

Rotherham Metropolitan Borough Council

Cycling Strategy Delivery Plan

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1. Introduction

The Council adopted the Rotherham Cycling Strategy in January 2022. This delivery plan follows on from the cycling strategy and sets out specific measures and partnerships that will deliver cycling opportunities across the borough.

This delivery plan will continue to demonstrate how important the delivery of cycling measures is for Rotherham council. However, while the Rotherham Cycle Strategy provides the strategic framework for the delivery of cycling in Rotherham there are several barriers to delivery which needs to be recognised and addressed as part of this delivery plan

They are

- Danger from traffic particularly on heavily trafficked urban roads
- Lack of access to a cycle
- Lack of segregated routes
- Lack of access to route information
- Lack of confidence especially for new cyclists

Given the above the Rotherham Cycling Strategy sets out a primary vision

To demonstrate that a significant increase in cycling is achievable and can bring about improved outcomes for Health, Air Quality, and the wider Environment

To work towards this primary vision the following aims will be critical in terms of scope and delivery.

- 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/leisure facilities
- Ensuring the health and wellbeing of all Rotherham residents and workers is supported by enabling active and sustainable travel

These aims in supporting the primary vision will ensure that the implementation of this delivery plan will provide the maximum benefits for the people of Rotherham whilst allowing for the alignment of aspiration and policies in complementary strategies outlined in the cycling strategy While the Rotherham Cycling Strategy considers cycling alone this delivery plan will allow for cycling delivery to be part of and complementary to the wider transport network which will enable the barriers to be overcome through the measures contained in this delivery plan.

As part of the cycle strategy's development a period of consultation with the wider public was held. This consultation identified a need to prioritise utility cycling but also prioritise and design schemes to encourage and support a greater take up of leisure cycling. Therefore, the priorities for action are identified in the table below.

To further encourage leisure cycling and provide a coherent and safe network for all cycling, linkages will be developed with the Trans Pennine Trail, Sustrans and cycling measures already provided throughout the borough as part of the Public Rights of Way network.

The schemes and measures set out below will demonstrate that cycling can be made more accessible and inclusive in Rotherham, such that a real uplift can be achieved. Once this is demonstrated, future prioritisation can then be considered in terms of outcomes such as access to employment, training and leisure facilities alongside improved health, air quality and a genuine reduction in non- sustainable forms of transport such as the private car.

2. Cycling Delivery Plan 2022 to 2027

The Council's Cycling Strategy sets out its vision and key priority objectives to encourage greater levels of cycling and active travel more generally. It provides the framework against which the achievement of increased active travel can be measured. This delivery plan sets out the Council's delivery plan for delivering those outcomes.

This plan provides details of all the measures the Council is pursuing its goal to achieve a significant increase in cycling is achievable and can bring about improved outcomes for Health, Air Quality, and the wider Environment. Section 2.1 explains the work being done with both cyclists and those who currently do not cycle, or do not cycle regularly. This delivery plan identifies the various measures that the council provide and future provision such as where and when people can cycle, training on the use and maintenance of cycles including safety training and equipment such as helmets, reflective equipment and lighting.

2.1. Supporting Measures to Encourage Greater Use of Cycling

Rotherham Mobile Cycle Hub

- Offering visits businesses, organisations, local communities, town centres and events offering:

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.



Participation Events

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:

- **Active travel in schools** - promotes and encourages cycling and walking to school through a range of engaging events and activities.
- **Local cycling events** – to raise awareness of cycling and the benefits and the recent and successful “**Beat the Street**” campaign – which encouraged walking and cycling by targeting local communities and schools to engage children and families in a one-month, game-style challenge.
- **Active Travel/Modeshift** projects will continue with delivery in schools across the borough.
- **Personalised travel planning** - offering information and advice on how to use public transport and active travel in combination to complete longer journeys.

Wheels for All



The Wheels for All initiative are a national accessible cycling charity which promotes inclusive cycling through a range of successful community engagement programme. Wheels for all embraces disabled people who would otherwise not be able to cycle .As part of their offer they provide sessions where ride leaders support and assist residents with disabilities who want to cycle on a range of on specially adapted and accessible bikes .All this is delivered in a safe and controlled environment .As part of this delivery plan Rotherham will engage with the Wheels for All charity with a view to developing inclusive events as funding allows

- **Bikeability** - 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 to provide longer-term funding for promotional projects.



Action	Target	Timeline	Funding	Team
Bikeability Training	1200 pupils receive Bikeability Training PA	Academic Year	Bikeability Grant	Delivery via contract overall management provided Transportation
Delivery of Modeshift in schools by Active Travel Officer	25 schools across the borough	Academic Year	Capability Ambition Fund	
Rotherham Mobile Cycle Hub	160 cycle hires 36 adult cycle training programmes 23 Dr Bike sessions	Annual provision	Capability Ambition Fund City Regions Sustainable Transport Settlement (revenue)	Transport Policy, Planning and Programme Management
	Review requirements and agree future provision	6 months	Transport Revenue funding	
Personal Travel Planning	Develop a plan with SYMCA, including identification of funding, to recommence activity.	Annualised activity		
Identify future opportunities for cycling events in the borough and report on options	Provision of options paper	October 2023		

2.2. Supporting Measures to Enhance Cycling Infrastructure

- Construction of Cycle Routes
- Signage of Cycle Routes
- Provision of Cycle Storage facilities
- Ongoing Highway Maintenance and maintenance of cycle routes
- Vegetation Maintenance

Construction of Cycle Routes

The table below lists the schemes currently being developed and in construction. At this early stage, delivery dates are indicative. Timelines for each scheme will be reviewed and updated as each as schemes progress through the project development process of business case development including consultation and stakeholder engagement, funding approval, design and then construction.

Table 1

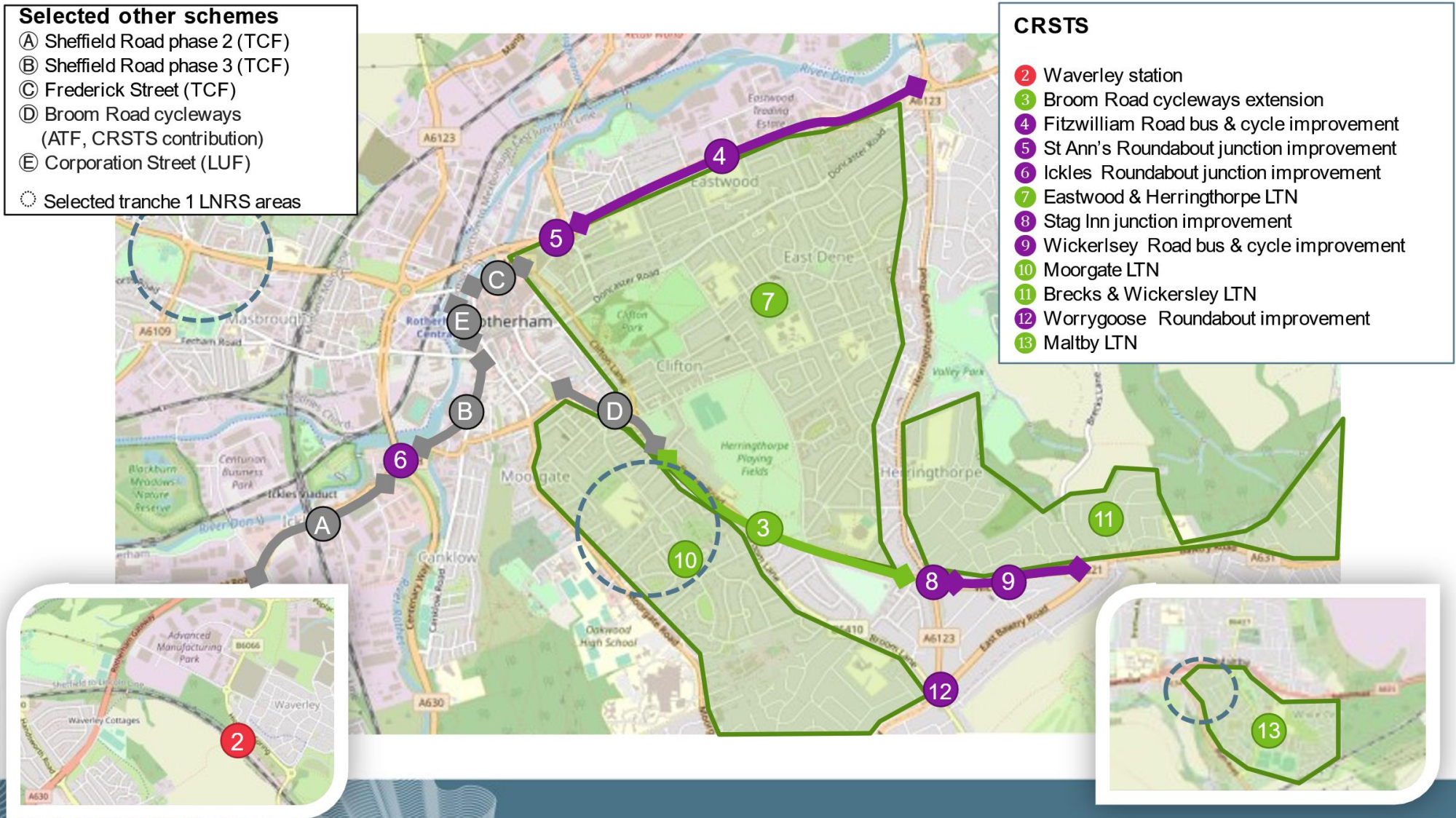
<u>Delivering new and Improve Cycle Routes</u>	<u>Forecast Delivery</u>	<u>Funding</u>	<u>Value</u>
Wath to Manvers Cycleway (Moor Road) Way	2023/24	Transforming Cities Fund	£1.1 million
Sheffield Road Cycleway Phases 2 & 3	2023/24	Transforming Cities Fund	£9.00 million
Broom Road Cycleway phase 1	2023/24	Active Travel Fund	£3.6 million
Broom Road Cycleway Phase 2	By 2027	City Region Sustainable Transport Settlement	£1.9 million
Fitzwilliam Road Sustainable Travel Corridor	By 2027	City Region Sustainable Transport Settlement	£6.8 million
St Annes Roundabout Improvement	By 2027	City Region Sustainable Transport Settlement	£5.2 million

Ickles Roundabout Improvement	By 2027	City Region Sustainable Transport Settlement	£7.5 million
Eastwood and Herringthorpe Active Travel Neighbourhoods	By 2027	City Region Sustainable Transport Settlement	£4.2 million
Stag Inn Junction Improvement	By 2027	City Region Sustainable Transport Settlement	£5.0 million
Wickersley Road Sustainable Transport Corridor	By 2027	City Region Sustainable Transport Settlement	£2.0 million
Moorgate Active Travel Neighbourhoods	By 2027	City Region Sustainable Transport Settlement	£1.7 million
Wickersley & Brecks Active Travel Neighbourhoods	By 2027	City Region Sustainable Transport Settlement	£1.0 million
Worrygoose Roundabout Improvements	By 2027	City Region Sustainable Transport Settlement	£4.9 million
Maltby Active Travel Neighbourhoods	By 2027	City Region Sustainable Transport Settlement	£2.00 million

As each scheme is developed consideration will be given to provision of cycle storage and related facilities, future ongoing route maintenance requirements such as surface maintenance, lining and signing as well as vegetation control.

Rotherham Town Centre transport infrastructure schemes 2022-2027

The Rotherham Cycle Strategy sets out the strategic direction from which the following routes will be delivered subject to funding allocations.



Delivery

Rotherham Metropolitan Borough Council has a strong track record in delivering both capital and revenue projects which enable greater take up of cycling in the borough. Delivery of the schemes in table 1 (above) will be managed by Project Managers from within the Transportation and Infrastructure Service and delivery partners including Rotherham's in-house Highway Delivery Team and external providers for both design and construction.

Delegated approval will be required from Cabinet .In addition RMBC has clearly defined gateway approvals process with standard gateways at appropriate project milestones ,such as feasibility/design/consultation. Oversight will be provided by the established Major Projects Board reporting to the Strategic Director Regeneration & Environment along with a number of key corporate governance attendees such as finance, procurement and communications.

Risk

A risk management register is part of the project management process to deliver the above schemes. Each risk management register reflects the dynamic nature of scheme delivery, capturing and managing known and emerging risks. For major scheme bids this results in a Quantified Risk Assessment (QRA) contained within each business case. In addition to this the service maintains a corporate risk register as part of the RMBC corporate risk management approach.

3. Funding Opportunities

Each year the Council approves both its Annual Council Budget and the Transport Capital Programme. This years' capital programme for the whole of transport infrastructure activity was considered by Cabinet on 24th April 2023. It approved the 2023-24 year's capital budget and noted the 5 year forward programme are detailed in tables 3 & 4 below.

This Cycling Delivery Plan draws its funding from both the Council's general revenue fund which allocates day to day funding for the management of Rotherham's transport system, and the Transport Capital Programme. Implementation of the schemes and activities identified in this delivery plan will be in the context of a challenging funding environment, primarily because of competing national/regional and local priorities. However, the delivery plan assumes a continued funding stream, based on funds already granted or approved to the Council and to the South Yorkshire region. The plan recognises that this may need to be reviewed if funding and priorities change. From a Transport perspective the following funding streams are now currently available to the Council via the South Yorkshire Mayoral Combined Authority (SYMCA).

SYMCA Funding – provided by Central Government

- City Region Sustainable Transport Settlement (CRSTS) - funds investment schemes, see table below.
- City Region Sustainable Transport Settlement (core block funding) – provides for day-to-day scheme development activity for the schemes referred to in table below. It also supports day to day cycling capacity work ie the programme of activities referred to in 2.1 above.
- Capability Funding (CF) - also supports day to day cycling capacity work ie the programme of activities referred to in 2.1 above.
- Capability & Ambition Fund (CAF) – for cycling activity programmes referred to in section 2.1 above, though this fund is now closed in respect of future, new allocations.
- Active Travel Fund (ATF) 4 – is capital funding provided by the Department for Transport specifically to fund Active Travel Projects.

Local Authority Funding

- Local Authority Revenue and Capital funding – the table below illustrates local Council funding for active travel which comprises a combination of funds such as pedestrian crossing improvements.
- Developer Contributions (Section 106 Funding) – this is often tied to the local area of a development and helps funding transport, usually active travel and public transport, improvements.

4. Partnership Working ,Communication and Promotion

Our Engagement and Consultation approach: *The Transport Infrastructure Service will effectively manage stakeholder relationships around shared goals, over time, for stakeholders' mutual understanding and benefit.*

Partnership Working

Partnership working to deliver this Delivery Plan is essential as it allows for coordination of actions between organisations, supports innovation and provides additional impetus to get things done. Development of Internal and External partners will allow for joined up delivery of a safe and coherent cycle network which embraces both utility and leisure cycling. Partnership working is also fundamental to accessing different funding pots and compliance with Government/Regional requirements.

To deliver this Delivery Plan and provide future direction and forward planning the following internal and external partners are required.

Internal Stakeholders	External Stakeholders
<ul style="list-style-type: none"> • Councillors • Senior Leadership Team and key corporate services eg. Legal, finance, procurement, neighbourhood services, communications teams • Transportation/Infrastructure teams • Public Health • PROW • Planning 	<ul style="list-style-type: none"> • Residents • Businesses and major employers • Associations and groups relating to cycling and wider road user groups (as appropriate per scheme) • Trans Pennine Trail • Industry Partners and advisory bodies <ul style="list-style-type: none"> ○ SCR MCA (Funding Partners) ○ Sustrans ○ Active Travel England (Development of a pipeline of Schemes) • Sheffield City Council • Doncaster Metropolitan Borough Council • Barnsley Metropolitan Borough Council

Communication and Promotion

Communication and promotion are two of the more important factors in marketing and promoting cycle routes and other associated cycling schemes such as the Rotherham Mobile Cycle Hub. People need to be informed about the options available to them which will enable them to make informed choices on the different modes of transport. The Council will therefore actively promote cycling across the borough through a variety of measures, including:-

- Updating the Rotherham Cycle Map on its web pages
- Using local press and Council publications
- Information made available on Council Websites and other Websites such as Transpennine Trail
- Promotion of new or enhance infrastructure
- Promotion of both leisure/utility cycling as a form of travel which enhances a healthy lifestyle

The Council's active travel web pages can be accessed here at [Active Travel and Public Transport](#).

5. Monitoring and evaluation

Monitoring and evaluation of high quality/ high value cycling infrastructure and complementary softer measure is needed to provide better quality statistical evidence as well as the wider social benefits of cycling. Information will be collated to monitor and evaluate progress which will feed into progress reports for our investment schemes and programme updates. This will also allow for the annual refresh of the Strategy and delivery plan to ensure they reflect progress and also respond to challenges in achieving this plan.

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.



The Council's Cycling Strategy outlines the purpose and benefits of evaluation for its active travel programme and sets out the following requirements:-

- Monitoring and evaluation will align to the Council's priorities in this strategy and for the cycle network.
- A robust monitoring regime will be put in place to evaluate the impact of infrastructure projects and promotional interventions.
- It will initially target those areas and cycle routes which are a high priority for interventions.
- In order to delivery these requirements, monitoring and evaluation, capabilities will be specified for all scheme and programme bids and designs.
- The length and number of cycle routes implemented will also be monitored, to assess progress towards 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 travel habits of those engaged with will also be surveyed to determine the success of projects in encouraging a shift towards cycling.