

## ITEM: CYCLING STRATEGY

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**1. Purpose of the Report**

**1.1 This report provides an update on the emerging Cycling Strategy, which sets out proposals for new and improved capital investment in cycling infrastructure, as well as revenue initiatives designed to get more people cycling.**

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

2.1 A presentation was given to the March 2015 meeting of the Cycle Forum, setting out the Council's planned approach for developing a Cycling Strategy for the Borough. The strategy is intended to:

- Set out what we are trying to achieve for cycling in the Royal Borough
- Ensure a coherent and consistent approach to providing for cycling
- Allocate resources effectively
- Coordinate activities across council departments / partner organisations
- Support funding bids
- Demonstrate that spend is effective

2.2 A draft strategy has been developed, which has the following headings:

- Introduction
- Guiding principles
- Strategic framework
- The current situation
- Vision, aims and objectives
- Action plan:
  - Cycle routes
  - Wayfinding
  - Cycle parking
  - Interchanges
  - Working with schools
  - Health and wellbeing
  - Recreational / sports cycling
  - Practical support and training
  - Marketing and communications
- Funding
- Monitoring

- 2.3 The strategy also includes a series of area profiles, which split the borough into 10 districts that are consistent with the Neighbourhood Plan areas. These are based on an audit of each area and are set out according to the following structure:
- Description of the area
  - Local destinations
  - Existing cycling activity
  - Key issues
  - Road safety
  - An action plan designed to address the issues identified in the cycling audit.
- 2.4 For the larger urban areas of Maidenhead and Windsor, it is recommended that a more detailed audit be carried out using the Department for Transport's Propensity to Cycle Tool. This interactive web-based tool is designed to assist with prioritising where to invest to best realise uptake of cycling. The model will not only provide insight into where cycling has the greatest potential to grow, but also calculate resulting societal benefits.

#### **Next Steps**

- 2.5 The strategy will be circulated internally for comment and review before being sent to the Lead Member for Highways and Transport and local ward members for their consideration. Once member comments have been incorporated, we will have a public consultation in the autumn. As part of this, we will give a presentation to the Cycle Forum on 5 October. Consultation responses will then be considered and a final draft of the strategy prepared before taking it to Overview and Scrutiny and Cabinet for adoption.

### **3. Recommendation**

- 3.1 **It is recommended that members of the Cycle Forum note progress with developing the Cycling Strategy.**