residential	Medium	Low	-	-	Low
5. Investigate upgrading (Sunninghill Footpath 10) to a cycle track	RBWM	Medium	££	Residential	Low	-	-	-	Low
6. Upgrade Exchange Road (Byway 35) to provide a cycle route connection	RBWM	Medium	££	Residential	Low	-	Low	-	Low
7. Upgrade the surface on Sunningdale Bridleway 1	RBWM / Ascot & Sunnings Neighbourhood Plan Group / Surrey County Council	Medium	££	Leisure	Low	-	-	-	Low
8. Investigate the potential to upgrade the cycle route between Ascot and Ascot Gate, Cheapside.	RBWM / Bracknell Forest Council	Medium	£££	Inter-Urban /	Low	-	-	-	Low
9. Liaise with adjacent landowners / Network Rail re construction of a cycle route between Heatherwood and Ascot Station.	RBWM / Ascot & Sunnings Neighbourhood Plan Group	Low	£££	Rail Station / Hospital / Residential	High	-	Medium	-	Medium
10. Liaise with adjacent landowners / Network Rail re construction of a cycle route to Charters School / Leisure Centre	RBWM / Ascot & Sunnings Neighbourhood Plan Group	Low	£££	School / Residential	Low	Medium	Medium	-	Medium

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
11. Secure a cycle route between High Street, Sunninghill and King's Corner as part of the gas holder site redevelopment.	RBWM	Low	£££	Local Centre / Residential	Low	Medium	Low	-	Medium
<b>Bisham &amp; Cookham</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Improve direction signing on existing cycle routes.	RBWM	✓✓✓	£	Inter-Urban / Leisure	Low	-	-	-	Low
3. Install cycle parking in Cookham and Cookham Rise village centres and at Cookham Library.	RBWM	✓✓✓	£	Local Centre / Community	-	-	-	High	Medium
4. Investigate new cycle route between B4447 and Cookham Station	RBWM	✓✓	££	Rail Station / Residential	Medium	Medium	-	-	Medium
5. Liaise with Highways England and local landowners regarding a new cycle link between Hurley Lane and Bradenham La.	RBWM	✓✓	££	Inter-Urban / Leisure	Low	Medium	-	-	Low
6. Liaise with landowners regarding the potential for cycle access between Hurley and Bisham along Temple Lane.	RBWM	✓✓	££	Inter-Urban / Leisure	Low	-	-	-	Low
7. Liaise with Highways England to secure improvements for cyclists as part of the Bisham Roundabout improvements.	RBWM	✓✓	£££	Inter-Urban	High	Medium	Medium	-	High
8. Liaise with landowners regarding cycle links between Maidenhead, Cookham, Cookham Rise and Cookham Dean, as well as possible connections to Bourne End.	RBWM	✓✓	£££	Inter-Urban / Leisure	High	Medium	-	-	Medium
9. Liaise with local landowners regarding the potential for establishing formal mountain bike trails in Park Wood, The Hockett, Quarry Wood, Long Copse and Coney Copse.	RBWM	✓	£££	Leisure	Low	-	-	-	Low

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
10. Liaise with landowners regarding the potential for a new cycle route between BCA and Maidenhead.	RBWM	✓	£££	College / Residential	High	Medium	High	-	High
<b>Bray</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Provide cycle parking at Holyport Village Centre and Tithe Barn shops	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
3. Improve direction signing on existing cycle routes.	RBWM	✓✓✓	£	All	Low	-	-	-	Low
4. Continue to support the use of Drift Road for sports cycling events / mass participation rides.	RBWM	✓✓✓	£	Sports / Leisure	-	-	-	-	Low
5. Introduce an advisory 20 mph speed limit around Holyport C of E Primary School.	RBWM	✓✓	££	School / Residential	Low	-	-	-	Low
6. Investigate upgrades to Monkey Island Lane to make it a viable alternative to the A308 for all-year-round cycle commuting.	RBWM	✓✓	££	Inter-Urban / Leisure	High	Low	High	-	High
7. Investigate options for upgrading Bray Bridleways 23, 29 and 64 to improve the cycle route between Maidenhead and Bracknell.	RBWM	✓✓	£££	Inter-Urban / Leisure	Medium	Low	-	-	Low
8. Replace Bray Bridge with a new structure incorporating a protected cycling and pedestrian route.	RBWM	✓✓	£££	Inter-Urban	High	Low	-	-	Medium
9. Liaise with local landowners / developers to secure land necessary to widen the A308 shared use footway / cycleway between Fifield and Windsor.	RBWM	✓	£££	Inter-Urban	High	-	Medium	-	Medium

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
10. Investigate an alternative to the A308 cycle route between Monkey Island Lane and The Bingham's via Monkey Island Lane and Hibbert Road / The Causeway.	RBWM	✓	£££	Inter-Urban / Leisure	High	Medium	High	-	High
<b>Datchet</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Install cycle parking in Datchet Village Centre	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
3. Install cycle parking at Datchet Library	RBWM	✓✓✓	£	Library	-	-	-	Low	Low
4. Install cycle parking at Datchet Village Hall	RBWM	✓✓✓	£	Village Hall	-	-	-	Low	Low
5. Construct a new cycle route along the south side of B470 between Ditton Road and Lawn Close	RBWM	✓✓	£££	Local Centre / Residential	High	Medium	Medium	-	High
6. Widen the cycle track behind the earth embankment alongside B470 Major's Farm Road	RBWM	✓✓	££	Inter-Urban	High	-	Low	-	Medium
7. Investigate lighting options for the cycle route alongside Majors Farm Road	RBWM	✓✓	£££	Inter-Urban	High	-	Low	-	Medium
8. Investigate the potential for a new cycle route parallel to the M4 as part of proposed housing developments to the north of Datchet	RBWM	✓✓	£££	Residential	High	Low	High	-	High
9. Investigate the potential for permitting cycle access on Footpath 3 between B470 Windsor Road and B3026 Eton Road	RBWM	✓	££	Inter-Urban / Leisure	Low	Medium	-	-	Low
<b>Eton &amp; Eton Wick</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Improve direction signing on B3022 Slough Road	RBWM/ Slough Borough Council	✓✓✓	£	Town Centre/ Residential / Leisure	Low	-	-	-	Low

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
3. Provide cycle parking at Eton Wick shops, village hall / library and the social / football club.	RBWM	✓✓✓	£	Local Centre/ Community Facilities	-	-	-	Low	Low
4. Investigate additional cycle parking around the Budgens convenience store.	RBWM	✓✓	£	Town Centre	-	-	-	Low	Low
5. Consult Eton College about extending the cycle route along Eton Wick Road between the railway viaduct and the edge of Eton.	RBWM / Eton College	✓✓	££	Inter-Urban	Medium	Medium	-	-	Medium
6. Consult Eton College about widening the cycle routes through South Field.	RBWM / Eton College	✓✓	££	Inter-Urban / Leisure	Medium	Low	-	-	Low
7. Widen the shared use path on the east side of B3022 Slough Road to the north of Pococks Lane, and replace / move the street lights / traffic sign and post that are causing an obstruction.	RBWM	✓✓	£££	Inter-Urban / Leisure	High	-	-	-	Low
8. Investigate the potential for a cycle route along Pococks Lane.	RBWM	✓	££	Inter-Urban / Leisure	Low	Medium	Low	-	Medium
9. Review the B3022 to the south of Pococks Lane to improve conditions for cyclists and pedestrians	RBWM	✓	£££	Inter-Urban / Leisure	High	-	-	-	Low
<b>Horton &amp; Wraysbury</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Install cycle parking in Wraysbury Village Centre	RBWM	✓✓✓	£	Local Centre	-	-	-	High	Medium
3. Construct a new leisure route alongside the River Thames Scheme.	RBWM	✓✓	£££	Leisure	Low	Medium	-	-	Low
4. Construct a new cycle route along the east side of the B376 Staines Road between Wraysbury village boundary and Hythe End village boundary.	RBWM	✓✓	£££	Inter-Urban	High	-	Low	-	Medium

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
5. Investigate whether a new cycle route can be constructed between the Hythe End roundabout and the borough boundary with Surrey.	RBWM	✓	£££	Inter-Urban	High	Medium	Medium	-	High
<b>Hurley &amp; Walthams</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Improve direction signing on NCN4, incorporating destination signs at key jcts.	RBWM	✓✓✓	£	Inter-Urban	Low	-	-	-	Low
3. Investigate the potential to upgrade the surface on NCN4.	RBWM	✓✓	££	Inter-Urban	Low	-	-	-	Low
4. Offer to install cycle parking at Woodlands Park shops.	RBWM	✓✓	£	Local Centre	-	-	-	Low	Low
5. Liaise with landowners regarding the potential for cycle access between Hurley and Bisham along Temple Lane	RBWM	✓✓	££	Inter-Urban / Leisure	Low	-	-	-	Low
6. Construct a new cycle route between Grove Park and Woodlands Park, with onward connections to Cox Green and Maidenhead.	RBWM	✓✓	£££	Inter-Urban / Employment / Community	High	Medium	-	-	Medium
7. Investigate the potential for a new cycle route between BCA and Maidenhead.	RBWM	✓	£££	College / Residential	High	Medium	High	-	High
8. Consult with local landowners regarding the potential for a new cycle link to White Waltham Primary via the airfield service road / a new route along the perimeter.	RBWM	✓	£££	Inter-Urban / School	High	Medium	-	-	Medium
9. Work with Wokingham Borough Council to investigate the feasibility of constructing a cycle route alongside the A4 Bath Road between Twyford and Maidenhead.	RBWM	✓	£££	Inter-Urban	High	Medium	High	-	High

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
10. Liaise with landowners regarding the missing section of cycle route between Hurley Lane and Hurley High Street.	RBWM	✓	£££	Inter-Urban / Leisure	Low	Medium	-	-	Low
11. Liaise with Wokingham Borough Council regarding upgrading Waltham St Lawrence Footpath 9 / Ruscombe Footpath 4 to improve links to Twyford.	RBWM	✓	£££	Inter-Urban	Medium	Medium	-	-	Medium
<b>Maidenhead</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Provide contra-flow cycle route on High Street (East)	Shanly Homes	✓✓✓	£*	Town Centre / Residential	Low	Low	Low	-	Medium
3. Construct new ped / cycle bridge link between Green Way and Oldfield Road	RBWM	✓✓✓	£**	Town Centre / Residential / School	High	Medium	-	-	Medium
4. Provide cycle parking at A4 Bridge Street shops	RBWM	✓✓✓	£	Local Centre	-	-	-	High	Medium
5. Provide cycle parking at Cookham Road shops	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
6. Provide cycle parking at Cox Green Centre	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
7. Provide cycle parking at Furze Platt post office	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
8. Provide cycle parking at Highway Avenue shops	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
9. Provide cycle parking at Ockwells Park	RBWM	✓✓✓	£	Leisure	-	-	-	Low	Low
10. Provide cycle parking at Shifford Crescent shops	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
11. Construct a cycle gate between Switch-back Road South and Cannon Court Road	RBWM	✓✓✓	£	Residential / Employment	Medium	-	-	-	Low
12. Trial of permitting cyclists in subways (e.g. Sainsbury's and Bad Godesberg)	RBWM	✓✓✓	£	Town Centre/ Residential	High	High	High	-	High



Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
Way)									
13. Cycle crossing at A308 / Stafferton Way roundabout	RBWM	✓✓✓	££	Town Centre/ Residential	High	Medium	-	-	Medium
14. Improve street lighting along The Gullet.	RBWM	✓✓✓	££	Town Centre/ Residential / Rail Station	Low	-	-	-	Low
15. Provide cycle parking at Wootton Way shops	RBWM	✓✓	£	Local Centre	-	-	-	Low	Low
16. Seek to adopt the eastern section of Horseguards Drive in order to secure the cycle route to Maidenhead Bridge.	RBWM	✓✓	£	Town Centre/ Residential	High	-	Low	-	Medium
17. Investigate measures to improve conditions for cycling on Grenfell Road	RBWM	✓✓	££	Town Centre/ Residential/ Rail Station	High	Low	Medium	-	High
18. Improve the Ludlow Road / Shoppenhangers Road junction.	RBWM	✓✓	££	Town Centre/ Residential/ Rail Station	High	Medium	Low	-	Medium
19. Provide a new cycle route to Furze Platt School via Nightingale Lane, Cannon Court Road and Switchback Road South	RBWM	✓✓	££	Residential / School	Medium	Low	Medium	-	Medium
20. Quiet route between Furze Platt and Maidenhead town centre via Camden Road, Belmont Park Avenue, College Road	RBWM	✓✓	££	Residential / Town Centre	Medium	-	High	-	High
21. New route between Cox Green School and Altwood Road	RBWM	✓✓	££	Residential / School	High	-	-	-	Low
22. Outer radial route via Summerleaze Road, Moor Lane, Harrow Lane, Linden Avenue	RBWM	✓✓	££	Residential / Local Centre	Medium	Medium	High	-	High
23. Investigate the potential for a recreational cycle trail at Ockwells Park	RBWM	✓✓	£££	Leisure	Low	-	-	-	Low

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
24. A4: Oldfield Road to Moorbridge Road	RBWM	✓✓	£££	Town Centre/ Local Centre/ Residential	High	High	Low	-	High
25. Maidenhead Missing Links - Inner radial route through Magnet development site, Kidwells Park, West Street and King Street	RBWM / Countryside	✓✓	£££	Town Centre/ Residential/ Rail Station	High	High	High	-	High
26. Outer radial route via Braywick Park and a new route through the proposed redevelopment of the golf course site.‡	RBWM / Developer (TBC)	✓✓	£££	Residential / Leisure	Medium	Medium	-	-	Medium
27. Construct new route via Kimbers Lane and through the proposed redevelopment of the golf course site. ‡	RBWM / Developer (TBC)	✓✓	£££	Residential / Leisure	Low	-	-	-	Low
28. Provide a secure cycle parking hub at Maidenhead Station	RBWM / Network Rail / GWR	✓✓	£££	Rail Station	-	-	High	-	Medium
29. Improve cycle crossing between Maidenhead Station and the town centre as part of Maidenhead Station Access scheme.	RBWM	✓✓	£££	Rail Station / Town Centre	High	Low	High	-	High
30. Construct a cycle route between Woodlands Park Avenue and Highfield Lane‡	RBWM / Developer (TBC)	✓	£££	Residential / School	High	Low	Low	-	Medium
31. Consider an east-west route via West Street, Providence Place and St Mary's Walk in the event that the site comes forward for redevelopment.	RBWM / Developer (TBC)	✓	£££	Town Centre	Low	Low	-	-	Low
<b>Old Windsor</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Improve and sign the cycle contra-flow at the southern end of Albany Road.	RBWM	✓✓✓	£	Residential / Leisure	Medium	-	-	-	Low

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
3. Install cycle parking at St Luke's Road district centre	RBWM	✓✓✓	£	Local Centre	-	-	-	Low	Low
4. Install cycle parking at Old Priory Post Office	RBWM	✓✓	£	Local Centre	-	-	-	Low	Low
<b>Windsor</b>									
1. Encourage local schools to take part in the Bikeability training programme.	RBWM	✓✓✓	£	-	-	-	High	-	Medium
2. Install cycle parking at Sutherland Grange	RBWM	✓✓✓	£	Leisure	-	-	-	Low	Low
3. Approach Tesco re installation of cycle parking at Hatch Lane store.	RBWM	✓✓✓	£	Local Centre	-	-	-	Medium	Medium
4. Install cycle parking at Dedworth Road shops	RBWM	✓✓✓	£	Local Centre	-	-	-	Medium	Medium
5. Install a bike hangar at St Leonard's Road / Albany Road	RBWM	✓✓✓	£	Residential	-	-	-	Medium	Medium
6. Install cycle parking at Windsor and Eton Riverside Station as necessary	RBWM/ SWR	✓✓✓	£	Rail Station	-	-	-	Low	Low
7. Signed quiet route between Alma Road and Windsor Town Centre	RBWM	✓✓✓	£	Town Centre / Residential	High	-	High	-	High
8. Provide toucan crossings on A308 west of Mill Lane	RBWM	✓✓✓	££	Residential / School	High	Low	High	-	High
9. Provide toucan / parallel cycle crossings adjacent to zebra crossings at A308 / B3022 junction (King Edward VII Hospital)	RBWM	✓✓✓	££	Town Centre / Hospital / Residential	Low	Low	Medium	-	Medium
10. Install cycle parking at Clewer Hill Shops	RBWM	✓✓	£	Local Centre	-	-	-	Low	Low
11. Install cycle parking off Goswell Road (next to lift)	RBWM	✓✓	£	Town Centre	-	-	-	Medium	Medium
12. Upgrade bridleway between St Leonard's Hill and Wilton Crescent.	RBWM	✓✓	£	Residential	Low	Medium	Low	-	Medium

Action	Responsibility	Deliverability	Cost	Destinations Served	PCT Impact	Porosity Impact	Safety Impact	Security Impact	Priority
13. Consult on area-wide 20 mph speed limits on residential roads in Clewer Green	RBWM	✓✓	££	Residential / Local Centre	Low	-	High	-	Medium
14. Investigate measures to improve conditions for cyclists on Ruddlesway.	RBWM	✓✓	££	School	Low	-	-	-	Low
15. Investigate measures to improve conditions for cyclists on Smith's Lane / Manor Road.	RBWM	✓✓	££	School / Residential	Low	-	Low	-	Low
16. Investigate measures to improve conditions for cyclists on Vale Road	RBWM	✓✓	££	Schools / Residential	Low	-	Low	-	Low
17. Investigate measures to improve conditions for cyclists along Hatch Lane / Parsonage Lane Mill Lane corridor	RBWM	✓✓	££	Schools / Residential	Low	Low	-	-	Low
18. Improve cycle route between Dedworth Road and Vansittart Road	RBWM	✓✓	££	Schools / Residential / Local Centre	High	Low	High	-	High
19. Investigate measures to improve conditions for cyclists on Dedworth Road.	RBWM	✓✓	£££	Local Centre / Residential	High	-	High	-	High
20. Investigate measures to improve conditions for cyclists on Clewer Hill Road.	RBWM	✓✓	£££	Local Centre / Residential	High	-	Low	-	Medium

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