

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT, CULTURE & SPORT

TO:	TRAFFIC MANAGEMENT ADVISORY PANEL		
DATE:	24 MARCH 2009	AGENDA ITEM:	10
TITLE:	CYCLING STRATEGY PROGRESS AND 2009-10 ACTION PLAN		
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1. EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to update the Panel on the progress of the Cycling Strategy since it was approved by Council on 14 October 2008 and to add detail of proposals to the Action Plan in the Cycling Strategy for the next financial year. The report requests that the Panel note the early delivery of key measures in the Cycling Strategy and seeks approval to carry out statutory procedures as necessary to implement the proposals outlined in Appendix 2.
- 1.2 Appendix 1: Action Plan excerpt from approved Cycling Strategy.
Appendix 2: Details of actions to implement Cycling Strategy proposals during the 2009-2010 financial year.

2. RECOMMENDED ACTION

- 2.1 That the Panel notes the Report.
- 2.2 That the Panel note the progress in implementing the Cycling Strategy proposals in the last 6 months.
- 2.3 That the following recommendation be made to Cabinet:
 - 2.3.1 That the more detailed outline of actions to implement Cycling Strategy proposals as set out in Appendix 2 be agreed and that in consultation with the Chair of the Advisory Panel, Lead Councillor for Planning and Transport the Head of Legal Services be authorised to carry out statutory consultations and advertise the resultant proposals and subject to no objections being received that the Head of Transport implement the schemes.

2.3.2 That any objections received following the statutory advertisement to reported to a future meeting of the Panel.

3. POLICY CONTEXT

3.1 Reading Borough Council adopted the document entitled *Cycling Strategy: September 2008* at full Council on 14 October 2008 as a supporting strategy under the Local Transport Plan 2006-2011. The document includes an action plan setting out the implementation of proposals over the short, medium or long-term (and ongoing). The short term was described as broadly the 18 months after the approval of the document, so this document gives a more detailed list of work to accomplish over the next 12 months to meet the goals for proposals identified as short term (or ongoing) in the Cycling Strategy.

4. THE PROPOSAL

(a) Current Progress on the Cycling Strategy Short Term

Over the past 6 months, significant progress has been made in developing the short-term and ongoing proposals of the Cycling Strategy.

'Soft' measures to encourage cycling were particularly concentrated in the short term or are ongoing, and work underway or completed this financial year includes:

- Brand and logo designed for Reading cycle routes;
- 1st editions of Network map and Town Centre map designed, produced and published (print and online);
- Branded signing designed and submitted to the Department of Transport for authorisation;
- Variable Message Signs utilised for messages about the benefits of cycling;
- Ongoing support for relevant events and marketing campaigns;
- Healthy Workplace Challenge;
- CTC Cycling Champions Programme has met its goals for beneficiaries in 2008 and has been particularly successful in promoting cycling among women, minority groups and the disabled;
- 45 of 54 LEA schools have travel plans, with a further 3 completing their plans this school year and existing travel plans are being reviewed; and
- an application has been prepared to fund Bikeability training administered by CTC for 500 children in addition to voluntary cycle training administered by Reading Borough Council.

Investigation and development of proposals have been the main work undertaken in terms of improving infrastructure along the proposed routes, including:

- review of road safety along Northumberland Road and identification of potential improvements (Green);
- site visits to determine signing and minor infrastructure improvements for southern (Green) and southwestern (Light Pink and Purple, the latter will be Dark Blue instead) routes;

- identification of potential Links to Schools in between Coley and Southcote (Light Pink);
- further development of potential measures to benefit cycling through multi-modal corridor studies along Oxford Road (Light Blue) and Shinfield Road (Dark Red, which will include Red and Dark Red areas shown in Cycling Strategy);
- Traffic Order to reduce speeds on Shinfield Road to 30mph agreed for advertisement (Dark Red);
- investigation of potential Link to School through Balmore Walk (Dark Pink, which will include Dark Pink and Light Green areas in Cycling Strategy)
- removal of private hire vehicles from Kings Road bus Lane (Orange);
- progress on the implementation of cycle routes through developments in the Kenavon Drive, Kennet Island and Battle Hospital (Orange, Green, Light Blue);
- design of road safety proposals at Duke Street/London Street junction (central); and
- early phases of construction of the pedestrian/cycle route across M4 junction 11.

In terms of monitoring, Reading now has 2 automatic cycle counters, is reviewing school travel plans, counting beneficiaries of events and training, and holding regular meetings with Cycle Groups and others as appropriate.

(b) Cycling Strategy Action Plan 2009/2010

Work will continue in the next 12 months, with the expected production of the first route maps, the pilot year of Bikeability training in schools and the extension of Bike Week as the Cycle Festival comes to Reading in the week leading up to Bike Week, allowing many more people to try out many more types of bicycles. All the ongoing work, such as school travel planning, the Healthy Workplace Challenge and the Cycling Champions Programme will also continue next year.

The main focus of the action plan for next year will be to start implementation of the routes proposed on the network map. Routes in south and west Reading will be targeted (Green, Light Pink, Dark Blue, Light Blue), although some progress is expected in the Dark Red corridor through the Shinfield Road study and developments ongoing at Reading University. The proposals will mainly include signing and minor improvements, as outlined in Appendix 2, although if Links to Schools (a current application for 50% funding from Sustrans) or other funding becomes available, more major improvements might be possible.

The proposals outlined in Appendix 2 will be subject to a cycle audit, discussed with cycle group representatives and in-house engineers and may be modified. Furthermore, additional measures are likely to be suggested for a route, potentially by local cyclists, once the signing and route maps are launched. This is the intention of the Cycling Strategy, so that substantial improvements are not made along routes that local people do not identify with or use, and that there is some local support for the type of improvements made (e.g. shared cycle/pedestrian paths versus cycle lanes).

(c) Other Options Considered

In previous years, measures for cyclists have been implemented on an ad hoc basis, and even with the support of the Cycling Strategy, this could be continued if implementation jumped from one route to another and one part of town to the next. However, this will not assist in promoting cycling and encouraging local ownership of cycling routes. Therefore, the Strategy proposes a more structured implementation of improved cycling facilities.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 To Develop Reading as a Green City with a sustainable environment and economy at the heart of the Thames Valley.
- 5.2 To promote equality, social inclusion and a safe and healthy environment for all.
- 5.3 We have committed through the Sustainable Community Strategy and the Local Area Agreement to encourage more cycling for local journeys and more sustainable travel to school.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 Full consultation on the Cycling Strategy was undertaken in January to March 2008, and presentations on the progress of the final Cycling Strategy were discussed at the Transport Users Forum in July and September 2008. Cycle Liaison Meetings are held quarterly with Councillor attendance since October 2008 and drop-in sessions were held to discuss a draft version of the network map. Marketing campaigns accompany Bike Week, and other organisations, community groups, schools, etc are contacted as appropriate.
- 6.2 Statutory procedures are subject to statutory consultation requirements.

7. LEGAL IMPLICATIONS

- 7.1 Statutory procedures are subject to statutory consultation requirements.

8. FINANCIAL IMPLICATIONS

- 8.1 Implementation of the majority of measures will be within the existing LTP budget for the next financial year. Other capital funding sources are being sought for more major infrastructure works. Ongoing maintenance is the responsibility of the highways or parks maintenance teams.

9. BACKGROUND PAPERS

- 9.1 Cycling Strategy: September 2008

Appendix 1: Action Plan from Cycling Strategy

Proposal	Actions	Timescale	Resources
Encouraging Cycling - 'Soft Measures'			
Promotion of 'Premier' cycle routes	Design branding for cycle leaflets and signing Implement branding on a route by route basis Market branded routes at key destinations and through travel planning	Short Short-Medium Short-Medium	LTP2, Developers, Employers, Schools, University, etc
Improved mapping of cycle facilities	Design new cycle guide, print and post online Map individual routes on detailed leaflets	Short Ongoing	LTP2
Targeting and advertising increased accessibility and lower journey times by cycling	VMS messages Journey time information on route signs/leaflets	Short Ongoing	Network management, LTP2, Reading Cycle Campaign
Promoting cycling as a sport and leisure activity	Advertising of events Events for beginners (e.g. Bike Week) Cycle guides/maps	Ongoing	LTP2, Sport Reading, CTC, Sustrans, Reading Cycle Club
Promotion of the health benefits of cycling	Continue running Healthy Workplace Challenge Promotion through Primary Care Trust	Ongoing	Sport Reading, PCT
Partnership in the CTC Cycling Champions Programme	Support Programme projects Target promotion and training where new infrastructure is completed	Ongoing	LTP2, Sport Reading, Reading Cycle Campaign
Work and School Travel Planning	Increase number of schools and major employers with travel plans Increase monitoring and enforcement of travel plan targets	Ongoing Ongoing	LTP2, Planning, Employers, Schools, University, etc
Offering cycle training to young people	Voluntary training for Year 6 children Introduce Bikeability for Year 6 children Voluntary training for other young people	Ongoing Medium Ongoing	Road Safety, CTC, LTP2, Schools
Increasing cycle security and reducing cycle theft	Hotspot mapping and analysis Review security of infrastructure Targeted education and information - secure lock give away	Ongoing	Road Safety, Thames Valley Police, Safer Reading, Network management, LTP2, RCC
Infrastructure measures			
'Green' Corridor	Maintenance / minor improvements (including investigating alternatives during flood events) Links to/through Kennet Island development Links to Green Park Station and development	Short-Medium Ongoing Medium-Long	LTP2, Sustrans, Highways, Developers, Major Scheme Bid

'Light Pink' Corridor	Identify links between neighbourhood facilities and town centre Links/feeder routes to Blue corridor, West Berkshire Links to NCN Route 4	Short Medium Unknown	LTP2, Highways, schools and employers, West Berkshire, Sustrans
'Purple' Corridor	Facilities linking to Oxford Road and Bath Road Branding, mapping and signing	Long Long	Future funding arrangements
'Light Blue' Corridor	Review Speed limits on Oxford Road Upgrade/maintain/extend route via Portman Rd Improvements to routes north of railway New facilities on Oxford Rd / links to town centre	Short Short-Medium Medium Medium	LTP2, Developers, Reading Station Project
'Light Green' Corridor	Identify links to key destinations Minor improvements at key junctions Improve route along the Thames between the bridges	Short Medium Medium-Long	LTP2, Reading Station Project, future funding
'Dark Pink' Corridor	Identify links to key destinations Minor improvements at key links, junctions Pedestrian Cycle Bridge over Thames	Medium Long Unknown	Dependent on future funding arrangements
'Orange' Corridor	Napier Road link, Kennetside maintenance Minor improvements to link existing facilities	Short Medium-Long	Developers, Government Grant, LTP2, future funding
'Red' Corridor	Cycle facilities and speed review Improvements at key junctions to town centre Consider further parallel routes, feeder links	Short Medium Medium	LTP2, Developers
'Dark Red' Corridor	Wokingham Road route link to Whitenights Road Links to the town centre	Unknown Long	Wokingham, private landowners, future funding
Central Reading Infrastructure	Improve mapping and signing Review road restrictions for cyclists (e.g. one ways) Improve cycle links to station and interchange Improve crossings and travel on IDR	Short Short-Medium Medium Medium-Long	LTP2, Developers, Reading Station Project, future funding
Cycle Parking and Bike Hire Stations	Increase cycle parking for central Reading, local centres, interchanges and schools Encourage new OYBike stations at key destinations	Ongoing	LTP2, Reading Station Project, Schools, Employers
Monitoring			
Monitoring	Improve cycle monitoring techniques Validate existing automatic cycle counter and install further counters Hold regular cycle meetings on varied agendas	Short Ongoing Short	LTP2, Cycle Groups and Partners

Appendix 2: Action Plan for 2009-2010 (Corridor Infrastructure)

Green (R10):

Measures along this route to include:

- branded signs at all junctions or where route changes direction (approx. 20);
- vinyls on lamp posts at intermediate locations (up to 10);
- refresh cycle lanes on Basingstoke Road;
- upgrade surface and remove unnecessary street furniture on shared path along Basingstoke Road;
- change pelican crossing on Basingstoke Road between Craddock Road and Long Barn Lane to a toucan crossing;
- on-road cycle symbols on approaches to Callington Rd/Northumberland Ave junction and Hartland Road roundabout;
- install cycle parking at Whitley Wood Local Centre with dropped kerb to access as appropriate; and
- remove barrier at NCN 4/Rose Kiln Lane junction.

Light Pink (R6, R60):

Measures along these routes to include:

- branded signs at all junctions or where route changes direction (approx. 20);
- vinyls on lamp posts at intermediate locations (up to 10)
- change pelican crossing of Berkeley Ave at St Saviour's Road to a toucan crossing;
- *pave footpath under railway between Coley and Southcote (dependent on successful Links to Schools funding award - application to Sustrans for this funding is currently being negotiated);*
- on-road cycle symbols on approach to Southcote Lane/Circuit Lane roundabout;
- dropped kerb from Southcote Lane stub road onto footway;
- change footway to segregated shared path to railway bridge and pedestrian crossing of Bath Road to toucan crossing;
- cyclists dismount signs on footbridges over the railway line along Bath Road;
- advanced stop line eastbound on Bath Road at its junction with Berkeley Ave;
- change pedestrian crossing of Berkeley Avenue to toucan crossing;
- change footway to segregated shared path on south side of Bath Road to shared path between railway bridge and Tilehurst Road;
- dropped kerb from Bath Road onto shared path west of Tilehurst Road junction;
- advanced stop lines with lead-in lanes on Bath Road either side of Tilehurst Road junction; and
- dropped kerb on either side of Bath Road to access island crossing by Jesse Terrace.

Dark Blue (R50, R51):

Measures along this route includes:

- branded signs at all junctions or where route changes direction (approx. 30);
- vinyls on lamp posts at intermediate locations (up to 10);
- cyclists dismount signs at zebra crossings at Liebenrood Road/Tilehurst Road junction;
- change footway to shared path along southwest edge of Liebenrood Road/Tilehurst Road junction between south and west zebra crossings; and

- on-road cycle symbols on approaches to Waverley Road/Wantage Road junction and Kensington Road/Wilton Road junction; and
- on-road cycle symbols on approaches to Cockney Hill/New Lane Hill junction, New Lane Hill/The Meadway junction and The Meadway/St. Michael's Road roundabout.

Light Blue (R5):

Measures along this route include (also part of the Oxford Road Study):

- branded signs at all junctions or where route changes direction (approx. 15);
- vinyls on lamp posts at intermediate locations (up to 10);
- widen path between Tilehurst Station forecourt and pelican crossing of Oxford Road;
- on-road cycle symbols at Oxford Road/Overdown Road roundabout;
- install dropped kerbs and pavement access to the shared path on the north side of Oxford Road on either side of the Oxford Road/Overdown Road roundabout;
- remove suggested access to shared path by bus stop just east of Oxford Road/Overdown Road junction;
- narrow build-outs between Argyle Street and Lorne Street and at Lorne Street junction;
- lead-in cycle lane or on-road symbols to access eastbound bus lane/gate at Bedford Road junction; and
- convert outside lane to westbound bus/cycle lane from Russell Street junction to Bedford Road junction and change traffic lane arrows to straight ahead or right.