

Public Report  
Cabinet

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**Committee Name and Date of Committee Meeting**

Cabinet – 22 March 2021

**Report Title**

Rotherham Cycling Strategy 2021

**Is this a Key Decision and has it been included on the Forward Plan?**

Yes

**Strategic Director Approving Submission of the Report**

Paul Woodcock, Strategic Director of Regeneration and Environment

**Report Author(s)**

Andrew Moss, Interim Head of Transport Infrastructure  
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**Ward(s) Affected**

Borough-Wide

**Report Summary**

This report sets out the development of a new strategy outlining the Council's ambition for cycling. Promoting the use of cycling to benefit health and well-being, the economy and the environment, the strategy will deliver improvements both in the Council's existing cycle network and also set out its ambitions and objectives for investing in and expanding Rotherham's cycling provision. This report seeks approval for consultation on the draft strategy provided at Appendix 2.

**Recommendations**

1. That the draft Rotherham Cycling Strategy 2021 attached at Appendix 2 be approved for public consultation.

**List of Appendices Included**

Appendix 1 Equalities Screening Assessment  
Appendix 2 DRAFT Rotherham Cycling Strategy 2021

**Background Papers**

Sheffield City Region (SCR) Transport Strategy  
Rotherham Transport Strategy  
SCR Active Travel Implementation Plan (ATIP)

**Consideration by any other Council Committee, Scrutiny or Advisory Panel**

Members seminar 27<sup>th</sup> January 2021

**Council Approval Required**

Yes

**Exempt from the Press and Public**

No

## **Rotherham Cycling Strategy 2021**

### **1. Background**

- 1.1 In recent years there has been a significant increase in focus on Active Travel, and in particular cycling. Rotherham has been fully involved with the Sheffield City Region (SCR) Active Travel Implementation Plan and Transforming Cities Fund (TCF) bids during round 1 with Fenton Road Cycleway being installed as a result of this scheme. Round 2 TCF funding was confirmed in spring 2020 at £166m for the city region. Of this, Rotherham has a number of projects totalling almost £30m being delivered over 3 years to 2023. In addition, the Council has bid for funding from the DfT Active Travel Fund and MCA for £1.5m for a new segregated cycle way on Broom Lane together with improvements in the surrounding area and at Clifton Road junction. Approval for this funding is pending.
- 1.2 The condition of existing highway cycle routes in Rotherham is varied with faded lining, overgrowing vegetation, and the collection of debris in a number of locations, potentially discouraging cycling along a number of routes.
- 1.3 Funding has been secured to improve the maintenance of these routes to include the Council's cycle lane lining, removal of overgrowing vegetation and weeds, and regular sweeping carried. This will provide a well-maintained and attractive cycle network to encourage cycling, which is a high priority within Rotherham and Sheffield City Region.
- 1.4 Key to all this activity is the need to set out a plan to outline the Council's ambition for cycling, provide a clear basis for further growth and investment in the cycle network and promote the use of cycling for a variety of benefits. These include improving health and mental wellbeing, providing economic and sustainable alternatives to the car for shorter journeys and helping improve the sense of place within our communities by removing unnecessary car journeys in village centres and residential areas.
- 1.5 This report seeks approval for a public consultation on the draft cycling strategy for Rotherham so that the views of residents and the general public can be sought on the Council's plans.

### **2. Key Issues**

- 2.1 As a result of delivering schemes and initiatives related to the Local Transport Plan and the Council's Transport Strategy, Rotherham already has a considerable amount of cycling and walking provision both on the local highway but also off-road provided either by the Council itself or in collaboration with partner agencies/private land owners. It has also completed and continues to deliver a range of cycling promotion activity such as Bikeability and the Cycle Hub as well as having a significant focus on active travel following the award of Transforming Cities Funding (TCF) and other related funding for emergency active travel measures during Covid lockdowns.

- 2.2 The adoption of a cycling strategy ensures best use of financial resources focused on this activity and it encourages and supports the commitment of all partner organisations in demonstrating the Council's commitment to cycling. This in turn helps maintain the wider take-up of cycling as a viable travel option, as well as for leisure, which all results in a positive contribution being made to the Council's strategic goals of improving health, wellbeing, and the environment.
- 2.3 As cycling grows in popularity it also contributes towards reducing household travel costs and supporting the local economy with the provision of business opportunities around both utility cycling (travelling from one location to another for any reason) and leisure cycling (cycling for pleasure and or health reasons).

### **3. Options considered and recommended proposal**

- 3.1 Option 1 – The Council could choose not to agree a strategy. Given the role of active travel in the Council's strategic objectives and responsibilities, for instance in promoting mental health, physical wellbeing, carbon reduction and sustainability, and taking account of the widespread public appeal for good-quality active travel options, having no plan may result in inefficient use of resources and missed opportunities for instance for further external funding. This option is not recommended.
- 3.2 Option 2 – The Council could agree a simple delivery plan, similar to an action plan. However, without recording the context, aims and objectives for such a plan, this option would result in a similar outcome to that in 3.1 by having the risk of inefficient use of resources and missed opportunities arising from more joined-up thinking. This option is not recommended.
- 3.3 Option 3 – A new cycling strategy document can be used to ensure that all strategic objectives are considered and can act as both an action plan and also an engagement tool with key partners and the public. This is the recommended option.

### **4. Consultation on proposal**

- 4.1 No community consultation has yet taken place as the strategy document attached to this report is the presentation of the consultation copy.

### **5. Timetable and Accountability for Implementing this Decision**

- 5.1 If the draft strategy is approved by Cabinet, it will be issued for public comment for a period of 8 weeks. Once feedback has been considered a further report will be brought to Cabinet to present the final updated draft of the strategy prior to formal adoption.

### **6. Financial and Procurement Advice and Implications (to be written by the relevant Head of Finance and the Head of Procurement on behalf of**

## **s151 Officer)**

6.1 The revenue costs associated with the development of this cycling strategy and the associated consultation exercise, will be contained within the approved revenue budget for this service. To illustrate the Council's commitment to the implementation of this strategy, on March 3<sup>rd</sup>, 2021 the Council approved an additional 1-year revenue budget investment for improving existing cycle routes. This is contained within an overall investment of £489k for additional street cleansing and grounds maintenance. In addition, this report has highlighted the significant capital investment that is being made in cycle routes, largely funded through external grants.

6.2 There are no direct procurement implications in this report however outcomes from the Cycling strategy which may require procurement activity will be carried out in accordance with the Council's Financial and Procurement Procedure Rules.

## **7. Legal Advice and Implications (to be written by Legal Officer on behalf of Assistant Director Legal Services)**

7.1 The consultation as proposed is proportionate and appropriate and in compliance with public law requirements to ensure the views of the public and other consultees are taken into consideration at the time the Council considers adoption of the draft strategy.

## **8. Human Resources Advice and Implications**

8.1 There are no Human Resources impacts related to the approval of this report's recommendations. Work on the strategy will be contained within the council's Transport Infrastructure Service and within existing or procured consultancy services procured in accordance with the council's contract procedure rules.

## **9. Implications for Children and Young People and Vulnerable Adults**

9.1 Provision of safe and accessible cycle lanes on the highway contribute to the council's objectives for "thriving neighbourhoods" and "better health & wellbeing".

## **10. Equalities and Human Rights Advice and Implications**

10.1 The report seeks approval to consult on the council's draft cycling strategy; arrangements will be made to ensure that key road user groups especially those representing protected characteristics groups for example for people experiencing mobility constraints, the elderly and the young will be consulted.

10.2 When the strategy is formally adopted at a later stage it will result in infrastructure schemes being delivered and programmes of activity (education and safety training for example) being commissioned. It is proposed that all schemes will receive an Equality Screening and where

deemed necessary will progress to a full Equality Assessment. This will ensure all schemes are designed and constructed to take account of the needs of all road users.

- 10.3 An Equalities Screening Assessment has been carried out in preparation for this report.

## **11. Implications for Ward Priorities**

- 11.1 Engagement takes place with Ward Councillors as and when transport schemes or programmes of activity are delivered in their Ward, this includes cycling schemes. As well as a wider technical set of criteria for identification of schemes reference is made to Ward Priorities in forming transport scheme priorities

## **12. Implications for Partners**

- 12.1 A range of partner organisations exist on the subject of Active Travel such as cycling interest groups and associations, Parish/Town Councils with an interest in improving their local environment, educational establishments, as well as disability groups who wish to see the interests of their members accommodated in schemes affecting the highway and wider public realm. These groups will be engaged during the consultation process and their feedback considered prior to adoption of the final strategy.

## **13. Risks and Mitigation**

- 13.1. The only risk presented at this stage is the risk of not having a strategy as detailed in section 3 of this report. There are risks of engagement for instance failing to engage appropriately or in accordance with procedure and good practice. These risks will be managed as part of the ongoing project management of the development of this strategy and appropriate mitigations put in place to ensure compliance with good practice and procedure.

## **14. Accountable Officers**

Andrew Moss, Interim Head of Transport Infrastructure

Approvals obtained on behalf of Statutory Officers: -

	<b>Named Officer</b>	<b>Date</b>
Chief Executive	Sharon Kemp	08/03/21
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	03/03/21
Head of Legal Services (Monitoring Officer)	Bal Nahal	03/03/21

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