

ROTHERHAM CYCLING STRATEGY

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1.0 Introduction

Cycling has a range of economic, health, wellbeing, traffic management and environmental benefits. It is a high priority within Rotherham and South Yorkshire, where 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. The Council has ambitious plans for a high-quality cycle network and infrastructure and is investing to achieve this through the Transforming Cities Fund and Active Travel Fund.

The Rotherham Cycling Strategy provides the principles, approach and broad design standards required to implement that network and ensure it is comprehensive, safe and accessible for all Rotherham residents, workers and visitors. The strategy also outlines the priorities on which to base related interventions.

In the longer term the focus will be on improving cycling provision on areas of the road network, rather than individual cycle routes, to provide a cycle network that connects with major cycle routes on main roads to facilitate longer journeys. Some roads will have segregated facilities while others will have the road environment improved for cyclists so that dedicated facilities become unnecessary.

The strategy also includes assessing the condition of the existing cycle routes, and the approach to maintaining these to ensure the network already in place is of the best possible condition with the funding available.

Alongside this, promotional measures will be outlined to maximise the uptake in cycling and use of the cycle infrastructure; this will include electric and pedal bike loan, 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.

This Rotherham Cycling Strategy aligns with key national, regional, and local transport strategies to encourage and enable cycling for both utility and leisure purposes.



2.0 Background and strategic context

2.1 Background

Rotherham's existing cycling network measures approximately 75 miles in length – around a tenth of the length of the local highway network. But as with other districts in Sheffield City Region, Rotherham's cycle network is limited. While 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 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 limited provision at many junctions.

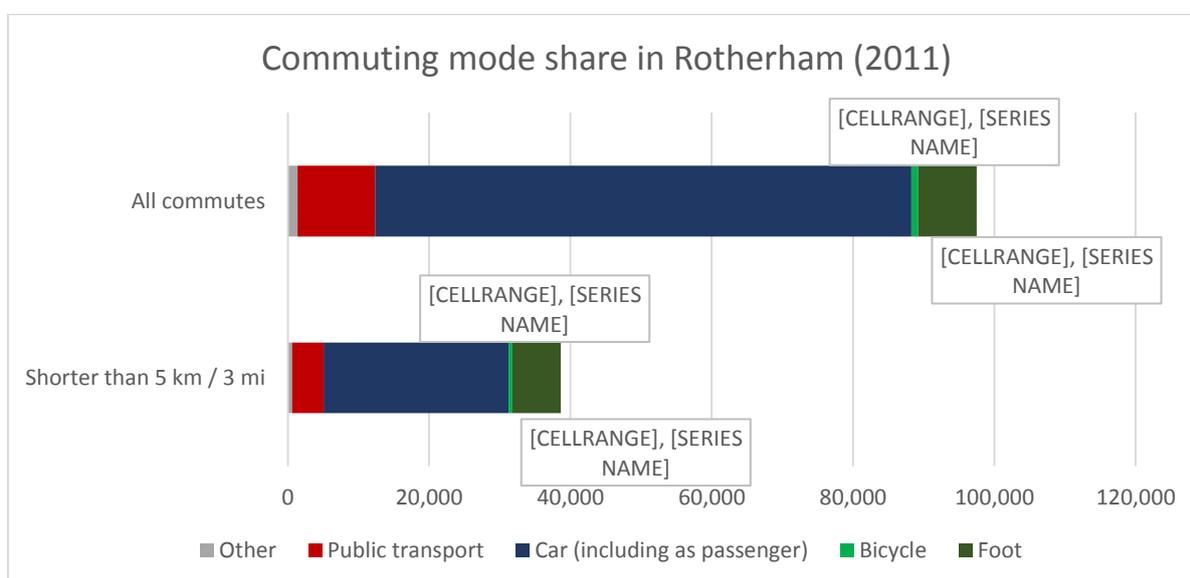
Recent focus during the COVID-19 pandemic has demonstrated that active travel is a viable option and indicated its potential role in post COVID economic recovery. Local evidence, including the response to the cycling strategy consultation, suggests this was not an increase in utility cycling, but in cycling 'for its own sake' (noting the latter was much less restricted than the former during lockdowns). Consultation findings also suggest locally, this was predominantly driven by existing cyclists cycling more, rather than new participants taking up cycling.

However, during this time, it became very clear that Rotherham's cycle network is not at the standard required to encourage and enable a large increase in cycling. Furthermore, until April 2021 funding constraints have limited the maintenance of existing cycle routes, so they suffer with worn markings, accumulation of debris and overgrowing vegetation, affecting approximately 50% of our cycle network.

As a consequence, cycling levels in Rotherham and South Yorkshire 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.

¹ Census 2011, table DC7701EW1a

Source: 2011 Census



There is, however, significant potential for cycling in Rotherham: 40% of Rotherham residents' journeys to work (accounting for up to 9% of total commuting mileage) are 5 km (3 miles) or below – a comfortable cycling distance for most people. Converting even a small proportion of these trips to be made by bike will have significant benefits, in terms of reduced car traffic and improved health.



Modelling based on 2011 commuting patterns suggests there is realistic potential to increase the share of journeys made by bike to around 12% of commutes which start or end in the borough, and around 20% of commutes wholly within the borough.² Given that some of this increase will be a shift from walking to cycling (associated with longer walks becoming more attractive and expedient to

² Rotherham Council analysis of propensity to cycle, based on 'Go Dutch' scenario

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 the Council do not hold estimates for non-commuting trips, but a similar impact is thought possible for these trips. These shifts will be heavily dependent on shifts in attitudes and perceptions by infrequent cyclists and especially non-cyclists, from those presently reported in response to the consultation.

What can be achieved will also, in no small part, depend on the Government policy and funding position. Recent Government statements in terms of outcomes (carbon savings) and outputs (length of cycle track constructed) suggest the level of funding available will, if applied equally across England, be significantly short of that required to achieve the above benefits before 2050; in addition to highlighting the funding gap, it will therefore additionally be important that money is invested in the places and on the schemes that give the best impact to maximise the benefit.

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.

One of the most pressing challenges locally, regionally and nationally is that of decarbonisation. Cycling has the potential to ultimately reduce CO₂ emissions in the borough by up to around 13,000 tonnes each year; however this does only amount to around 2% of transport emissions in the borough, or around 4% of car emissions⁴ (although the savings in the national Transport Decarbonisation Plan are considerably less than this, suggesting funding will not be available to achieve all of these savings). This is because car emissions are predominantly from longer distance trips; national travel survey data indicates 85% of car mileage accrued on trip longer than 5 miles⁵, and local data suggesting car trips starting or ending in Rotherham (accounting for around 66% car emissions, and 36% of road transport emissions in the Borough) tend to be longer, with around 90% of car mileage accrued on trips longer than 5 miles⁶.

Cycling can only 'pull its weight' in respect of climate change if aligned with destination shift – that is to say, people can access opportunities, facilities and amenities within their own locality, so reducing the need to travel to other parts of the region or beyond. This will require a wider change in approach to town, economic and transport planning – a focus towards supporting local communities, businesses

³ Rotherham Council analysis of propensity to cycle, based on 'Go Dutch' scenario

⁴ Rotherham Council analysis of propensity to cycle, based on 'Go Dutch' scenario

⁵ National Travel Survey 2019, table NTS0308

⁶ Analysis of Sheffield City Region Transport Model 1

and regeneration, from the bottom up, instead of large-scale infrastructure to facilitate greater or faster movement (including for cyclists). The need for decarbonisation dictates that cycling, and cycling policy, must enable and support thriving neighbourhoods and local regeneration.

Major investment in the cycling infrastructure and a comprehensive network can encourage cycling and support destination shift.

Alongside infrastructure, there is evidence that promotional measures are needed to encourage and enable people to start cycling, for example bike loans, help with maintaining and repairing bikes 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.

The cycle strategy consultation response suggests relatively limited appetite to start cycling amongst people not cycling at all at present. As noted elsewhere, this strategy recognises the limited benefit of supporting existing and frequent cyclists (in that the benefits of these groups cycling is already largely realised). Therefore, our approach initially will be to initially prioritised measures to encourage and support infrequent to cycle more; it is hoped in time these measures, and greater visibility of cycling outside the core of frequent cyclists, will improve the appetite of non-cyclists to take up the mode.

2.2 Strategic context and objectives

2.2.1 Government strategies

In 2020 the government released the [Gear Change Strategy](#) which advocates high-quality segregated cycle routes and low-traffic neighbourhoods to make cycling and walking easier, combined with investment in electric bikes, bike maintenance and free cycle training. The government is also encouraging authorities to provide *Local Cycling and Walking Infrastructure Plans*.

2.2.2 South Yorkshire/Sheffield City Region (SCR) strategies

Cycling features strongly in the [Sheffield City Region \(SCR\) Transport Strategy](#), which seeks 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

Rotherham



The [SCR Active Travel Implementation Plan \(ATIP\)](#) incorporates the region's Local Cycling and Walking Infrastructure Plans 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 five-year network map and 2040 network map. The five-year network priorities 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 ATIP has been agreed by the Mayoral Combined Authority and is part of a series of implementation plans which sit within and contribute towards the Sheffield City Region Transport Strategy. However, as a regional document it does not address connectivity and community needs at a sufficiently local scale to be effective on its own.

The Rotherham Cycle Strategy 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.

2.2.3 Rotherham strategies

Rotherham Transport Strategy features proposals to continue to improve the road network and support sustainable and affordable transport by continuing to improve public transport and promoting walking and cycling. Walking and cycling features strongly in Rotherham's Transport Strategy and a high-quality, connected cycling and walking network is a specific action. The Rotherham Cycling Strategy will play a major role in the implementation of this.

The Council's Year Ahead Plan focuses on the immediate post COVID-19 recovery period and under its *Better Health and Wellbeing* theme it outlines the intention to make Rotherham a "place where active travel is accessible, and local people reap the associated health and environmental benefits". Providing online mapping of the borough's cycle routes and agreeing a cycle strategy are identified activities in the plan.

Rotherham's Joint Health and Wellbeing Strategy provides a framework for partners across the borough to ensure that opportunities for improving health and wellbeing are maximised, 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 average for England, 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. The Rotherham Cycle Strategy will play a role 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, the Rotherham Cycling Strategy will help 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’.

The core strategy of the Rotherham Local Plan 2013-2028 sets out how local jobs and homes are to be provided in the borough, and how transport infrastructure and services should support these. Policy CS14 supports enabling cycling to be used for shorter trips, and for links to public transport interchanges, as a means of managing demand for car travel.

2.2.5 Role of the Rotherham Cycling Strategy

A common theme among the above national, regional and local strategies is the need for a high-quality, comprehensive cycle network to enable a large increase in cycling and in turn provide sustainable, affordable 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.

The Rotherham Cycle Strategy details the principles and approach required to implement that network.

Ultimately, the Council aspires to achieving wider outcomes from the cycling work:

- to support the economy and regeneration
- achieve a high level of accessibility
- improve the health and wellbeing of Rotherham's citizens.

That said, in the first instance there is a need to acknowledge the starting position and to increase the number of everyday cyclists in order to increase confidence that cycling is a viable and feasible travel option for a significant proportion of people.

Therefore, in the near term the principle objective of the Rotherham Cycling Strategy is to demonstrate that a significant increase in cycling in Rotherham is achievable, and that this can bring about wider improved outcomes.

To work towards this primary objective, the cycling strategy will also contribute 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 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.

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 the cycle network.

It is important to recognise there may be some costs for some users, and also to appreciate that cycling is not beneficial at any price. In some cases, to ensure cycling provisions can be delivered without causing undue adverse impact for other road users, it may be necessary to provide new or improved infrastructure for other travel modes, especially for public transport.

While this strategy 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 by -

- Improving access to public transport.
- Aligning transport measures to those supporting leisure cycling in the interests of public health, tourism and leisure.
- Complementing and guiding the delivery of other RMBC programmes, such as Neighbourhood Road Safety
- Supporting wider Corporate and Regional priorities.

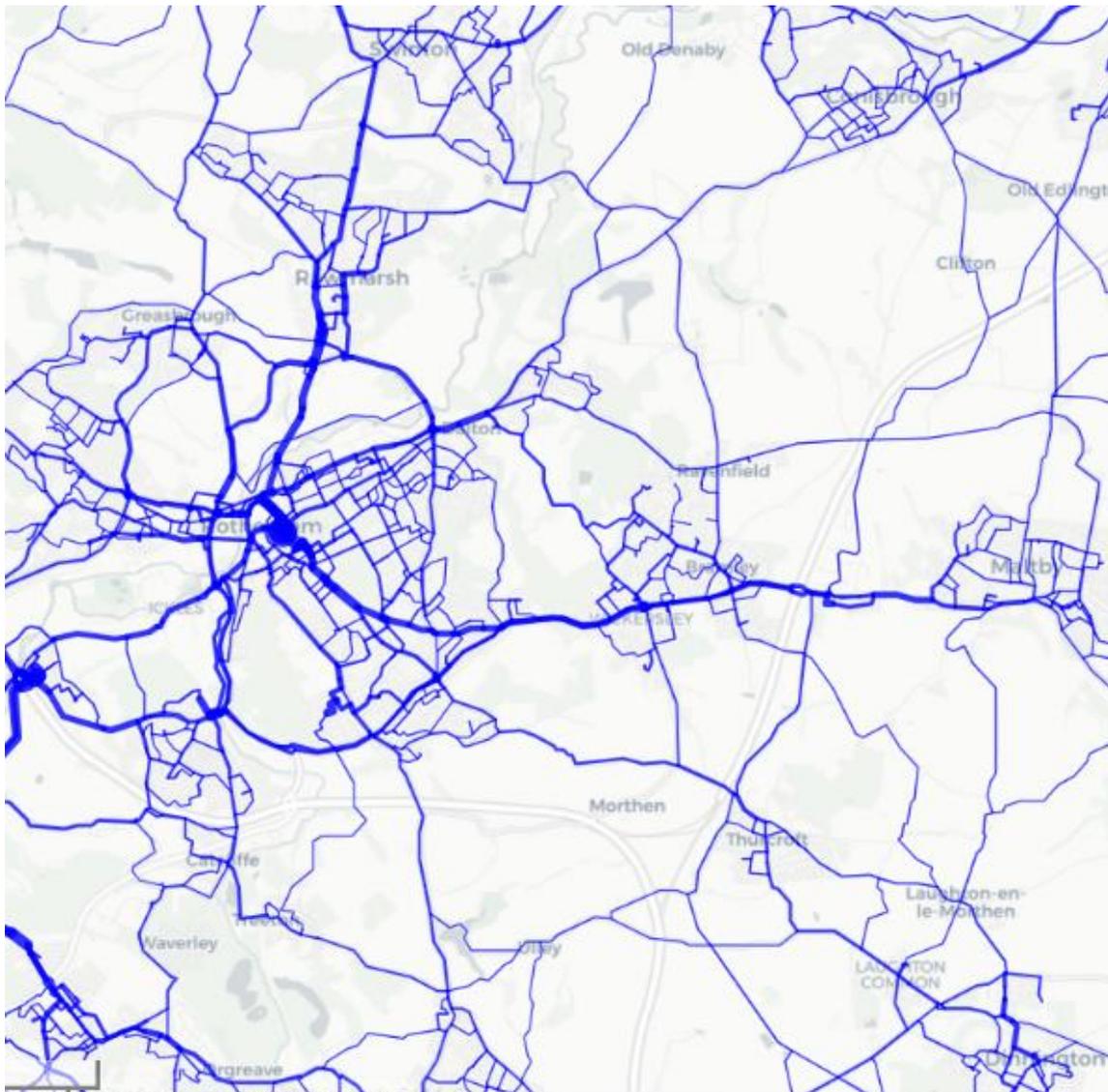
3.0 Implementing comprehensive cycle infrastructure

3.1 Cycle network principles

Even in countries where cycling is common, it is principally a mode of transport used for shorter, local trips of up to around five miles. This is supported by feedback from the consultation, noting existing frequent cyclists are prepared to cycle further while non-cyclists prefer to cycle less distance for these trips. A shorter distance of around 3 miles, is suggested in the Sheffield City Region's ATIP, reflecting the low baseline in and the hilly geography of much of South Yorkshire – this may ultimately be under-ambitious in Rotherham based on the findings of our consultation.

Because of the physical effort involved, cyclists are especially sensitive to diversion, and so cannot generally be expected to travel out of their way to use designated or preferred cycle routes.

This can be demonstrated with modelling, illustrating what a high-cycling scenario could look like in Rotherham (below)⁷. As can be seen, while some routes are busier



⁷ Extract from Propensity to Cycle Tool, 'Go Dutch' *Potential cycling demand in Rotherham*

than others, demand is spread all the way across the network.

Considering that many of the people using the busier routes will have travelled to them via quieter routes to and from individual premises (a level of detail not considered in the model), the Council's key guiding principle is that:

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

Essentially, this means a framework where roads and streets in the borough would fall in to one of two categories:

- **Distributor roads** – accommodating large flows of motorised traffic at speed, with separate cycle tracks to make cycling safe and comfortable.
- **Access streets** – where traffic speeds and volumes are kept low, thus creating comfortable cycling conditions without provision of separate infrastructure.

This is an ambitious approach. It is supported by results from the consultation on this document, which revealed danger from traffic as the greatest barrier to cycling, and revealed more cycle paths and reduced traffic volumes as two most significant facilitators for cycling. Notably, reduced traffic volumes were cited as something that might enable cycling, around twice as often as reducing vehicle speeds – in light of this we will adjust our approach to Neighbourhood Road Safety to give much greater emphasis on managing the volume of traffic in e.g. residential areas, and shift away from inventions to solely attempting to influence vehicle speeds.

Achieving the maximum potential for cycling in the borough would require expanding the cycle network 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. Making this a reality would require significant funding from central government. However, the principles established in this strategy should serve as a base from which we can continue to grow and develop Rotherham's cycling network.

Of course, all interventions will be identified to fit site circumstances, and this may mean variation from these two categories. In particular, the Council may promote schemes of cycle lanes on distributor roads where neither traffic reduction (ie conversion to an access street) nor provision of cycle tracks is feasible; or on access streets which are, for example, relatively busy. And where forming useful routes, 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, holding events and markets).

It is intended that further detailed guidance on the implementation of this approach be produced 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.
- Rotherham's residents will be able to have increasing 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.
- It gives flexibility to develop options and choices, ensuring support for cycling can be delivered in a way that meets the needs and aspirations of local communities and recognising that streets are not for cyclists alone and schemes need to meet a wide range of needs.

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 continue to engage and work with local communities, Parish Councils and internal and external key stakeholders openly and transparently 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.

The Council also acknowledge feedback from the cycling strategy consultation, that punitive measures to deter motoring were seen as least likely to facilitate cycling; whilst some degree of trade-off will be unavoidable in seeking improvement for cycling, the feedback would suggest little cause to believe disadvantaging motorists offers any benefit in promoting cycling in the Rotherham context. As such, the Council will not be promoting measures to promote cycling solely by rendering motoring more difficult or more expensive.

Moreover, the range of respondents to the consultation on the strategy was found to be relatively unrepresentative of Rotherham's population as a whole, including notable under-representation of groups with characteristics protected by the Equality Act. This further demonstrates the need for proper engagement in the local community.

This engagement will be essential to allow the Council to ensure local need is met by developing cycle measures that serves communities, rather than being imposed upon them.

3.2 Supporting infrastructure

3.2.1 Cycle parking

Cycle parking facilities are an essential element of the infrastructure required to encourage and enable cycling and the Council 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.

While some good quality cycle parking is available, particularly in town centres, there are gaps in the provision and the quality of facilities on offer. There is therefore 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 charging infrastructure incorporated into cycle parking specifically for electric bikes.

It is important that cycle parking facilities are located where they are safe, secure, and convenient to use. Their location should be informed by cycle network proposals, development, and existing destinations as well as by locations of onward travel (such as popular bus stops, bus interchanges and train stations) to ensure cycling and public transport is integrated.

The type of cycle parking will depend upon the required use. Cycle parking facilities will be considered in two main categories:

- **Long stay** - for cycling commuters as well as shoppers, visitors and tourists. The type of facility for long stay spaces will be dependent upon the location and space. Secure parking such as bike lockers may be considered for town and district centres; these provide protection from the weather and are generally more secure than cycle stands. However, because they are larger than cycle stands, they are not suitable for all areas and cycle stands (covered, where possible) may be provided as an alternative.
- **Short stay spaces** - for people only likely to be visiting a destination briefly, for example brief shopping trips. Cycle stands are proposed for these cyclists and such facilities should be provided close to the entrances of buildings for convenience and security.

3.2.2 Other facilities

In many towns cycle hubs provide additional facilities alongside secure parking; these might include changing areas, lockers for clothing/personal belongings and bike repair services. There are currently no such facilities in Rotherham.

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.

As part of this strategy the Council will also facilitate provision of supporting facilities such as changing areas and showers at employment sites by working with partners such as the Business Growth Board.

3.3 Infrastructure maintenance

While 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 125km of cycle routes in Rotherham of varying standards; a survey in 2020 identified approximately 50% of the network was affected by worn markings, accumulation of debris and overgrowing vegetation – all of which discourages cycling. In order to address this a number of relatively low-cost interventions are proposed. These include:

- Renewing all worn markings, such as advisory and mandatory cycle lanes, and segregation lines on shared use footways. This will improve the visibility of cycle routes and lanes for both cyclists and car drivers.
- Cutting back overgrowing vegetation and removing weeds from on highway cycle routes, maximising their width and usability.
- Sweeping affected on-highway cycle routes to ensure they are free from litter and debris.

These measures will ensure that the existing network, while 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 has historically been limited. As a result, some is unappealing due to the collection of litter (particularly cycle lockers) or unusable due to damage.

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. To address this cycle storage provision will be reviewed and, once completed, a regular inspection and maintenance regime will be introduced to ensure that where units are provided they are fit for purpose.

4.0 Priorities for interventions

At present, cycling as transport is a niche activity in Rotherham; for example, only around 1% of trips to work are made by bicycle. Moreover, national travel survey evidence suggests cycling is an activity currently disproportionately enjoyed, in terms of number of trips and distance cycled, by the most affluent households – 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. To address this, 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 means that there should be a demand for travel, combined with realistic expectations as to how far people may be prepared to cycle given how hilly the areas might be – hills, distance, journey time and weather are reported as material barriers to cycling by respondents to the consultation (2nd, 4th, 5th and 6th most common responses of 15 options), and whilst technical solutions (e.g. electric bicycles) might ease some of these, we must nevertheless be realistic as to the extent to which these barriers can be overcome if we are to achieve a cycling network that is effective and meets the needs of Rotherham's residents overall.

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

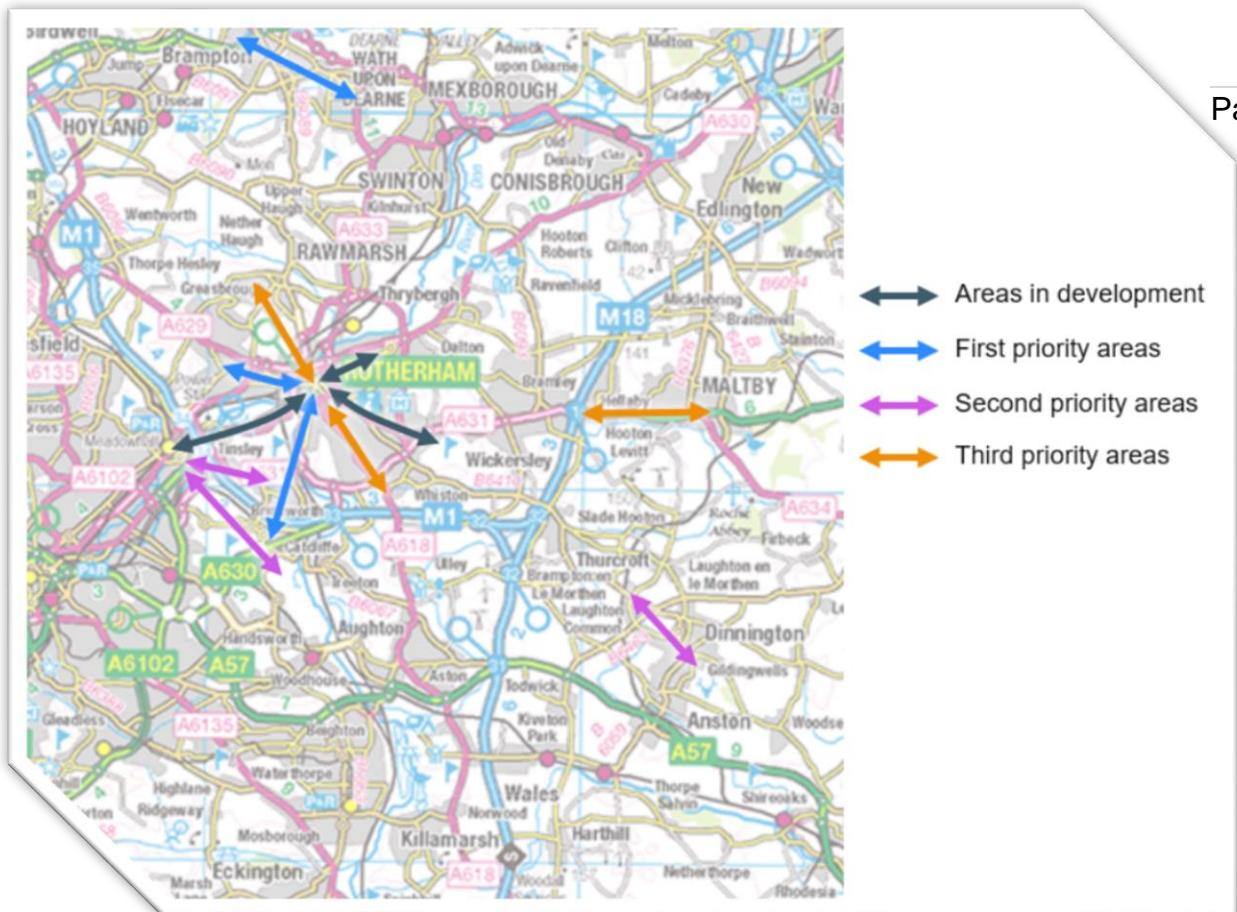
The best evidence for demand for travel is currently based on travel to work⁸. In time, there will be an understanding of other trips, as well as how commuting patterns may change in time, particularly should the increased in remote working seen during the COVID-19 restrictions continue. As such, the priority areas and actions will need to be periodically reviewed. That said, an approach led by travel-to-work data is supported by feedback to the consultation, which suggested commuting and business travel as having by far greatest potential for increased cycling amongst infrequent or non-cyclists in the Borough, relative to other journey purposes.

Whilst transport benefits associated with cycling tend to accrue from utility cycling being able to reduce car use, the consultation exercise indicated much greater public appetite to take up cycling for enjoyment or purely for health or fitness reasons. With the notable exception of commuting, cycling for other purposes or motivations were reported as being of less interest, especially amongst people cycling infrequently or not at all.

The approach will therefore be to support utility cycling, but to prioritise schemes and develop interventions to link into parks, greenspaces, and leisure routes. In light of this, and the approach of prioritising interventions where there is evidence of potential to

⁸ RMBC analysis of Propensity to Cycle Tool, 'Go Dutch' scenario

encourage existing infrequent cyclists to cycle more, we have refined our priority areas for intervention as follows –



Areas in development

- In liaison with Sheffield Council, Rotherham to Tinsley and Meadowhall
- Rotherham to Herringthorpe & Brecks, including links to Clifton Park & Herringthorpe Playing Fields
- Rotherham to Eastwood & East Dene, including links to Clifton Park & Herringthorpe Playing Fields

First priority for pipelining

- Rotherham to Masborough & Bradgate, including links to Bradgate Park and Ferham Park, and to National Cycle Network route 6.
- Brampton, West Melton, Wath and Manvers, including links into Manvers Country Park and to National Cycle Network route 62
- Rotherham to Brinsworth, including links into Canklow Woods

Second priority for pipelining

- In liaison with Sheffield Council, Brinsworth to Tinsley and Meadowhall, with links to National Cycle Route 67

- In Laughton and Dinnington, including links into Dinnington Community Woodland and to National Cycle Route 674
- In liaison with Sheffield Council, Meadowhall to the Advanced Manufacturing Park and Waverley

Third priority for pipelining

- Rotherham to Greasbrough, including links to Bassingthorpe Farm and Greasborough Park
- Rotherham to Moorgate, including links into Canklow Woods and National Cycle Route 6
- Between Maltby and Hellaby

The above list reflects the highest priorities based on funding known to be available, the strategic priority to maximise cycling uptake, and potential for both utility and leisure cycling highlighted above. However, this should not be read as constraining activities to these areas. We will be agile to respond to local needs and opportunities as they arise, and funding opportunities as these become available. In particular, we will respond to improved understanding public attitudes and aspirations in respect of cycling, especially from people who cycle infrequently or never. These factors may mean work progressing in a different order, or in different areas, than outlined above.

5.0 Promotional measures

To maximise the potential for cycling and use of cycle infrastructure, and get best return on investment, promotional measures are required to. Research from Sheffield Hallam University suggests that promotional measures alongside high quality cycling infrastructure is the most effective combination in encouraging and enabling cycling. Therefore subject to available funding, the Council will continue to invest in, and work with partners to deliver, interventions such as:

- **Rotherham Mobile Cycle Hub** (see below) - visits businesses, organisations, local communities, town centres and events offering:
 - free electric and pedal bike loans
 - free bike check-ups and repairs
 - free cycle training for adults and families.
- **Active travel in schools** - promotes and encourages cycling and walking to school through a range of engaging events and activities.
- **Beat the Street** – which encouraged walking and cycling by targeting local communities and schools to engage children and families in a one-month, game-style challenge.
- **Local cycling events** – to raise awareness of cycling and the benefits.
- **Personalised travel planning** - offering information and advice on how to use public transport and active travel in combination to complete longer journeys.
- **Cycle training in schools** - offered in primary schools across Rotherham.
- **Road Safety in Schools** – highlighting the importance of road safety and encouraging 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. The Council will review and focus these measures in light of consultation responses to better meet community need – in particular, to support improved access to cycles amongst people not currently cycling but who may be interested in starting, and to improve knowledge of available routes amongst infrequent cyclists.

Rotherham Council 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 cycle infrastructure. The Council will work with key partners for example in health, sport and leisure among others to maximise the opportunities and benefits of our projects for all residents and workers in Rotherham.

However, this will rely on Rotherham Council, alongside the South Yorkshire Mayoral Combined Authority longer-term funding for promotional projects.

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 trials - high-quality bikes are provided to participants for up to three months to try cycling, in particular to work. Long term trials help participants enjoy the full benefits of cycling, and potentially save money on commuting. The service is in high demand and has resulted in 92% of participants continuing to cycle afterwards.
- Free bike check-ups and repairs - Dr Bike sessions are offered at the Hub, allowing people to 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, including off road sessions at parks and on-road sessions. Instructors advise on issues such as positioning in the road and tackling junctions as well as planning routes with participants.

Wheels for All

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 encourages all children and adults with disabilities to try cycling.



The Wheels for All Hub will offer a range of specially-adapted and accessible bikes for sessions where disabled residents can cycle in a safe and controlled environment and ride leaders are available to support and assist. The hub will welcome all individuals, groups and families.

6.0 Monitoring and evaluation

Monitoring and evaluating of both infrastructure and promotional projects will ensure the Council can accurately determine cycling levels, modal shift and attitudes towards cycling. This in turn will provide a good evidence base from which to determine future projects and to support the case for future funding.

Some of the interventions may be relatively new to Rotherham, or to the UK; there is a need to understand public response to these so we know what works well, and 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.

A robust monitoring regime will be put in place to evaluate the impact of infrastructure projects and promotional interventions. This regime will align to the Council's priorities in this strategy and for the cycle network. The monitoring of cycling levels will be key and it is proposed that a more extensive network of automatic cycle counters be created, initially targeting those areas and cycle routes which are a high priority for interventions.

Depending on available funding, it is also proposed invest in the 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 Rotherham our ambitions to create for a comprehensive and high-quality cycle network.



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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 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 will also be surveyed to determine the success of projects in encouraging a shift towards cycling.