

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT & NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	14 JUNE 2017	AGENDA ITEM:	18
TITLE:	CYCLING STRATEGY IMPLEMENTATION PLAN 2017/18		
LEAD COUNCILLOR:	TONY PAGE	PORTFOLIO:	STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	TRANSPORTATION & STREETCARE	WARDS:	ALL
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The Cycling Strategy 2014 forms part of the overall transport strategy for Reading as set out in the third Local Transport Plan (LTP) 2011-26. This report is the fourth Cycling Strategy Implementation Plan, setting out the programme for 2017/18 and reviewing progress towards delivery of the strategy objectives during 2016/17.

2. RECOMMENDED ACTION

- 2.1 To note ongoing monitoring and progress made in delivering the Cycling Strategy during 2016/17 as outlined in Appendices A as well as the location of serious accidents involving cyclists in Appendix B.
- 2.2 To agree the Cycling Strategy delivery programme for 2017/18 as set out in Appendix C.

3. POLICY CONTEXT

- 3.1 The Local Transport Plan (LTP) is a statutory document setting out the Council's transport strategy and policy. Reading Borough Council's third Local Transport Plan (LTP3) for the period 2011-26 was adopted by the Council on 29 March 2011.
- 3.2 The Cycling Strategy 2014: Bridging Gaps, Overcoming Barriers & Promoting Safer Cycling, was adopted by the Council on 19 March 2014 as a sub-strategy to the Local Transport Plan. The strategy includes detailed policies regarding the design principles for delivering infrastructure and route improvements for cyclists on the public highway, as well as policies to encourage and promote cycling to different demographics.
- 3.3 The Cycling Strategy is aligned with wider local policy documents such as the Sustainable Community Strategy and Climate Change Strategy, contributing towards wider public health and air quality objectives.

4. CYCLING STRATEGY PROGRESS IN 2016/17

4.1 A range of schemes and measures have been implemented over the past year, contributing towards achieving the overall objectives of the Cycling Strategy. Delivery highlights in 2016/17 as set out in Appendix A include:

- The commencement of Phase 1 of the NCN 422 delivery programme, including the localised reconstruction and widening of footway along Bath Road, the construction and imprinting of raised tables, relocation of street furniture to remove obstacles along the footway and the installation of shared-use signs.
- Improved cycle and pedestrian access into Kings Meadow from Napier Road.
- The continuation of Bikeability, including the delivery of newly funded modules that expand the reach of cycle training to children aged 7 years old.
- Securing €100,000 from the EU to encourage a shift from private vehicle trips to bicycle through incentivisation.

4.2 Alongside the development of the National Cycle Network programme, officers have continued to seek new funding sources to deliver revenue funded initiatives to extend and improve cycle facilities and encourage more people to consider cycling for local journeys through training and education and events and campaigns.

MONITORING DATA

4.3 The annual cordon count conducted on 18th May 2016 revealed a 2% decrease in the number of trips recorded travelling into the town centre. This is a likely result of the heavy rain forecast for the day compared to the sunny conditions experienced when the previous survey was undertaken. Of the 2% decline, the cycle modal split decreased by 0.9% from 3.3% (7,280) in 2015 to 2.4% (5,200). Wider monitoring surveys, including town centre cycle parking surveys and post-LSTF evaluation data continue to show increases in the number of journeys being made by bicycles and being parked around the town centre and station.

4.4 Accident data recorded by Thames Valley Police between January 2014 and December 2016 shows that 27% of killed and seriously injured accidents involved cyclists, all of whom were seriously injured. Whilst the overall number of accidents for all modes decreased by three compared to the previous three-year period, the number of cyclists involved in serious accidents increased slightly. Of the serious cycle accidents illustrated in Appendix B, 18 occurred along A-roads, including four at Vastern Road roundabout, five parallel to the planned NCN 422 route and three along the Oxford Road corridor. Proposals to reduce the number of road traffic accidents, particularly those involving vulnerable road users, such as pedestrians and cyclists, are reported separately to Traffic Management Sub Committee in the annual Road Safety Programme.

	2012 - 2014		2013 - 2015		2014-2016	
Severity	Total Accidents	Number & % cycles	Total Accidents	Number & % cycles	Total Accidents	Number & % cycles
KSI	130	30 (23%)	120	30 (25%)	117	32 (27%)
Slight	925	243 (26%)	914	248 (27%)	867	227 (26%)
Total	1055	273 (26%)	1034	278 (30%)	984	259 (26%)

CYCLING STRATEGY IMPLEMENTATION PLAN 2017/18

4.5 The Cycling Strategy delivery programme for 2017/18 has been developed by assessing the level of available funding alongside an assessment methodology to prioritise projects which meet strategic objectives and deliver value for money.

4.6 The Cycling Strategy Implementation Plan 2017/18, as set out in Appendix C, will initially focus on:

- taking forward the proposal to change the legal status of the Thames Path to permit cycling (reported separately)

- delivery of the EU incentivisation programme - EMPOWER
 - ongoing development and construction of the NCN 422 along Berkeley Avenue, through the town centre and along the London Road/Wokingham Road corridor. Enhancing existing facilities and reallocating road space to create new links and extend existing routes.
 - development of a Local Cycling and Walking Infrastructure Plan
 - securing a contractor to deliver ReadyBike beyond the existing contract
- 4.7 These delivery programmes and initiatives are largely funded by external sources or via existing officer resources. Other measures will be prioritised and progressed, subject to the identification of an appropriate funding source.
- 4.8 Other key delivery objectives within the programme for 2017/18 include:
- Town centre signing review and changes, and extension of branded signing.
 - Review of branded cycling network as part of the development of a Local Cycling & Walking Infrastructure Plan.
 - Implementation of area study schemes, including cycle facilities on Oxford Road and pedestrian/cycle schemes in Coley and Southcote.
 - Continuation of Bikeability Levels 2 and 3 and delivery of new Bikeability Plus modules, including Level 1, Learn to Ride and Recycle.
 - Ongoing provision of ReadyBike scheme.
 - Ongoing lighting upgrades, including subway/underpasses.

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 The delivery of the projects outlined in this report help to deliver the following Corporate Plan Service Priorities:

- Keeping the town clean, safe, green and active.
- Providing infrastructure to support the economy.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 The development of a Local Cycling and Walking Infrastructure Plan, outlined in the Government's Cycling & Walking Strategy 2017, will build on the three-month consultation carried out as part of the development of the Cycling Strategy 2014. The development of the Plan will involve consulting with a range of stakeholders and user groups to help identify a long-term strategy for encouraging more people to consider cycling for local journeys throughout the urban area, including people who do not typically travel by these modes.

6.3 Other schemes that are currently in development will continue to be communicated to the local community through informal and statutory consultation processes, Council meetings and Forums.

7. EQUALITY IMPACT ASSESSMENT

7.1 The Council is required to comply with the Equalities Act 2010, including Section 149, which requires the Council to have due regard to the needs of people with protected characteristics.

7.2 An equality impact assessment scoping exercise was carried out as part of the development of the Cycling Strategy 2014, and considered that the proposals outlined in the Strategy did not have a direct impact on any groups with protected

characteristics. However, individual equality impact assessments will continue to be carried out for schemes developed further as part of the Cycling Strategy Implementation Plan and reported to this Committee separately.

8. LEGAL IMPLICATIONS

- 8.1 Consultation will be carried out in accordance with our legal requirements and recommendations will be reported to future meetings.

9. FINANCIAL IMPLICATIONS

- 9.1 Implementation of the schemes as set out in Appendix C is dependent upon the availability of funding from a range of sources including LTP budgets, private sector contributions and other local revenue funding sources. The National Cycle Network scheme - NCN 422 and EU incentivisation programme - EMPOWER are externally funded by the Local Growth Fund and EU Horizon 2020.

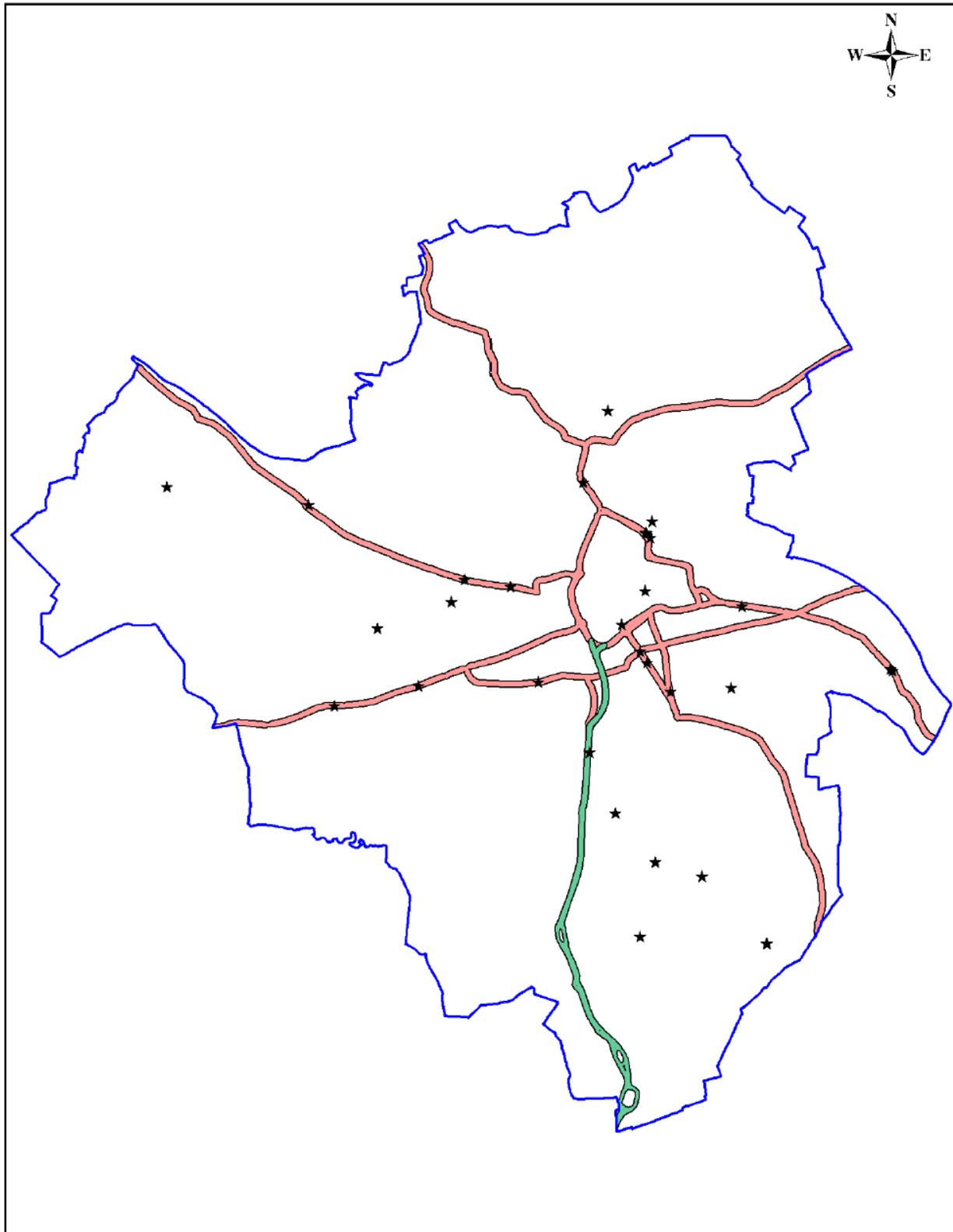
10. BACKGROUND PAPERS

- 10.1 Cycling Strategy 2014 & Implementation Plan, Strategic Environment, Planning and Transport Committee Report, 19th March 2014.
- 10.2 Cycling Strategy Implementation Plan 2015/16, Strategic Environment, Planning and Transport Committee Report, 15th July 2015.
- 10.3 Cycling Strategy Implementation Plan 2016/17, Traffic Management Sub-Committee Report, 15th June 2016.

Appendix A: Delivery Highlights 2016-2017

Cycling Strategy 2014: Bridging Gaps, Overcoming Barriers & Promoting Safer Cycling	STRATEGY THEMES						Key Achievements 2016-17
	Support the local economy	Deliver wider social benefits	Reduce carbon emissions	Improve safety	Promote increased physical activity	Improve air quality and wider environmental benefits	
Training & Skills							
Bikeability		✓	✓	✓	✓	✓	1198 children received Bikeability training. 48 children received Bikeability Plus Learn to Ride training.
Events & Campaigns							
EMPOWER		✓	✓	✓	✓	✓	€100,000 secured to deliver a range of new cycle activities from January 2017 to July 2017. Initiatives include: adult cycle training, maintenance training and Dr Bike sessions.
Infrastructure							
Access improvements into Kings Meadow		✓	✓	✓	✓	✓	Construction of path parallel to vehicular gate near Napier Road to improve access for cyclists and pedestrians.
Southampton Street Shared-Use Facilities	✓	✓	✓	✓	✓	✓	Shared-use facilities on Crown Street have been extended along Southampton Street to Mill Lane.
Traffic Calming	✓	✓	✓	✓	✓	✓	Introduction of 20mph zone scheme in East Reading.
Street Lighting	✓	✓	✓	✓	✓	✓	LED lighting is being rolled out across the borough.
Maintenance			✓	✓	✓		Annual resurfacing and potholes repair programme undertaken.
Monitoring & Evaluation							
Monitoring	✓	✓	✓	✓	✓	✓	Ongoing monitoring undertaken as part of the LTP programme including the annual cordon count.
Partnership, Consultation & Community Engagement							
Engagement		✓	✓	✓	✓	✓	Ongoing engagement through various cycle initiatives and meetings held with local cyclists.
Funding							
Bikeability Grant		✓	✓	✓	✓	✓	Bikeability funding until March 2020 has been confirmed, subject to ongoing successful delivery. A new Bikeability contract is now in place with Avanti Cycling until March 2020.
GWR Customer & Community Infrastructure Fund	✓	✓	✓	✓	✓	✓	Three bids were submitted to the GWR totalling £87k to deliver access and cycling parking improvements linked to stations.
Access Fund	✓	✓	✓	✓	✓	✓	A bid was submitted to the DfT in partnership with other Berkshire authorities for £2.7m to deliver a range of revenue schemes supporting access to employment and education.

Appendix B: Location Plan of Serious Cycle Accidents 2014-2016



Title: **Serious cycle accidents for the 3 year period 2014-2016**



Date: 18/05/2017 Scale at A4: 1:46,000

Produced by GIS & Mapping Services

Ref: G:\MIND\CD\Env\Planning & Transport\Cycle Accidents\Cycle Accidents 2014-2016

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Appendix C: Cycle Strategy Programme 2016/17

Note: The draft programme is subject to change dependent upon funding availability.

Scheme Name	LTP Action Plan Area	Timescale
Thames Path Consultation	Multiple Areas	Spring 2017
EMPOWER Programme	0 - All	January 2017 - July 2017
ReadyBike - Retendering Cycle Hire Scheme	Multiple Areas	Summer 2017
Annual Resurfacing Programme	0 - All	Summer 2017
NCN 422 Scheme Development & Phase 2 & 3 Delivery	Multiple Areas	Ongoing - Spring 2018
Bikeability Programme	0 - All	On-going
Local Cycling & Walking Infrastructure Plans - Development & Route Review	0 - All	Spring 2018
East Reading Transport Study	6 - Eastern 7 - Southeastern	Autumn 2017
Oxford Road Transport Study	4 - Western	Autumn 2017
Cow Lane Bridges	4 - Western	Autumn 2017
West Reading Transport Study	3 - South-Western	On-going - Autumn 2017
Town Centre Signing Review & Improvements	1 - Central Area	Spring 2018
Cycle Facilities on Silver Street & Southampton Street	2 - Southern	Summer 2017
Cycle Facility Improvements	Multiple Areas	On-going
Cycle Route Improvements	Multiple Areas	On-going
LED Street Lighting Upgrades	Multiple Areas	On-going