

LOCAL ACCESS FORUM – AGENDA ITEM 4 - 8 NOVEMBER 2016

ITEM: CYCLING STRATEGY

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1. Purpose of the Report

1.1 **To present the draft Cycling Strategy and invite feedback from members of the Local Access Forum as part of the public consultation.**

2. Supporting Information

2.1 The Royal Borough of Windsor and Maidenhead has prepared a draft Cycling Strategy, which sets out the priorities for cycling investment over the 10 year period to 2026. It has been prepared with reference to national, regional and local policy documents and draws on industry best practice.

2.2 An analysis of current transport patterns shows that, in common with many areas in the UK, baseline levels of cycling are low. For example, just 3% of residents travel to and from work by bike. However, the potential for increasing this figure is significant, since 55% of residents have a commuting distance of less than 10km (approximately 6 miles), which could easily be cycled.

2.3 Cycling levels vary significantly between areas, with annual surveys showing significantly higher levels in Windsor than Maidenhead. There is also a significant gender gap, with male cyclists outnumbering female cyclists by 4:1.

2.4 The strategy sets out the following vision for cycling:

“There is 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.”

2.5 The strategy has the following aims, which represent the broad outcomes that the Council and its partners will seek to deliver through the strategy:

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

2.6 The strategy also includes more detailed objectives. These are SMART (Specific, Measurable, Achievable, Relevant and Timed) and seek to quantify the level of improvement in key performance metrics that the strategy will seek to deliver:

- To achieve a 15% increase in cycling trips between 2015 and 2020
- To reduce cycling casualties by 10% between 2015 and 2020
- To increase resident satisfaction with cycle routes and facilities from a baseline of 49.5% in 2014 to 60% by 2020

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2.7 The strategy identifies a number of actions that are considered to be necessary in order to deliver the aims and objectives. These cover the following topics:

- Cycle routes
- Wayfinding
- Cycle parking
- Interchanges
- Schools
- Businesses
- Health and wellbeing
- Recreation and sports cycling
- Practical support / training
- Marketing and communications

2.8 In order to deliver the above actions, the Council and its partners will need to make effective use of all available funding sources. The strategy identifies the following potential funding streams:

- Local Funding Sources:
 - RBWM capital programme
 - Highways maintenance
 - Public health programme
 - Physical activity programme
 - Developer contributions
- Other Funding Sources:
 - Local Enterprise Partnership
 - Department for Transport
 - Highways England
 - Rail funding
 - Sport England
 - British Cycling

2.9 Monitoring processes are needed in order to demonstrate progress towards the strategy's aims and objectives. The following performance indicators are proposed:

- Change in cycling levels
- Percentage of female cyclists
- Cycling casualties
- Satisfaction with cycling provision
- Bikeability numbers
- Reported cycle thefts

2.10 The strategy concludes with a series of Area Plans. The borough has been divided into 10 areas that correspond with the Neighbourhood Plan Areas. These include:

- Area description
- Key local destinations
- Existing cycling activity
- Existing cycling infrastructure
- Key issues

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- Cyclist casualties
- Actions (with maps).

2.11 The Area Plans have been prepared with input from the Neighbourhood Plan Groups and the Cycle Forum, and include schemes that have previously been identified by local ward members and other stakeholders.

2.12 The draft Cycling Strategy is currently out to public consultation and the closing date for responses is 28 October 2016. Members of the Local Access Forum are invited to comment on the draft document.

3. Recommendation

3.1 It is recommended that members of the Local Access Forum:

- **note the contents of the draft Cycling Strategy and provide feedback on the contents of the document.**