

DRAFT FOR CONSULTATION

Rotherham Cycling Strategy 2021

Photo pending

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Foreword

The Leader and/ or Cabinet Member – to be inserted in final approved strategy.

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1.0 Introduction

Cycling has a range of economic, health, wellbeing, traffic management and environmental benefits and is a high priority within Rotherham and Sheffield City Region. There is increasing interest in cycling across the region; for example, the mayor is putting cycling and walking at the centre of regional transport plans.

Rotherham Council is committed to significantly increasing cycling in the borough. As part of this Rotherham is investing in major high-quality cycling infrastructure through the Transforming Cities Fund and Active Travel Fund. This Rotherham Cycling Strategy aligns with key national, regional, and local transport strategies to encourage and enable cycling for both utility and leisure purposes.

Rotherham has ambitious plans for a high quality cycle network and this strategy will provide the principles, approach and broad design standards required in order to implement a high quality, comprehensive, safe and accessible network for all residents, workers and visitors to Rotherham. It will also outline the priorities on which to base interventions. In the longer term the focus will be on improving areas of the road network rather than individual cycle routes to provide a comprehensive cycle network that connects with major cycle routes on main roads where required to facilitate longer journeys. Some roads will have segregated facilities while others will have the road environment improved for cyclists such that dedicated facilities are rendered unnecessary.

The plan also assesses the condition of the existing cycle routes and the approach to maintaining these routes to ensure the network already in place is of the best condition with the funding available.

Alongside this, the requirement for promotional measures will be outlined in order to maximise the uptake in cycling and cycle infrastructure, measures such as electric and pedal bike hire, bike checks and repairs, training, campaigns and events.

These combined infrastructure and promotional measures aim to encourage and enable a significant increase in cycling levels for both utility and leisure purposes, with wide ranging benefits for the people of Rotherham.

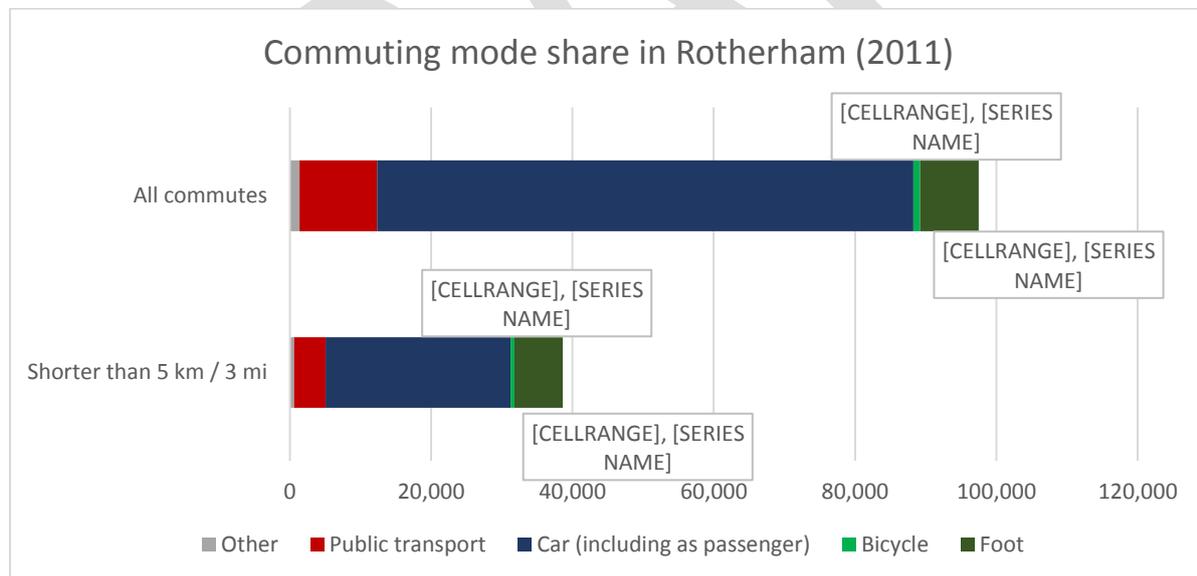


2.0 Background and Strategy Review

2.1 Background

Rotherham's cycling network measures around 126 km in length - around a tenth of the length of the local highway network. As with other districts in Sheffield City Region, Rotherham's cycle network is limited. Whilst there has been some good, localised investment in cycle infrastructure and facilities, over a longer period this has been constrained by the funding available from government, which has previously often been short term and relatively small. Often funding has been for isolated cycle routes of varying standards. This has resulted in a network which has some good facilities but also some large gaps, and there is limited provision at many junctions. Recent focus during the Covid-19 period has demonstrated the value of active travel as a viable travel option and also for its role in post Covid economic recovery. During this time it became very clear that our cycle network is not at the required standard that would encourage and enable a large increase in cycling. Funding constraints have also limited the maintenance of existing cycle routes with worn lining, the collection of debris and overgrowing vegetation affecting approximately 50% of our cycle network.

As a consequence, cycling levels in Rotherham and Sheffield City Region are relatively low, our annual cordon counts and census data indicate around 1% of trips are made by bicycle. Even for commutes shorter than 5 km (about 3 miles, or 20 minutes by bicycle), still only 1% cycle, compared against the 59% who drive¹. This is broadly in line with cycling levels across much of the country.



Source: 2011 Census

Though there is significant potential for cycling in Rotherham, 40% journey to work of trips by Rotherham residents, accounting for up to 9% of total commuting mileage, are 5 km or below which is a comfortable cycling distance for most. Converting even a small proportion of these trips to bike will have significant benefits, in terms of reduced car traffic and improved health.

¹ Census 2011, table DC7701EW1a

Modelling suggest that, based on 2011 commuting patterns, there is realistic potential to increase the cycling mode share in the Borough to circa 12% of commutes with origin or destination in the Borough, and circa 20% of commutes wholly within the Borough.²

Accounting from likely abstraction from walking to cycling (associated with longer walks becoming more attractive and expedient to cycle), it is estimated the number of trips made



by non-motorised modes can be doubled, resulting in a reduction in circa 10% of car trips, and of circa 2% of car mileage. At this point we do not hold estimates for non-commuting trips, but a similar impact is thought possible for these trips.

These shifts in how we travel can have some significant benefits, in terms of contributing to the reduction of traffic congestion and local air pollution. Providing for cycling may also open up new opportunities for people without access to cars, and where public transport is unable to provide adequate connectivity. The largest benefits to society are likely in respect of health and economic productivity, potentially saving around 90 thousand sick days per annum, and bringing savings to society of as much as £40m per annum³. Benefits in the community would be most keenly felt 'in the pocket', with cycling affording a new, low cost option for travel.

Source: Sheffield City Region Transport Strategy

One of the most pressing challenges locally, regionally and nationally is that of decarbonisation. Cycling does have potential to ultimately reduce CO₂ emissions in the Borough by up to around 13 thousand tonnes each year; unfortunately, this only amounts to circa 2% of transport emissions in the borough, or around 4% of car emissions⁴. This is because car emissions are predominated by longer distance trips – national travel survey data indicates 85% of car mileage accrued on trip longer than 5 miles⁵.

Cycling can only 'pull its weight' in respect of climate change if aligned with destination shift – that is to say, if it facilitates travel to opportunities, facilities and amenities within peoples' localities, and so reducing the need to travel to other parts of the city region or beyond. This, amongst other reasons, will require a change in approach – a shift away from large scale infrastructure to facilitate greater or faster movement (including for cyclists), and instead a focus on supporting local communities, local businesses and local regeneration, from the bottom up. The need for decarbonisation dictates that cycling, and our cycling policy, must enable and support the Borough's wider priorities rather than constrain them – in particular to support the themes in the Council's Year Ahead Plan of thriving neighbourhoods, better health and wellbeing, and economic recovery.

Major investment in cycling infrastructure and a comprehensive cycle network is required to support this and in order to encourage and enable cycling, and active travel has become a significant priority nationally, regionally and locally due to the wide range of benefits that it brings. Alongside cycling infrastructure there is also wide support for investment in softer

² RMBC analysis of Propensity to Cycle, based on 'Go Dutch' scenario

³ RMBC analysis of Propensity to Cycle, based on 'Go Dutch' scenario

⁴ RMBC analysis of Propensity to Cycle, based on 'Go Dutch' scenario

⁵ National Travel Survey 2019, table NTS0308

and promotional measures to encourage cycling such as bike hire, bike check up and repairs and cycle training. Research undertaken by Sheffield Hallam University has determined that a combination of investment in infrastructure alongside promotional measures is most effective in encouraging cycling.

2.2 Strategy Review and Objectives

Government Strategy for “Gear Change”

In 2020 the government released the ‘Gear Change’ strategy which advocates high quality segregated cycle routes and low traffic neighbourhoods to stop rat running and make it easier to cycle and walk, alongside investment in electric bikes, bike maintenance and free cycle training. The government is also encouraging authorities to provide Local Cycling and Walking Infrastructure plans, and these plans have been incorporated into the Sheffield City Region Active Travel Implementation Plan (ATIP).

Sheffield City Region Transport Strategy

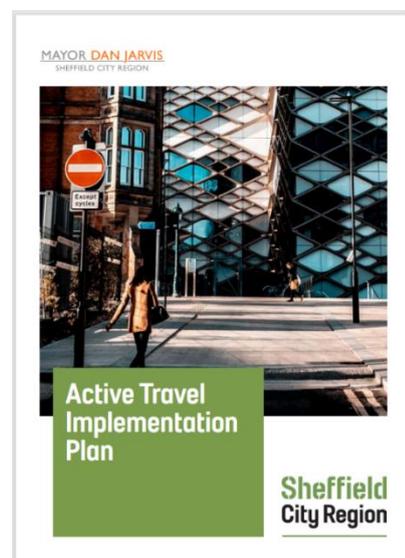
The ATIP has been agreed by the Mayoral Combined Authority and is part of a series of implementation plans which sits within and contribute towards the Sheffield City Region Transport Strategy – however, as a regional document this does not adequately address connectivity and community needs at a sufficiently local scale to be effective on its own. Cycling features strongly in this strategy which intends ‘to better connect our major urban and economic centres to enable the better flow of people, goods, businesses and ideas across the city region, as well as promoting our rural and visitor economies, to secure new investment and grow our economy’. The strategy is underpinned by three main goals:

- **Residents and businesses connected to economic opportunity**
- **A cleaner and greener Sheffield City Region**
- **Safe, reliable and accessible transport network**

A high quality and comprehensive cycle network will provide a major contribution towards these goals, the delivery of this strategy, and the vision for transport which puts cyclists and pedestrians at the centre of our transport plans.

Active Travel Implementation Plan

This sets out how national and regional policy will be taken forward within Rotherham, to meet the needs of our communities, and will also contribute towards the proposals within the ATIP. This sets out that by 2040 a **‘fully connected network of walking and cycling routes will link our region, transforming communities and ensuring that people have the means and the confidence to leave their cars at home, and choose to travel on foot or by bicycle’**. The plan provides a 5 year network map and 2040 network map. The 5 year network sets out Sheffield City Region’s priorities over the next 5 years, these are mainly funded cycle projects along with top priority corridors from the Local Cycling and Walking Infrastructure Plan. The 2040 map is a longer term more comprehensive network of routes and low traffic



neighbourhoods. The Rotherham Cycling Strategy will detail the principles and approach required to implement a comprehensive and high quality cycle network and set out the broad design principles required for cycle routes.

Rotherham Council

The current Council Year Ahead Plan focuses on the immediate post Covid-19 recovery period and identifies active travel and cycling as a key objective for support of local recovery. Its **BETTER HEALTH AND WELLBEING** theme with the published Year Ahead Plan has both the following outcome activity relating to cycling stating that “*Rotherham is a place where active travel is accessible, and local people reap the associated health and environmental benefits*”. The key strategic activity here is to “**Provide online mapping of the borough’s cycle routes and agree a cycling strategy.**”

Rotherham’s Joint Health and Wellbeing Strategy

This strategy provides a framework for partners across the borough to ensure that opportunities for improving health and wellbeing are maximised at every opportunity, across all agendas, policies and strategies. The borough’s **Joint Strategic Needs Assessment** provides evidence that the health of people in Rotherham is poorer than the England average, with life expectancy being ten years lower for men in Rotherham, and seven years lower for women. Furthermore, residents of the borough are 24% more likely to have a long term health problem or disability, compared to the national average. Therefore, this strategy is vital in improving health outcomes in the borough, and links directly to Aim 4 of the Health and Wellbeing Strategy, working towards the ambition that ‘*All Rotherham people live in healthy, safe and resilient communities*’. Furthermore, this strategy will also assist in working towards the underpinning principles of the Health and Wellbeing Strategy, such as ‘reducing health inequality’, ‘preventing physical and mental ill-health’, and helping to ‘promote resilience and independence’.

Rotherham Local Plan 2013-2028

The Rotherham Local Plan Core Strategy sets out how local jobs and homes are to be provided in the Borough, including how transport infrastructure and services should be provided to support these. Of most relevant is policy CS 14, which supports enabling of cycling to be used for shorter trips, and for links to public transport interchanges, as a means of managing demand for car travel.

Rotherham Transport Strategy

This strategy will also play a major role in the implementation of the Rotherham Transport Strategy which features proposals to continue to improve the road network in Rotherham and support sustainable and affordable transport modes through continuing to improve public transport and promoting more walking and cycling. Walking and cycling features strongly in Rotherham’s strategy and a high quality connected cycling and walking network is also a specific action. This is the primary purpose of this cycling strategy along with supporting promotional measures.

The Council’s priorities

A common theme amongst the above transport strategies is the need for a high quality, safe and comprehensive cycle network to enable a large increase in cycling by providing sustainable access to employment, training and retail, and by improving safety and the perception of a safety. This in turn will bring many benefits such as supporting economic growth and regeneration, reducing congestion, contributing to improving air quality and

improving the health and wellbeing for Rotherham citizens. This plan details the principles and approach required to implement the network.

Though there is a finite amount of space on the highway and often competing needs from different users, therefore we need to be proportionate when designing our cycle network, and accept that there may be some costs for some users, though equally accept that cycling is not beneficial at any price. In some cases, it may be necessary to promote new or improved infrastructure for other modes, to ensure cycling provisions can be delivered without causing undue adverse impact for other road users, especially for public transport. Whilst this document considers cycling alone, our approach will treat cycling as part of, and complementary to, the wider transport system. This will enable greater benefits to be achieved – for example, by improving access to public transport.

Ultimately, the Council aspires to achieving wider outcomes from our cycling work, to support the economy and regeneration, a high level of accessibility, and to improve the health and wellbeing of Rotherham's citizens. That said, in the first instance for cycling infrastructure improvement there is a need to acknowledge the starting position which is to grow the number of active everyday cyclists, and so our principle objective in the near term is :-

Primary goal 1: to demonstrate that a significant increase in cycling in Rotherham is achievable, and can bring about wider improved outcomes.

Secondary to this, but nonetheless important in working towards that objective, this strategy contributes to:

- **Supporting an integrated, sustainable transport system in Rotherham**
- **Supporting the economy and regeneration by providing high quality access by bike to employment, training and retail**
- **Ensuring the health and wellbeing of all Rotherham residents and workers is supported by enabling active and sustainable travel**

These objectives will ensure the implementation of the Rotherham cycle network provides maximum benefits for the people of Rotherham and aligns to the aspirations and policies in the above strategies to enable a significant increase in cycling in the borough.

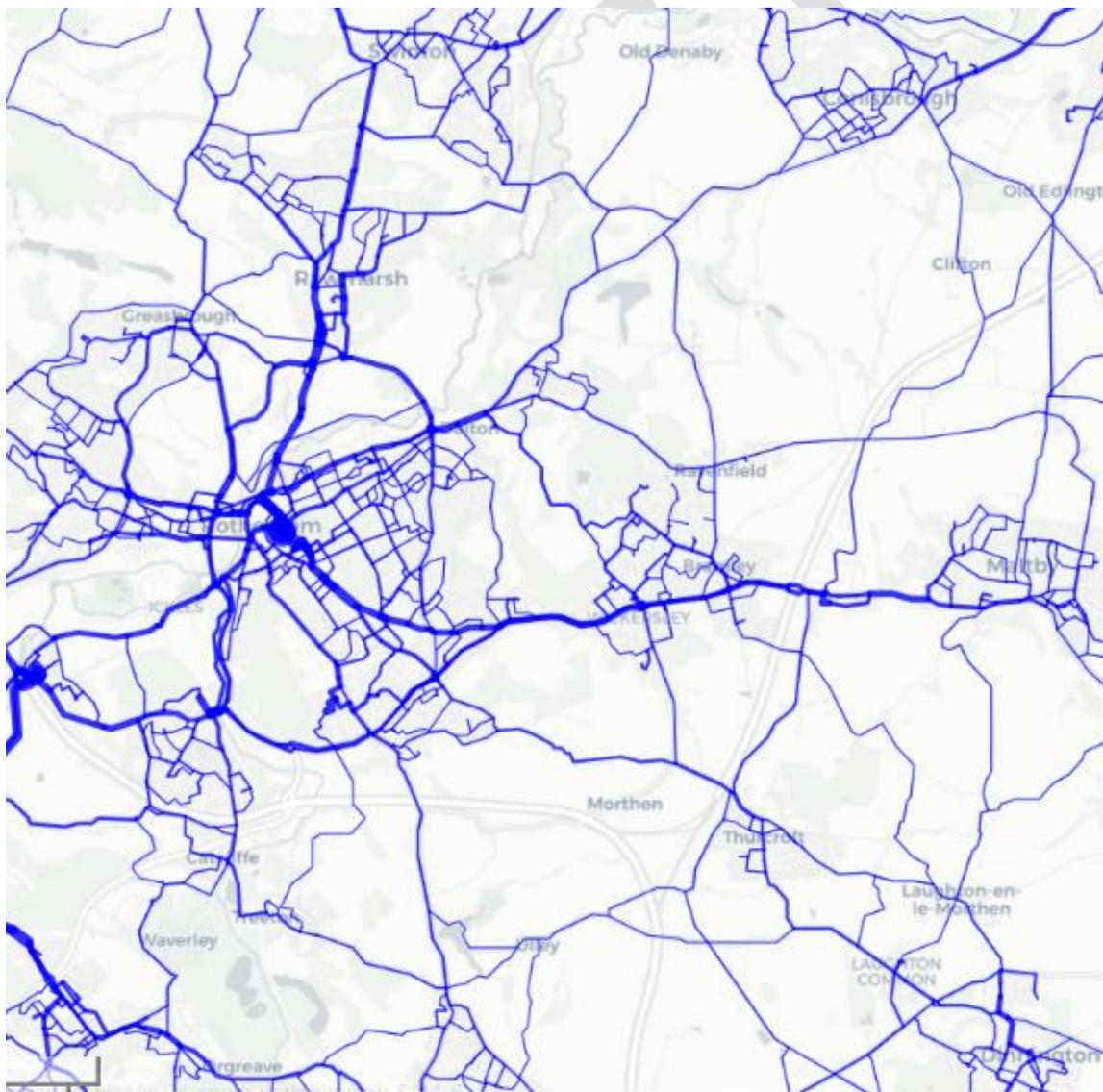
3.0 Implementing a Comprehensive Cycle Network

3.1 The Council's approach

Cycle network principles

For most of the public, even in high cycling societies, cycling is principally a mode of transport used for shorter, local trips of up to around 5 miles; a shorter distance of 5 km, or around 3 miles, is suggested in the City Region's ATIP, reflecting the low baseline and less favourable topography in much of South Yorkshire. Because of the physical effort involved in cycling, cyclists are especially sensitive to diversion, and so cannot generally be expected to travel out of their way to utilise designated or preferred cycle routes.

This can be demonstrated with modelling, illustrating what a high-cycling scenario could look like in Rotherham (below)⁶. As can be seen, whilst some routes are busier than others, demand is spread all the way across the network.



Potential Cycling Demand in Rotherham

⁶ Extract from Propensity to Cycle Tool, 'Go Dutch' scenario

Considering as well that many of the people utilising the busier routes will have travelled there via quieter points to and from individual premises (a level of detail not considered in the model), this leads to the Council's key guiding principle –

The highway network is the cycling network and, therefore, ***our approach should be to ensure the comfort, convenience, and safety of cyclists as standard.***

In principle, this means all roads and streets in the Borough would fall in to one of two situations:-

- Distributor roads, accommodating large flows of motorised traffic at speed, providing cycle tracks to separate cyclists from the danger and nuisance posed by these.
- Access streets, where traffic speeds and volumes are kept low, thus ensuring case comfortable conditions without provision of separate infrastructure.

Of course, all interventions will be identified to fit site circumstances, and this may necessitate variations from the above. In particular, the Council may promote schemes of cycle lanes on distributor roads where neither traffic reduction (i.e. conversion to an access street) nor provision of cycle tracks is feasible; or on access streets which are, for example, relatively busy. And where supporting connectivity, the Council will continue to provide and develop cycleways away from roads and streets entirely.

Cycling in town centres will need to consider how or if cycling can be accommodated in pedestrianised areas of town centres. The Council will consider this on a case-by-case basis, to balance the need for connectivity and convenience by bicycle, with the needs and safety of pedestrians, and the wider aspirations for the town centre, for example, in the holding of events and markets.

It is intended to produce further detailed guidance on the implementation of this approach as a Supplementary Planning Document.

Operating in this framework provides three distinct benefits –

- it will help ensure the Council can, over time, build up safe, convenient door-to-door connectivity by bicycle, able to provide for trips even as demand changes over time;
- over time, Rotherham's residents will be able to have confidence that their journey can be made safely by bicycle with only basic knowledge of their route, without referring to maps or journey planners to identify 'safe' routes; and,
- recognising streets are not for cyclists' alone, and that schemes need to meet a wide range of needs, this framework gives the flexibility to develop options and choices, best ensuring supporting cycling can be delivered in a manner that supports the needs and aspirations of local communities.

The last point is particularly important. Emergency cycling infrastructure promoted across England in 2020, and the resulting negative response in some cases, demonstrates that cycling cannot be imposed on the public at any cost. The borough's cycling aspiration will inevitably require *some* adverse impacts in some places, whether this be localised worsened congestion, less parking or narrower footways – the Council will work with local communities and key stakeholders openly and transparently to seek to minimise and mitigate adverse impacts, and ensure the authority does not act in a manner that is disproportionate or unduly harmful to other road users. In this way, the Council intends to ensure cycling serves our communities rather than being imposed upon them.

This is an ambitious approach; to achieve the maximum potential for cycling in the borough, this will involve expanding our cycle network from the current 126 km nearly tenfold, increasing the length of road provided with cycle track in the borough sevenfold to over 300 km, providing nearly 800 km of traffic-calmed areas, as well as implementing extensive improvements to the existing network.

Cycle parking, storage and support facilities

There is also a need to ensure that high quality, convenient and secure cycle parking is available at destinations across Rotherham. Alongside this, there is a need to accommodate the increasing number of electric bike users with high quality bike charging infrastructure incorporated into cycle parking specifically for electric bikes. Cycle parking facilities are an essential element of the infrastructure required to encourage and enable cycling and whilst some good quality cycle parking is available, particularly in our town centres, there are gaps in the provision of parking and the quality of facilities on offer.

It is important that cycle parking facilities are located where they are safe, convenient to use and secure in order to encourage maximum usage. Their location should be informed by the cycle network proposals, development, existing destinations and locations of onward travel such as popular bus stops, bus interchanges and train stations to ensure cycling and public transport is integrated. The Council also proposes to work with relevant stakeholders to determine where new or upgraded cycle parking is required, in particular to compliment the proposed investment in the cycle network.

The type of cycle parking will depend upon the required use. Cycle parking facilities will be considered in two main categories, long and short stay spaces.

Long stay spaces

These are for commuting cyclists as well as shoppers, workers, visitors and tourists. The type of facility for long stay spaces will be dependent upon the location and space available. Secure cycle parking such as lockers may be considered for town and district centres. Lockers provide protection from the weather and are generally more secure than cycle stands. Though they are larger than cycle stands which may limit available areas. Good quality cycle stands with cover where possible may be provided as an alternative.

Short stay spaces

These are for cyclists who are only likely to be visiting a destination briefly for example for a short shopping trip. Cycle stands are proposed for these cyclists and such facilities should be provided close to the entrances of buildings for convenience and security.

Supporting facilities

There is also a lack of cycle hub facilities in Rotherham which may incorporate parking alongside other facilities such as bike repairs and working with partners such as the Business Growth Board to facilitate employment site shower and changing facilities. As part of a package of support measures for cyclists the Council proposes to investigate the potential for cycle hubs at key destinations and public transport facilities such as bus interchanges and train stations, and potentially work alongside cycle vendors to expand the services on offer in Rotherham. This would include charging infrastructure for e-bikes.

3.2 Maintenance

Whilst in the longer term a comprehensive and high quality cycle network is required in order to significantly increase cycling in Rotherham, in the short term there is a need to improve the maintenance of existing cycle routes. There are approximately 126 km of cycle routes in Rotherham of varying standards and approximately 50% of the network is affected by worn lining, the collection of debris and overgrowing vegetation, discouraging cycling. In order to address this a number of relatively low-cost interventions are proposed. These include:

- The renewal of all worn lining on our cycle network such as advisory and mandatory cycle lanes, and segregation lines on shared use footways. This will improve the appearance of cycle routes and cycle lanes in particular, for both cyclists and car drivers on the road.
- Cutting back overgrowing vegetation and removing weeds from on highway cycle routes. Overgrowing vegetation can significantly reduce the width and usability of some cycle routes.
- Sweeping affected on highway cycle routes to ensure they are free from litter and debris.

A maintenance level of service is also proposed to ensure that once existing cycle routes are brought up to a good standard they are well maintained in future years. The proposed level of service includes:

- The inspection for renewal of lining on advisory/ mandatory cycle lanes and segregation lines on shared use footways at least every 5 years, particularly at areas subject to overrun by vehicles plan such as at junctions.
- Cutting back overgrowing vegetation and removing weeds on highway cycle routes on an inspect and maintain basis 2 times per year.
- Sweeping affected on highway cycle routes 3 times per year so they are clear of debris and litter and weed treatment 2 times per year.

These measures will ensure that the existing network whilst limited and of variable quality is brought up to and maintained to a good standard, in order to maximise the attractiveness and usability of cycle routes for both utility and leisure purposes.

There is also a need to ensure cycle parking facilities are maintained to a good standard. The maintenance of cycle parking facilities is limited. As a result, some of our cycle lockers in particular are unappealing due to the collection of litter or not useable due to damage. Whilst cycle parking stands generally require very little maintenance, there is a need to ensure any damage to stands is promptly rectified.

In order to address this a regular inspection and maintenance regime is required. It is proposed to include cycle lockers and stands, particularly in our town centres, within regular maintenance programmes, to ensure the cycle parking facilities are well maintained.

4.0 Priorities for Interventions

At present, cycling as transport is a niche activity in Rotherham, with only around 1% of trips to work being made by bicycle, for example. Moreover, national travel survey evidence suggests cycling is an activity currently enjoyed disproportionately, in terms of both number of trips and especially distance cycled, by the most affluent households in society – a group significantly underrepresented in Rotherham.

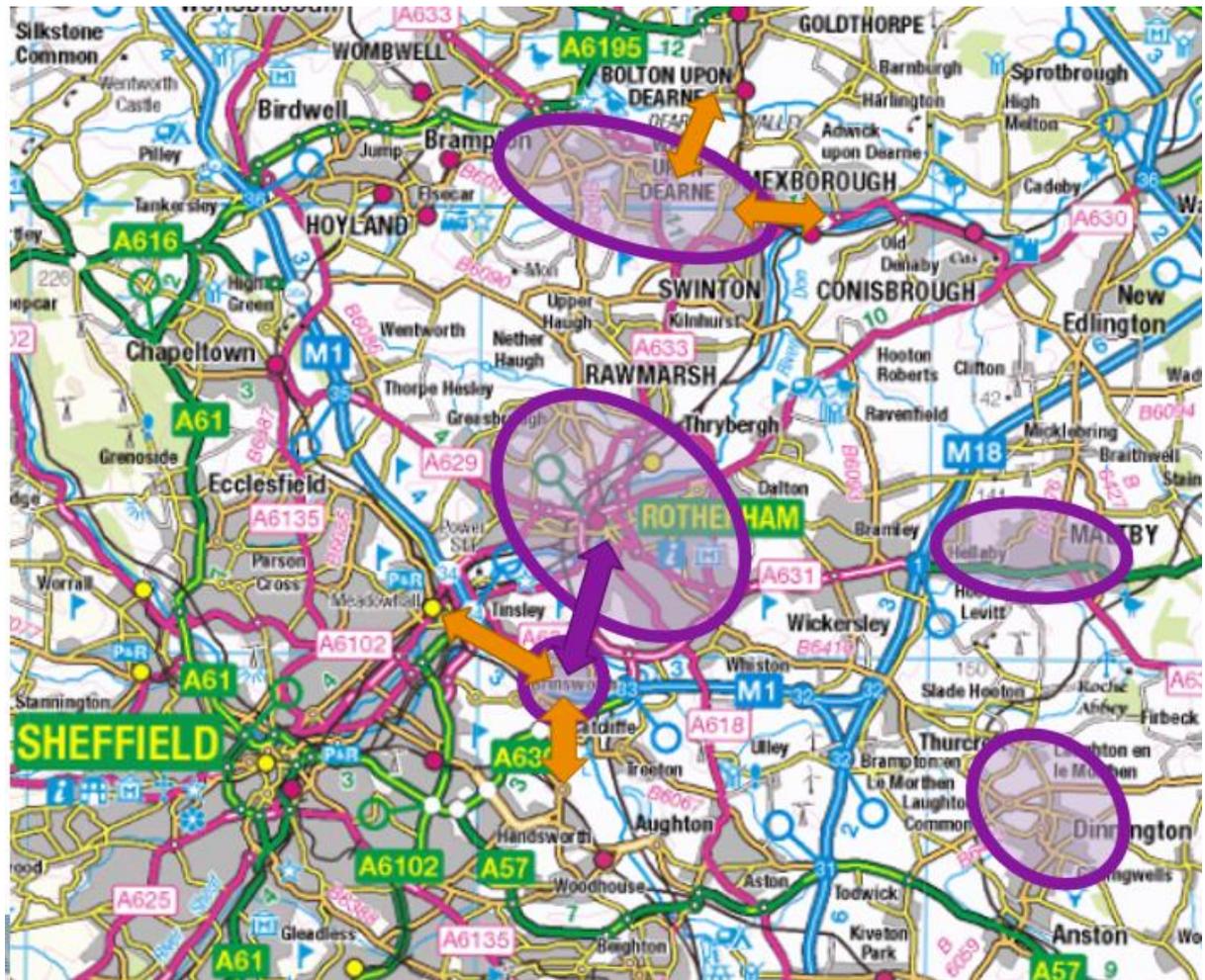
Given this starting point, there will inevitably and understandably be a degree of scepticism as to whether cycling can really be an inclusive and effective means of transport in Rotherham. Therefore, in order to address this concern, the first priority will be to invest in cycling in parts of the borough where there is good evidence that a much wider demographic than existing cyclists could take up regular everyday cycling. This will mean ensuring there is a demand for travel, but also having realistic expectations as to how far people may be prepared to cycle, and in what topography.

The objective is to demonstrate that cycling can be made more accessible, more inclusive in Rotherham, such that a real uplift can be undertaken. Once this is demonstrated, prioritisation can then be considered in terms of outcomes such as improved health or reduced car travel.

The best evidence for demand for travel is currently based on travel to work⁷. In time, there will be an understanding of other trips, as well as how commuting patterns may change in time, particularly should increased teleworking required during the COVID-19 pandemic continue to some extent into the future. As such the priorities will need to be periodically reviewed. At this point, based on the best information available, the priority areas for intervention are as follows –

- Between and within Maltby and Hellaby;
- Between and within Wath, Brampton, West Melton and Manvers, including links into Swinton and (in liaison with Doncaster and Barnsley Council) Bolton and Mexborough;
- Within and between Laughton and Dinnington;
- Links between Rotherham and the following suburbs –
 - Herringthorpe;
 - Moorgate;
 - Eastwood & East Dene;
 - Masborough & Bradgate;
 - Greasbrough including the strategic housing site at Bassingthorpe Farm;
- Brinsworth, including links to Rotherham and (in liaison with Sheffield Council) Meadowhall, Tinsley, Carbrook, and the Advanced Manufacturing Park/Waverley.

⁷ RMBC analysis of Propensity to Cycle Tool, 'Go Dutch' scenario



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5.0 Softer Measures

To maximise the potential for cycling in Rotherham and the uptake in cycle infrastructure, softer or promotional measures are required to support investment. Research from Sheffield Hallam University suggests that promotional measures alongside high quality cycling infrastructure is most effective in encouraging and enabling cycling and therefore subject to available funding it is proposed to continue to invest in successful projects such as:

- **The Rotherham Mobile Cycle Hub**

The cycle hub visits businesses and organisations, local communities, town centres and events offering

- Free electric and pedal bike hire
- Free bike check ups and repairs
- Free adult and Family Cycle Training

- **Active Travel in Schools**

This project promotes and encourages cycling and walking to school through a range of engaging events and activities.



Source: PWLC Projects

- **Beat the Street 2021**

This project mainly encourages walking though also cycling by targeting local communities and schools to engage in friendly competition.

- **Events**

Local cycling events to raise awareness of cycling and the benefits.

- **Personalised Travel Planning**

Offering information and advice on sustainable transport modes and assistance on journey planning. Which where funding can be secured could include adult cycling training programmes.

- **Cycle Training in Schools**

Cycle training is offered to pupils in primary schools across Rotherham.

- **Road Safety in Schools**

This project highlights the importance of road safety and encourages pupils to travel safely and sustainably through a range of activities and campaigns.

This package of services has been extremely popular and valuable in supporting Rotherham residents and workers to cycle and access facilities and services safely and sustainably.

The Rotherham Mobile Cycle Hub

The Rotherham Mobile Cycle Hub is a well-established project that has been successfully encouraging and enabling cycling for a number of years. The hub visits businesses and organisations, local communities, town centres, parks and events offering a range of services including:

- **Free electric and pedal bike hire**
High quality bikes are provided to participants for up to 3 months to try cycling and in particular cycling to work. Offering bikes on a long-term basis allows participants to enjoy the full benefits of cycling and potentially save money on commuting. This service is in high demand and has resulted in 92% of participants continuing to cycle after participating in the project.
- **Free bike check-ups and repairs**
Dr bike sessions are offered at the hub when members of the public can bring along a bike for a check-up. Minor repairs are undertaken, and participants are referred to local bike shops for more major repairs. This service has proved to be extremely popular and valuable for Rotherham residents and workers.
- **Free adult and family cycle training**
A range of one to one and group cycle training sessions are offered to Rotherham residents and workers including off road sessions at parks and on road session for those wishing to commute to work. Instructors will advise on issues such as positioning in the road and tacking junctions alongside planning appropriate routes with participants.



Rotherham has ambitions and aspirations to expand a number of these projects and extend the programme of promotional measures on offer to fully support the proposed investment in high quality and comprehensive cycle infrastructure, though this will rely upon longer term funding for proportional projects and Rotherham alongside Sheffield City Region is pressing the government for this. The Council will work with key partners for example in health, sport and leisure amongst others to maximise the opportunities and benefits of our projects for all residents and workers in Rotherham.

Wheels for All

As part of the Council's ambitions to enhance the promotional services on offer, Rotherham is working with the charity Cycling Projects to establish a Wheels for All Hub in Rotherham. The Wheels for all initiative is a national project that embraces all children and adults with disabilities to engage in a quality cycling activity.

The hub will offer a range of specially adapted and accessible bikes sessions for disabled residents to cycle in a safe and controlled environment. Ride leaders will be available to support and assist riders. The hub will welcome all individuals, groups and families to enjoy the benefits of cycling.



6.0 Monitoring and Evaluation

Alongside significant investment in our cycle network there is also a need to ensure a robust monitoring regime is in place to evaluate our infrastructure projects and the overall cycle network. This regime will align to the Council's priorities in this strategy for the cycle network. The monitoring of cycling levels will be key to this and it is proposed that a more extensive network of cycle counters will be required, initially targeting those areas and cycle routes which are a high priority for interventions. Depending upon available funding it is also proposed to invest in the latest technology to ensure that the data is of the highest quality. The Council will also work alongside Sheffield City Region to ensure a regional monitoring and evaluation plan for the Active Travel Implementation Plan meets the needs of Rotherham and the proposals for a comprehensive and high-quality cycle network.

The cycle infrastructure projects being introduced will be evaluated to ensure they meet the aims and objectives of this strategy and are aligned to the goals in the Sheffield City Region Transport Strategy. The length and number of cycle routes implemented and the treatment of areas to provide an environment that encourages and enables cycling will also be monitored, as this will be an indicator of the Council's ambitions to provide a high quality, comprehensive, safe and accessible network.

Promotional projects will also be monitored to evaluate their effectiveness in encouraging and enabling cycling. The uptake of the services on offer such as bike hire, bike check-up and repairs and cycle training will be monitored alongside the participation in activities and events. The travel habits of those engaged with more intensively will also be surveyed to determine the success of projects in encouraging a modal shift towards cycling.



Source: PWLC Projects

Monitoring & Evaluation embedded in scheme and programme design

Monitoring and evaluating both infrastructure and promotional projects will ensure that the Council has a comprehensive package of measures in place to determine cycling levels, modal shift and attitudes towards cycling, and this will provide a good evidence base in which to determine future projects and to support the case for future funding. In particular, some of the interventions may be relatively new to Rotherham or to the UK; there is a need to understand public response to these interventions so as to understand what works well, and what works less well, for people in Rotherham. To ensure the Council can commit to the level of analysis required to achieve this monitoring and evaluation, capabilities will become a requirement of all scheme and programme bids and designs.