

ITEM: CYCLE WAYFINDING

Report Author: Gordon Oliver **Position:** Principal Transport Planner

1. Purpose of the Report

- 1.1 This report summarises the work undertaken by the sub-group of the Cycle Forum that has been set up to look at cycle wayfinding solutions for the Royal Borough of Windsor & Maidenhead.**

2. Supporting Information**Background**

- 2.1** At the July meeting it was agreed that a working group comprising volunteers from the Cycle Forum be set up to look at cycle wayfinding issues. Their remit included:
- Reviewing best practice
 - Auditing existing wayfinding on key routes
 - Designing new wayfinding schemes
 - Reviewing the RBWM Cycle Map and Guide
 - Reviewing and updating online cycle mapping
- 2.2** The working group comprises Cllr Derek Wilson, Mike Gammage, Luke McCarthy and Susy Shearer. The group has already identified and reviewed a number of different best practice wayfinding solutions, drawing on solutions from the UK and abroad.

Wayfinding on key routes

- 2.3** The group wanted to prioritise the routes with the greatest cycle flows and that have the greatest potential to increase cycling. The Propensity to Cycle Tool was used to assess routes and the West Windsor to Windsor Town Centre cycle route was identified as a priority.
- 2.4** This is an important local cycle route, since it bypasses the busy Clarence Road roundabout. The route follows Green Lane, Vansittart Road underpass, Claremont Road, Trinity Place, Clarence Road and Victoria Street. It uses a mixture of quiet roads and shared paths. A wayfinding scheme has been prepared for this route and is produced in Appendix A of this report.
- 2.5** The following concept were agreed that can be carried forward to other wayfinding
- Direction signs should show travel times in minutes rather than distances in miles, since this was felt to be more meaningful for new cyclists and may encourage more people to cycle for short journeys if they can see how quick it is.
 - Wherever possible keep the number of destinations to a maximum of three per sign to ensure they can be read at a glance.
 - Show key towns, local centres, landmarks and trip attractors as the destinations rather than road names.

- Sign destinations up to a maximum 30 minutes travel time - this covers the majority of local trips and new cyclists would be unlikely to make utility trips much longer than this.
- 2.6 When designing the scheme, opportunities have been taken to address issues along the cycle route: improving markings; removing redundant signs; replacing / relocating bollards; and creating filtered permeability for cyclists at the northern end of Trinity Place.
- 2.7 Where there is insufficient space to provide dedicated cycle routes, cycle markings will be used to highlight the presence of cyclists, continuing these through junctions. This is in accordance with the approach identified in the London Cycle Design Guidance.
- 2.8 Members of the Cycle Forum are invited to comment on the proposed design, either at the meeting or via email to rbwm.traffic@projectcentre.co.uk.
- 2.9 The scheme will be delivered in the current financial year. The total cost of the scheme is estimated at £11,000, which uses nearly all of the available 2018/19 wayfinding budget.
- 2.10 It is intended that funding will be made available for future phases of cycle wayfinding schemes. Work has already started on a scheme for the Maidenhead to Windsor corridor in anticipation of funds being made available as part of next year's Cycling Capital Programme.

Cycle Mapping

- 2.11 The group has identified a number of concepts that they are keen to adopt for a future update of the RBWM Cycle Map and Guide:
- Branding of core cycle routes;
 - Providing at-a-glance summaries of destinations served by core routes to complement the geographic maps (e.g. London Underground style mapping).
- 2.12 The University of Reading's Department of Typography and Graphic Communication has been approached and they have agreed to run a project with their students to look at the design of the map and to consider options for other cycle wayfinding systems. This is likely to involve an element of market research to understand the wayfinding requirements of experienced and new cyclists and the tools that are likely to have the greatest impact. The intention is for students to brainstorm ideas and identify a range of possible solutions, which could be further developed as part of a subsequent study.

Online cycle maps / journey planners

- 2.13 The Wayfinding Sub-Group has not yet looked at online cycle journey planners such as CycleStreets and Google, but it is known that there are a number of errors within the base mapping used by these tools and some examples of inappropriate route

choices. There may be opportunities for others to get involved in auditing and correcting routes or providing feedback.

- 2.14 Also, while these tools are considered to be useful in their own right, there are examples of where they have been reskinned / rebranded or even enhanced to provide additional information to cyclists to help them plan local cycling journeys (e.g. gradients, traffic flows, and route type), and to make them more usable on mobile devices. This may be something that the University of Reading students will look at as part of their review of wayfinding systems.

3. Recommendations

- 3.1 It is recommended that members of the Cycle Forum note the content of this report and provide feedback on the proposals for the West Windsor to Windsor Town Centre wayfinding scheme.**