

READING BOROUGH
COUNCIL
LOCAL TRANSPORT PLAN
2006-11:
CYCLING STRATEGY
September 2008



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Appendix A - Staff and organisations involved in cycling delivery

If you would like further copies of this document, it can be found at <http://www.reading.gov.uk/transportandstreets/> where it is available as a download from the website, or you can contact the Transport Strategy Team using the address or phone number below.

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EXECUTIVE SUMMARY

The Cycling Strategy forms part of the overall transport strategy for Reading set out in the second Local Transport Plan for 2006-2011 (LTP2) and elaborates the outline strategy for cycling contained within the LTP2. It sets the context within both wider and local policy, as well as reviewing recent progress on increasing cycling and improving cycling facilities. Finally, it creates a framework for the implementation of measures to encourage cycling and to provide cycling infrastructure throughout Reading.

Cycling is moving up the agenda both locally and nationally, as it is seen as a means to tackle larger social issues, including climate change and public health. This Strategy aims to respond to this agenda and build on the progress of the last seven years, when over £1million was spent on cycling infrastructure, and the programme of cycling promotion, travel planning and training has gradually increased.

In order to create an effective framework that can provide a basis for action, the Cycle Strategy sets out policies on how implementation should be approached, within what programmes and as part of which delivery responsibilities. These policies look at implementing infrastructure with an emphasis on the quality and continuity of cycle routes, as well as coordinating improvements with mapping, signing and branding to improve publicity and increase the profile of cycling. They also outline our approach to prioritising types of infrastructure and design, improving monitoring and increasing cycle training.

The Strategy then evaluates Reading's potential for greatly increasing the level of cycling using a simple SWOT (strength, weakness, opportunity, threat) analysis, before detailing the strategic level proposals for 'soft' measures to encourage cycling and then for infrastructure measures. These are then summarised in an Action Plan where we review the timescale for the proposals and the resources which will need to be involved in delivery. Finally, the proposals for ongoing monitoring are also updated in this Strategy, which recognises the importance of involving wider communities and incorporating cycling into the ongoing work of maintaining and improving the transport network.

The key measures this strategy proposes for implementation in the next 18 months include:

- establishing the principles of branding the cycle network;
- designing a network map and up to four route maps;
- reviewing the town centre restrictions and developing clear signing and mapping for this area;
- various promotions and events;
- increasing cycle training for all ages;

- implementing a signing strategy including minor infrastructure works along the southern and southwestern routes;
- implementing facilities in parallel with other works as part of the relevant area action plan studies (A327 corridor in short term);
- progressing legal orders and license agreements to formalise cycle paths; and
- improving cycle monitoring.

1 BACKGROUND

1.1 Introduction and Purpose

1.1.1 Reading Borough Council is committed to delivering a high quality, best value approach to transport provision. This approach is detailed in our Local Transport Plan 2006-2011 (LTP2), which aims to promote an integrated and balanced transport environment that enables people to travel into and around Reading easily, safely and comfortably. The long-term strategy and measures proposed in the LTP2 are organised by 7 geographically based area action plans supported by a number of outline modal strategies that are intended to deliver 'Quality Travel for Reading' in each of the 7 areas.

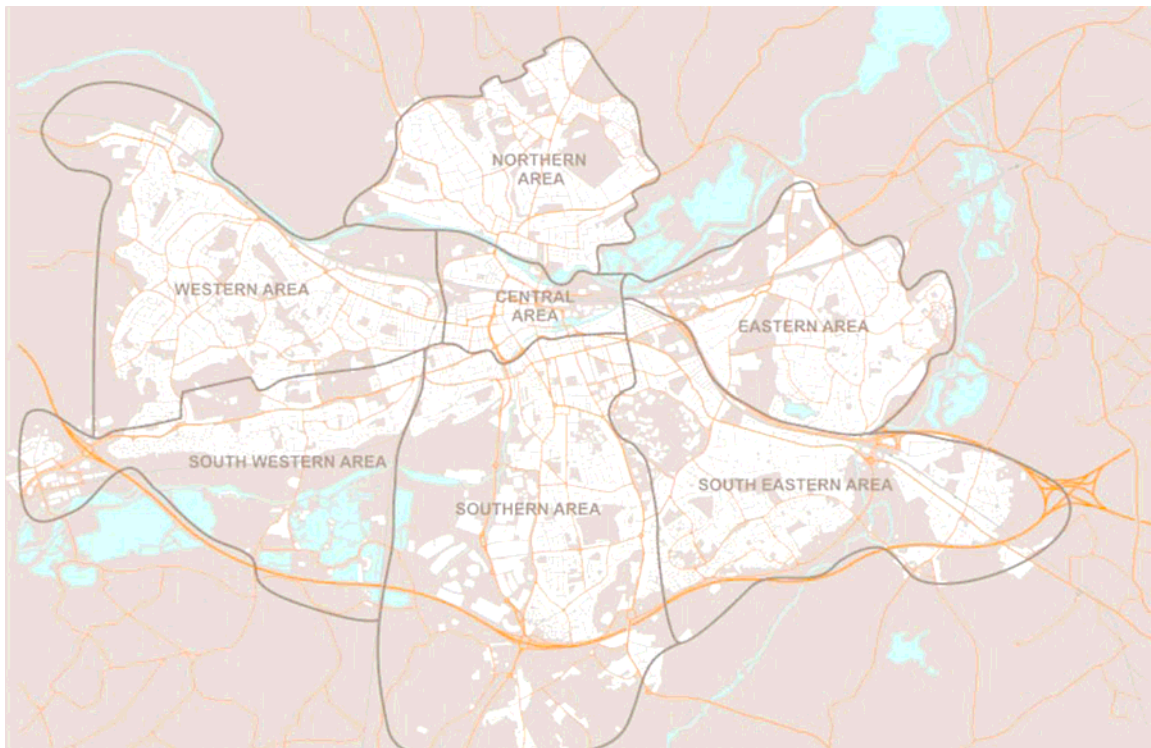


Figure 1: Reading's 7 Action Plan Areas

1.1.2 Cycling is one of the key modal strategies outlined in the LTP2 offering many benefits, which can contribute to the local and central government agreed 'Shared Priorities':

- Improving Accessibility - cycling is a valuable alternative mode of travel in a compact urban area such as Reading, offering a reliable, low-cost, sustainable and potentially quicker (where there are more direct routes or cyclists can bypass peak hour congestion) means of accessing central Reading, major employment areas, schools and local centres;
- Tackling Congestion - cycling can replace car travel for many short to medium length trips and uses less road and parking space, thus

potentially reducing congestion, as well as offering shorter journey times during peak hours;

- Safer Roads - cyclists are a key vulnerable road user, and part of the strategy to improve cycling is to make it safer, both through training cyclists to use the road safely and also by identifying or defining routes where reduced traffic flows and speeds are possible;
- Better Air Quality - cycling is a completely pollution-free mode of travel, which can improve air quality, reduce greenhouse gas emissions and contribute to tackling climate change if promoted so that people switch from cars to cycling, particularly for local journeys; and
- Other Quality of Life Issues - cycling can have significant health benefits to those who use it as a regular mode of travel and can help tackle obesity, as well as offering a means of independent travel to those who cannot afford to own a private vehicle.

1.1.3 The purpose of this document is to build on the outline cycling strategy within the LTP2 and provide a framework for both expanding cycling facilities (infrastructure) to improve accessibility and also promoting cycling ('soft measures') to encourage more frequent choice of this mode of travel. The framework is intended to provide a basis for action throughout the remainder of the LTP2 period (until 2011) and also an approach to cycling policy and implementation of cycling measures beyond the LTP2 period.

1.1.4 Therefore, this Strategy proposes our approach to improving cycle routes, parking and other facilities; and to promoting cycling, cycle training and a change in attitude toward this mode of transport.

1.2 Wider Context

1.2.1 The Department for Transport (DfT) is responsible for cycling policy in England, publishing guidance on cycling and cycling measures, as well as providing funding to Local Authorities. The DfT set up Cycling England in 2005 to plan and co-ordinate projects and programmes to increase the number of people who cycle on a regular basis. The DfT oversees and approves Cycling England's work programme and budget. Therefore, the two organisations can be seen to work in parallel to advise and fund measures implemented by local authorities. The DfT also supports the National Cycle Network being developed by the charity Sustrans.

1.2.2 The LTP process is the key means by which the DfT provides both guidance and funding to Local Authorities in England. In the first LTP period (2001-2006), the focus was on mode-based action plans. In the second LTP period, the focus switched to geographically-based action plans and contribution of measures to the shared priorities. The process

after 2011 is likely to focus more on the goals coming out of the Towards a Sustainable Transport System White Paper:

- maximise the competitiveness and productivity of the economy;
- address climate change by cutting emissions of carbon dioxide and other greenhouse gases;
- protect people's safety, security and health;
- improve quality of life, including through a healthy natural environment; and
- promote greater equality of opportunity.

1.2.3 Cycling can be seen to work towards these goals as much as towards the shared priorities of LTP2. The support of cycling is carried through into regional guidance, namely the Regional Transport Strategy (or Regional Planning Guidance for the South East Chapter 9), published in draft by the South East England Regional Assembly in 2003 and in final form by the Government Office for the South East in 2004. In this policy document, cycling is recognised as important for regional hubs and for mobility management.

1.2.4 As Reading is a regional hub, the policy is that measures that increase accessibility by walking, cycling and public transport should be prioritised as they will support and develop the hub's role. Mobility management, meanwhile, is a term given to packages of 'soft' measures to rebalance the transport system. The extent and quality of pedestrian and cycling routes, as well as integrated and comprehensive travel planning advice are two key elements within the packages Local Transport Plans are expected to achieve. This document develops the objectives within the LTP2 to improve the extent and quality of cycling routes and to change behaviour through providing the necessary advice on cycling, thus supporting an important element that LTP2 policies and proposals are intended to deliver.

1.3 LTP1: Achievements

1.3.1 The Interim Cycling Strategy 2001 was published as part of our first LTP (2001-2006). The key goals were to increase cycle use (to be measured by cordon counts of cycling trips into the town centre in a 12-hour day), increase priority for cyclists, implement cycle review findings and cycle audits, improve cycle / public transport interchange, promote cycling to schools and workplaces and work jointly with health, education, commercial and voluntary bodies.

1.3.2 The base count in 2001 indicated 2,100 cyclists travelling into central Reading in a 12-hour day and this rose to just under 3,000 in the 2005/06 count. Therefore, the LTP delivery report confirms an actual 42%

increase over the plan period. It is reported that this was accomplished through the completion of 72 different schemes costing £982,000.

1.3.3 These schemes included the development and upgrading of 15km of traffic-free, cross-town routes, mostly along the River Thames, Kennet and Foudry Brook including five new or upgraded bridges to improve cycle access. Secure cycle parking was greatly extended, particularly in the town centre where 1070 spaces have been provided, including over 450 at the rail station, and other schemes included cycle lanes and advance stop lines at traffic signal junctions. Cycle parking and cycle lanes provide facilities at and to key health and education destinations and Reading worked with schools and employers to develop close to 100 travel plans. Cycle training offered to Year 6 at primary schools reached approximately 250 students per year over the first LTP period, and the level of cycling appeared to be continuing on an upward trajectory as the LTP2 was developed.

1.4 LTP2: Targets

1.2.5 Our LTP2 sets out the outline cycling strategy, and provides indicative targets, programme and budget related to cycling to 2011. These targets were developed to build on the achievements of the first LTP.

1.2.6 DfT guidance for LTP2 emphasised that Local Authorities should set challenging but realistic targets, and includes mandatory targets for local cycling trips (LTP3: Annualised index of cycling trips), from a 2003/04 baseline, as well as mode share of journeys to school (LTP4). Accordingly we have set our mandatory cycling targets as follows;

- To increase cycling trips by 20% by 2010/11 as defined by the number of cycling trips at a representative number of counting points (LTP3); and
- To increase the mode share of cycling for journeys to school by 25% for primary school pupils and 50% for secondary school pupils by 2011 on a 2007 baseline (LTP4 proposed target).

1.2.7 Local targets and indicators related to cycling include:

- To increase trips to work by sustainable modes to 47.5% by 2010/11;
- To increase the number of secure cycle parking spaces;
- To increase km of dedicated highway capacity for each mode per 100km of local authority roads;
- To increase the number of schools with active Travel Plans and safer routes projects implemented;

- To increase the number of children passing RBC cycle training courses; and
 - To increase the number of 20mph zones.
- 1.2.8 As these targets and indicators show, cycling can benefit from schemes devised as part of other local transport strategies and likewise contributes to meeting the objectives of other local transport strategies, discussed in more detail in the next chapter.
- 1.2.9 Overall, the LTP2 forecast expenditure on cycling (not including local safety or traffic management schemes) is £1,700,000 over the 5-year period. This funding is expected to come from Reading Borough Council revenue, the DfT (as part of the LTP2 'Integrated Block' allocation), and from developer and private sector contributions.
- 1.2.10 In the first 2 years of the LTP2 period, we have implemented a variety of cycle measures including:
- Horseshoe Bride maintenance work to improve damaged cycle ramps along outer edge of the footbridge;
 - Cycle parking at King Street, Market Place and Chain Street;
 - Refurbished cycle reservoirs/advanced stop lines at Pell Street / Katesgrove Lane;
 - Sponsoring and promoting various cycling events; and
 - Development of this strategy.
- 1.2.11 In addition, over 300 Year 6/7 school children received cycle proficiency training in 2006/07 and a further 250 in 2007/08. To address the need for adult cycle training and promotion, £2,400 annual transport revenue funding (to 2011) provides partial support for the Cycling Development Officer post as part of the Cyclists Touring Club (CTC) Cycling Champions Programme.
- 1.2.12 Developer contributions are also important, as cycling is recognised to contribute to aims and objectives within local community and development strategies and plans. The local context within non-transport policy as well as transport policy is discussed in more detail in the next chapter.

2 LOCAL CONTEXT: Cycling and Quality Travel for Reading

2.1 Introduction

2.1.1 Our Cycling Strategy has been developed in the context of local policies and plans, relating to planning, transport and the environment, and is aligned with other modal strategies as set out in LTP2. The relationship between these documents and our Cycling Strategy is summarised in this section. The first 5 documents are also sub-strategies in relation to our LTP2, while the subsequent documents clearly recognise the value of cycling to non-transport objectives within such fields as planning and community development, climate change, air quality and obesity.

2.2 Road Safety Strategy

2.2.1 Our Road Safety Strategy adopts a multi-disciplined approach, intended to use a combination of measures based on engineering, enforcement and education. The aim is to create a Reading of responsible road users. The most vulnerable road users are listed as pedestrians, cyclists, horseriders and the disabled. Reading seeks to make journeys by these modes as safe as possible.

2.2.2 For cycle safety in particular, training has been identified as the most important approach to reducing casualties, especially among children. The link between the peak of child casualties at the age of 12 and cycle casualties at the age of 14 is a recognised problem, with 30% of cyclist casualties occurring to children under 16 years old.

2.2.3 In the three years between February 2005 and January 2008 in Reading, there have been the following level of reported road traffic incidents involving injury to cyclists:

- 215 out of 1,304 total recorded incidents involved cyclists (16%), with 13 (6%) of these incidents being serious and the rest slight;
- 39 of the 215 incidents involving cyclists or 18%, including 2 of the serious incidents, involved children;
- 7 of the 215 incidents involving cyclists or of the 259 incidents involving pedestrians, including just 1 serious incident, involved both pedestrians and cyclists; and
- a child pedestrian was involved in 1 of the slight incidents involving both pedestrians and cyclists.

2.2.4 Although most reported incidents involving cyclists are not serious and none in the 3 years up to 31 January 2008 was fatal, cyclists are a vulnerable road user group and reducing cyclist road traffic incidents is a key element in meeting the targets within the LTP2 to:

- Reduce the number of people killed or seriously injured (KSI) on roads in Reading by 30% between 2004 and 2010;
- Reduce the number of children under 16 KSI by 35% between 2004 and 2010; and
- Reduce the total slight casualties per vehicle km by 10%.

2.3 Accessibility Strategy

2.3.1 The Accessibility Strategy seeks to promote social inclusion, enabling everyone living in, working in or visiting Reading to participate in activities, access key services or reach desired facilities. Cycling can help to promote social inclusion, giving people better access to schools, medical facilities, places of employment and local services.

2.3.2 The Accessibility Strategy aims to enhance cycling and walking facilities along strategic corridors, in central Reading and at local centres to further encourage travel by these modes.

2.3.3 The actions and targets set out in the Accessibility Strategy that relate to cycling in Reading are to:

- Audit and provide adequate cycle parking at local centres
- Audit and provide adequate cycle and pedestrian signage at local centres
- Work with the Council's planning service with the aim of reducing journey times for non-car travel to key public services.

2.4 Sustainable Modes of Travel to School Strategy

2.4.1 Our Sustainable Modes of Travel to School Strategy outlines how we can influence the mode of transport used for journeys to school through the development of School Travel Plans, Road Safety Education and the Safer Routes to School programme. Measures for promoting cycling and walking as preferred choices are identified, including those typically incorporated within School Travel Plans, such as cycle training and provision of cycle shelters.

2.5 Walking strategy

2.5.1 The objectives set out in the Walking Strategy are closely linked with those of the Cycling Strategy, and are complementary in their impact on cycling in Reading. The contribution that these modes can make to improved health and social inclusion, as well as attainment of a more sustainable transport system is recognised.

- 2.5.2 The condition of foot and cycle paths is identified as an area for action within the Walking Strategy, with links to maintenance programmes identified. The policy and actions surrounding shared facilities for pedestrians and cyclists reflect the hierarchy of infrastructure now given by DfT in Local Transport Note (LTN) January 2004. The Strategy notes that where a shared path is under consideration, then adequate width and the need for segregation will be important factors in coming to a decision on the design of the facility.
- 2.5.3 The Strategy also highlights the need for strong links to school and business travel plan programmes which encourage both cycling and walking to school.

2.6 Rights of Way Improvements Plan

- 2.6.1 The Improvement Plan details the scope of rights of way facilities across Reading, and identifies where cyclists' rights would be desirable and could be obtained. These are being sought where appropriate, where they correspond with gaps in our existing cycle network or where there are routes already in use by cyclists that need to be legitimised. The Plan includes an implementation plan for delivering improvements.

2.7 Local Development Framework

- 2.7.1 The Core Strategy Document of the Local Development Framework (LDF) includes policies covering the management, availability and quality of pedestrian and cycle routes. The LDF states that new developments should give priority to enabling users of, and visitors to the development to have sustainable travel choices using non-car modes of transport.
- 2.7.2 The LDF parking strategy is currently being reviewed and developed, and will be taken forward as a Supplementary Planning Document. The policy on cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.

2.8 Reading's Sustainable Community Strategy 2008

- 2.8.1 The second Community Strategy for the area is currently being finalised, and follows the publication of the first Strategy 'Reading 2020 - Making it Happen'. The new document aims to bring together Reading's key partners, including the Council, Police, the Primary Care Trust and the voluntary and community sector (the Local Strategic Partnership) to help improve the quality of life for our local communities. The Strategy sets out our vision for Reading for the future and key priorities and actions for the next 3 years.
- 2.8.2 The Community Strategy is organised into 9 themes, which reflect local priorities, of which 'Transport and Accessible Spaces' is one. Within this theme, one of our 3 priorities for improvement is to promote cycling and

walking for shorter local journeys to improve access to neighbourhood centres. Promoting sustainable travel plans for local schools is another of these priorities. The Strategy recognises the links between cycling (and walking) and reduced congestion, improved air quality, strengthened neighbourhood cohesion and health benefits to participating residents. It also points to the current low level of cycling to school as an area with significant room for improvement.

- 2.8.3 The Strategy includes a framework for how this will be achieved, identifying that promotion, information and management are key to people making informed choices on how to travel. Indicators and targets will be included as part of the final Strategy document due for completion early summer 2008.

2.9 Local Area Agreement

- 2.9.1 One of the four theme blocks in the current Local Area Agreement (LAA) is Healthier Communities and Older People. The Sport Reading Partnership is the delivery system for the Local Area Agreement stretch target for Physical Activity. In December 2006 Sport England released the results of the National Active People Survey, which highlighted that 23.5% of Reading adult population participate in sport and physical activity 3 times a week for 30 minutes and to achieve the stretch target that has been set for Reading we will need to sustain the current levels of participation and increase participation to 28%. This has set the partnership with a very challenging target, which will result in encouraging an extra 6,615 people in Reading to participate 3 times a week for 30 minutes. Physical activity projects that encourage more of the adult population in Reading to undertake activity, such as organised cycling opportunities, training and development are essential to achieving the stretch target set for the Partnership. Promotion is also important, as regular cycling to work or school is an excellent way for people to reach the recommended weekly exercise level.

2.10 Climate Change Strategy

- 2.10.1 Our Climate Change Strategy is currently in draft form, was presented to the Council's Environment Scrutiny Panel on 3 April 2008 and should be published by Autumn 2008, in parallel with this document. The Strategy contains an action plan for reducing carbon emissions and this links well to the aims and objectives of the cycling strategy. We recognise the Council's own contribution to carbon emissions, particularly those from transport sources, and within our Local Area Agreement (LAA) have a commitment to reducing local carbon emissions from transport.

2.11 Air Quality Action Plans

- 2.11.1 An Air Quality Action Plan is in the final stages of development, and aims to tackle the higher levels of pollutants experienced in our Air Quality

Management Areas. The main source of pollutants in Reading is from road traffic and we have been developing a strategy, in consultation with our stakeholders, which builds on the Local Transport Plan action plans and modal strategies for cycling, walking and public transport. The link to cycling and walking as 'clean' forms of transport is clearly made and the Air Quality Action Plan also reflects the actions within this Cycling Strategy.

2.12 Obesity Management Strategy (Berkshire West PCT)

2.12.1 The aim of this strategy is to reduce the incidence of overweight and obesity in adults and children in Berkshire West through developing and implementing effective weight management initiatives in communities, primary and secondary care. Lack of safe cycle paths and walking routes to school is listed as a factor in the strategy leading to low levels of physical activity and resulting in weight gain. Transport Planners and the Sport Reading Partnership are listed as key partners in helping to deliver the strategy, which identifies walking/cycling to school as part of School Travel Plans as an action.

2.12.2 Berkshire West PCT is also producing a Healthy Eating and Physical Activity Strategy which has strong links to cycling (and walking).

3 OBJECTIVES & POLICIES

3.1 Introduction

3.1.1 The objectives for our Cycling Strategy are set out in the outline strategy given in LTP2. These are listed below, although how they are applied will develop over time. For example, we had identified partnerships as important to develop skills and capacity for cycling, but they are also important to promote cycling, and our partnership with CTC has enabled the appointment of a Cycling Development Officer, whose role focuses on both cycle training and promotion.

3.1.2 Whilst the objectives of this strategy set out what the proposed strategy and measures should accomplish, we have developed policies to guide the implementation of the proposed strategy and measures in terms of how future measures for cycling should be accomplished.

3.2 Objectives

3.2.1 To improve the cycling environment:

- Improve access to the town centre;
- Improve access to key facilities as part of corridor studies and local area enhancements;
- Better direction signing; and
- Encourage Home Zones and Quiet Lanes.

3.2.3 To provide better facilities for cyclists:

- Better cycling routes, provision of high quality cycling infrastructure and improving existing routes;
- Improve crossings for cyclists;
- Extend cycle parking to meet increases in demand; and
- Advanced stop lines at traffic signal junctions where appropriate.

3.2.4 To influence travel behaviour:

- Support and encourage cycling to school;
- Delivering cycle training to children;
- Encourage employers to promote cycling to work;
- Further marketing of cycling; and

- Continue to promote and support National Bike Week.

3.2.5 To develop skills and capacity:

- Improve streets via auditing from a user perspective;
- Urban design awareness; and
- Partnerships - encouraging learning and working with others.

3.3 Policies

3.3.1 Hierarchy of Transport Modes and Accessibility:

In accordance with LTP2 and the Local Development Framework (LDF) priority will be given (in listed order) to walking, cycling and public transport for access to the town centre and to new developments. Walking and cycling will be the natural choice for access to local or neighbourhood centres. The provision of facilities for cycling will be evaluated on the basis of the access needs of cyclists within this hierarchy. This strategy identifies key routes on the understanding of these existing attractors and the aim of providing accessibility for cyclists to them. Appropriate levels of cycle parking at key destinations will be provided.

3.3.2 Provision of Cycle Routes:

Cycle routes are provided to make it possible for cyclists to access their destinations safely, conveniently and comfortably along direct, continuous and attractive routes. This strategy identifies the radial corridors to the town centre as the key network to provide access between central Reading and major attractors at the edges of Reading, with feeders to local centres and schools where they are not directly on the route. This strategy proposes to brand the routes along each corridor to form a network of high quality cycle routes. The branding process will identify gaps in existing routes, where modifications, from bridging difficult junctions to upgrading facilities are required to meet the desired standard.

It is recognised that different types of cyclists (e.g. commuter, leisure cyclist, experienced, inexperienced, children, etc) will have different needs and therefore this strategy proposes that each corridor ideally will have multiple parallel facilities as far as possible, that are clearly defined so cyclists can choose the route appropriate for them. For example, leisure cyclists should be able to choose a less direct, off-road route, while commuters choose the route that follows the road if both are available and clearly signed. Overall, the priority will be to create a network of routes generally suited to the novice and inexperienced cyclist whilst exploiting opportunities where possible to assist the more experienced cyclist using the busier roads.

3.3.3 Hierarchy of Infrastructure Provision:

The DfT Local Transport Note (LTN) January 2004 states that once the need for access for cyclists is identified, infrastructure provision should be considered in the following order:

- Traffic reduction;
- Speed reduction;
- Junction treatment, hazard site treatment, traffic management;
- Redistribution of carriageway (bus lanes, widened nearside lanes, etc);
- Cycle lanes, segregated cycle tracks constructed by reallocation of road space, cycle tracks away from roads; and finally
- Conversion of footways/footpaths to unsegregated, shared-use cycle tracks alongside the carriageway.

The top three considerations are key to the successful fulfilment of network management and road safety responsibilities in Reading as well as to the aims, objectives and strategy set out in the LTP2. Ongoing measures to tackle traffic and speed reduction and traffic management include parking charges and enforcement, traffic calming, network signing and Intelligent Transport Systems (ITS) such as linked programming of traffic signals and Variable Message Signs (VMS). This strategy proposes more specifically applying these considerations to cyclists by reviewing the best quiet routes defined by their low flows and/or calm routes defined by their low speeds and clearly signing and mapping these routes through the Premier Route branding process. Where successful efforts to reduce traffic speeds and flows create a new route option, maps and signing may be updated.

The Bus Strategy is another of the LTP2 modal strategies supporting the 'Quality Travel for Reading' programme in the 7 Action Plan Areas. As part of the implementation of Quality Bus Corridors, bus lanes and bus gates have been installed in many locations to give priority to buses, taxis and cyclists, often offering more direct routes and access. Many of these are enforced with bus lane cameras, and this strategy supports prioritising redistribution of the carriageway for both public transport and cycling where possible, particularly in the town centre. Again the key role of this strategy is to identify where existing or proposed bus lanes are also appropriate and desirable cycle routes.

Dedicated segregated cycle facilities will be preferred where feasible along busy roads where flows and/or speeds are likely to remain high despite traffic management and where there is insufficient space or demand for shared public transport facilities (e.g. bus lanes). These

facilities may use space taken and segregated from either the footway or carriageway depending on the road layout to best meet the design standards and needs of inexperienced cyclists. Segregated or un-segregated pedestrian/cycle tracks away from roads are preferred where there is demand for leisure cycling, where children cycle or where there is a more direct route to key destinations (e.g. through parks).

Un-segregated, shared-use cycle and footways alongside the carriageway offer a less ideal solution where there is no quiet route, no space for segregated facilities and the route is needed to meet accessibility aims, particularly for inexperienced or child cyclists. Such routes will be designed to a high standard and preferably, pedestrian use and the level of vehicular crossings should be low. Where the circumstances change, for example, due to reduced speed or traffic or new development, un-segregated, shared-use foot- and cycle-ways should be removed or upgraded in favour of one of the other options.

3.3.4 Design Standards:

The design of highway infrastructure, including traffic calming, traffic management, bus lanes and cycle-specific facilities will take account of this Cycling Strategy, the DfT guide Cycling Infrastructure Design (consultation draft Nov. 2007) and the Cycling England Design Checklist where the route has been identified as a key link within the main branded cycle route network and in new development. Opportunities to include or upgrade cycling facilities within highway works associated with new development or highway maintenance will be taken as they arise to improve the design standards of existing facilities.

3.3.5 Route Signing, Branding and Promotion:

Carefully designed maps and route direction signing is an important factor in encouraging more people to cycle. High priority will be given to continuity in providing signing for cycle routes, particularly along branded routes, where signing will be colour coded to match route maps for easy way-finding. To assist cyclists in choosing the route appropriate for their journey and abilities, we will provide journey time information on signs and a clear indication of the type of facilities and the route's characteristics on route maps. Distribution of route maps will be targeted and linked to workplace, school and residential travel planning.

3.3.6 Training:

This strategy considers cycle training to be essential to increasing the number of people cycling and making it a safer, more attractive mode choice. Training will be available to both adults and children of 10 years and older. This strategy supports free or low-cost, locally based training, and particularly the Cycling Champions Project for adult cycle training. Opportunities to introduce the Bikeability training standards in secondary schools and through school travel planning will be pursued.

Any new training programmes will look to maintain the affordability and community/parent involvement elements of the current programme. Since participation in training is voluntary, training will be advertised through promotional events, cycle route launches and travel planning. This strategy also proposes to raise awareness among motorists of the presence of cyclists and how to react to cyclists.

3.3.7 New Developments:

New developments generate trips and therefore accessibility for cyclists is important. The hierarchy of provision and design standards will apply at new developments, as will planning conditions and obligations related to the provision of cycle parking and other facilities and on travel planning, including the promotion of any nearby branded routes. Where major developments are already committed, they will be considered in the implementation of proposed route upgrading and branding.

3.3.8 Monitoring:

As increasing the number of cyclists by 20% is the main cycling target of the LTP2, monitoring the levels of cycling is important. Current monitoring is undertaken by factoring the results of a 12-hour count of cyclists entering central Reading through a cordon across all potential routes. The disadvantages of this approach (a low base, an unrepresentative count day, no record of suburban trips, etc) are recognised and this strategy proposes additional monitoring methods based on the following indicators:

- Mode share of cyclists entering the town centre (preferably switching from car travel), calculated from annual cordon counts;
- Flow of cyclists crossing automatic cycle counter sites (more to be installed) on key routes;
- Take-up of cycle parking at key destinations (e.g. town centre, local centres, schools);
- Percentage of workers and schoolchildren cycling to work or school at employers and schools with a completed travel plan;
- Number of new adult cyclists who have been trained and are cycling regularly; and
- Number of children trained in Cycling Proficiency and in Bikeability.

4 Strengths - Weaknesses - Opportunities - Threats to Cycling in Reading

4.1 Introduction

4.1.1 The LTP2 lists current problems and future opportunities for transport in Reading for each of the Action Plan areas. Many of these relate to cycling. Cycling as a mode also has its own strengths and weaknesses, and during the consultation on this strategy, many respondents commented on the threats to increasing cycling and the opportunities the strategy could offer.

4.1.2 This section seeks to identify the key strengths, weaknesses, opportunities and threats to better define the base the strategy is built on and set out the challenges unique to Reading which the cycling strategy measures must meet if it is to improve the viability of cycling as an alternative means of travel.

4.2 SWOT Analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none">• compact, mainly flat urban area• 3 National Cycle Network routes• attractive river/canal-side off-road routes• shared paths through parks• extensive cycle parking• better penetration of town centre than for cars• faster and shorter journey times than for cars during peak hours• cycling by Police and Parks staff• Palmer Park Velodrome	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• constrained transport network• high vehicle speeds and flows on main radial routes• large roundabouts and complex multi-lane junctions• physical barriers of rivers, railway lines and Inner Distributor Road (IDR)• gaps in cycle provision and continuity of routes• cycle theft• poor maintenance of some paths and road surfaces
<p><u>Opportunities</u></p> <ul style="list-style-type: none">• trialling new traffic management technology• expansion of bus priority and bus lane enforcement• Reading Station redevelopment including better interchange and routes across the railway• Potential for increased funding	<p><u>Threats</u></p> <ul style="list-style-type: none">• trip generation from new development may increase congestion• cycling perceived as unsafe; potential close contact with motor vehicles is a deterrent• anti-social behaviour of cyclists; using busy footways

5 ENCOURAGING CYCLING

5.1 Introduction

5.1.1 The promotion of cycling as an alternative mode of transport and other so-called 'soft measures' are an important part of Reading's Cycling Strategy. It is recognized that there is a need for effective communication of the benefits of cycling to Reading's residents to encourage people who do not currently cycle to change their travel mode for at least some of their journeys. Increasing importance is being placed on sustainability and the quality of the environment, and the higher profile that cycling has gained as a sustainable alternative to the car must be used to its best advantage.

5.1.2 It is also important to counter negative perceptions of cycling, whether those perceptions are about the type of people who cycle, how cyclists behave, the danger to cyclists from motorised traffic or the quality of cycle facilities. Due to the perception of danger and quality of cycle facilities, training is a key subset of mobility management, and promotion must be linked to infrastructure work.

5.2 Strategy Proposals

5.2.1 This strategy proposes the following key 'soft measures':

- Promotion of cycle corridors through branding, leaflets and targeted marketing (e.g. to schools, employers and at key facilities on routes);
- Improved mapping of overall cycle facilities;
- Targeting and advertising increased accessibility and lower journey times by bicycle;
- Promoting cycling as a sport and leisure activity;
- Promotion of the health benefits of cycling through initiatives such as the Healthy Workplace Challenge (through Sport Reading);
- Partnership in the CTC Cycling Champions Project for adult training and promotional events;
- Supporting Work and School Travel Planning;
- Offering cycle training to young people; and
- Increasing cycle security and reducing cycle theft.

5.3 Implementation

- 5.3.1 Promotion of branded cycle routes, new cycle maps and advertising will aim to change the image of cycling by providing more information about types of routes, journey times, destinations, clarity of routes, continuity and convenience. Experience with Premier Bus Routes demonstrates that such branding exercises give local people ownership of their local network and encourages participation in suggesting improvements.
- 5.3.2 Branding will give a clear identity to the location and types (e.g. off-road, cycle lane, etc) of routes available along the major radial corridors, using signing and leaflets colour-coded by corridor according to the corresponding bus routes. Key destinations, cycle parking and other useful information will be highlighted on leaflets, and journey times will be indicated on branded signing along the route. Clear descriptions of route types will aim to encourage cyclists to choose the route appropriate to their personal skill level and journey purpose.
- 5.3.3 A network map will provide an overview of the wider Reading urban area and all the branded cycle corridors. This will require comprehensively re-designing the existing Reading cycle map. Messages relevant to cycling on Variable Message Signs further promote cycling.
- 5.3.4 As each corridor is branded with new signing, a programme will be developed to address any gaps in routes or barriers to accessing central Reading, large employers, schools and local centres. Gaps may be identified by local people as distribution of corridor-specific leaflets at major local destinations promote the accessibility cycling offers and the recommended existing routes prior to new infrastructure works.
- 5.3.5 The corridor, branding and accessibility approach will assist the ongoing implementation of workplace and school travel plans, which continue to be an important means of reducing car travel and increasing alternative transport use, including cycling. Reading will work closely with schools and employers to monitor and encourage the delivery of travel plan measures. Increasing the number of School Travel Plans is a key means to reach the target for school travel modal split within the Local Area Agreement 2007-2010, and there is a grant to facilitate the implementation of School Travel Plans and measures within them (e.g. cycle parking) for every English state school.
- 5.3.6 Promotion and events are key to the delivery of travel plans. The partnership between Reading Borough Council's Sport Reading and Transport teams and the CTC, which successfully secured Big Lottery Funding for a Cycling Champions Programme in Reading and a cycling development officer to run the programme, creates expanded opportunities for promoting cycling. In particular, this partnership is promoting cycling through emphasising the health benefits of cycling to major employers, working with Palmer Park Velodrome and Reading

- Cycle Club to advertise the sport and leisure opportunities for cycling and coordinating National Bike Week events with Reading Cycle Campaign, local businesses and others.
- 5.3.7 The purpose of the programme is to increase adult cycling participation both directly and indirectly. Therefore, one of the most important elements is providing adult cycle training, using national Bikeability standards, and recruiting and training community cycle champions. Training adults is also intended to improve road awareness and confidence and encourage on-road cycling where an off-road facility is not available, thus attempting to make cyclists safer on the roads and increase cyclist compliance with the highway code.
- 5.3.8 As part of Reading's Road Safety Programme, cycle training for children aged 10 and over is offered in schools on a voluntary basis. The training is currently run by volunteers and the Borough's Road Safety Officer. Talks are given at parent meetings to encourage the recruitment of volunteer instructors and to get parents involved with cycle safety. The aim of the cycle training scheme is to enable young people to cycle safely and to promote cycling by improving skills, knowledge, attitude, behaviour and hazard awareness.
- 5.3.9 All trainees are tested at the end of the training course. The test is linked to the Royal Society for the Prevention of Accidents Cycling Training Test and provides a target for which the trainees can aim. It also enables an objective judgement to be made by an outside examiner. After completion of the course all pupils receive a certificate and badge. The most popular of the free cycle training courses for children are offered during Easter and Summer holidays at strategic venues across the Borough, and are aimed at Year 6 students who need training before they can cycle to and from secondary school. In addition, an 'off highway' training programme is offered to primary schools, for pupils in the 7 - 9 age range, to give practical playground training.
- 5.3.10 Training will gradually be upgraded to meet Bikeability standards where local trainers can be recruited, with Bikeability initially aimed at secondary school students who need up to Level 3 National Standard cycle proficiency training or at schools who want to include cycle training in their school travel plans. The Cycle Champions' Programme is increasing the number of available instructors trained locally, and costs to schools and students will be minimised.
- 5.3.11 Training for motorists to be aware of cyclists and respond appropriately to cyclists using the road is the other side of addressing cyclist road safety. Awareness will be raised through Variable Message Signing and other road safety programmes, such as Young Driver Training.

5.3.11 The final 'soft' measure proposed is to increase cycle security by working with the Thames Valley Police and the Safer Reading Partnership to tackle cycle theft. Means of doing this include post-coding bicycles, promoting secure cycle locks, supporting the standardisation of Sheffield cycle parking, holding neighbourhood policing surgeries and publicising cycle security at events like Bike Week. Other issues of personal security for cyclists will be addressed through review of infrastructure, such as lighting along off-road paths.

6 CYCLING INFRASTRUCTURE

6.1 Introduction

6.1.1 Reading can boast 3 National Cycle Network routes, local routes, hundreds of cycle parking stands and even a few public cycle hire stations. However, there is a lack of coherence to the cycling infrastructure available, both in terms of gaps in provision and an absence of knowledge and understanding of what is provided where. Therefore, this strategy proposes a branding-based route or corridor approach to cycle infrastructure provision, as is discussed in the policies outlined in chapter 3. By doing this, cycle routes, their destinations and whether they are appropriate for different types of cyclists will become more easily recognisable and more easily promoted.

6.1.2 This approach is based on that used successfully for the bus network. As each main bus route became a 'Premier' Route, the buses, timetables and bus stop flags were branded by colour to make it clear that the route now offered a certain standard. The 'Premier' standard includes a service frequency of headways every 20 minutes or less during the day, as well as new buses with disabled access and the upgrading of most bus stops along the route to provide disabled access, real time passenger information and an appropriate level of street furniture. A high quality public transport network has been created, although further improvements of facilities and frequency are ongoing.

6.1.3 We propose to adjust the Premier bus routes model to fit the cycling network by using colour coding to map the routes and then matching this to signing. Improving the standard of the routes will include infrastructure improvements, branded signing and cycle parking at key destinations along the route where it does not exist or is not of a secure standard already. Infrastructure improvements will range from new cycle tracks and lanes to advanced stop lines and other improvements to make crossing junctions safer. In order to deliver such improvements along the entirety of one corridor at once, retrofitting after branding may be required depending upon availability of funding, coordination with other road works, public response to branding, etc. This is comparable to the ongoing works on some Premier bus routes, despite all having been launched by February 2008.

6.1.4 The identification of the corridors is based on the bus model as well as the LTP Action Plan areas, and there will be a separate infrastructure strategy for the town centre (e.g. within the IDR).

6.2 Branding Routes for Cycle Corridors

6.2.1 The proposed corridors to eventually form a comprehensive branded network of cycle routes for Reading are as follows:

- Green: Green Park to Central Reading, focused on facilities along the A33/Basingstoke Road corridor;
- Light Pink: Theale to Central Reading, the corridor is centred on the A4 Bath Road and links in from southwest Reading neighbourhoods;
- Purple: Tilehurst to Central Reading, any links from Tilehurst Village, including Norcot Road or New Lane Hill, down to the Bath Road or Oxford Road;
- Light Blue: Oxford Road/Purley to Central Reading, the corridor is centred on facilities along Oxford Road, Portman Road and the River Thames;
- Light Green: Northwest Caversham to Central Reading, using mainly the NCN5, but also other facilities that link to Caversham Bridge and Vastern Road;
- Dark Pink: Northeast Caversham to central Reading, including connections to the parks by Reading Bridge and the proposed new pedestrian-cycle bridge across the Thames;
- Orange: East Reading and Woodley to central Reading, the corridor focuses on links from Wokingham Road local centre and Thames Valley Park into the town centre (NCN4);
- Red: Southeast Reading, Earley and the University to Central Reading, centred on the A327 Shinfield Road/Christchurch Road corridor; and
- Dark Red: Wokingham and Bracknell to central Reading, focusing on links from Wokingham Road, Earley via the east side of the University into town.

6.2.2 These routes will be designated and upgraded as they meet the following criteria:

- Clearly signed and branded;
- Links key destinations (e.g. local centres, schools, employment areas) as well as route to town centre;
- Secure cycle parking provided at destinations;
- Safer crossing points or cyclist priority at junctions (of route as well as road network);
- Route characteristics clearly labelled to improve user choice; and

- Route recommendations/options based on low traffic flows/speeds or potential cycle facilities available.

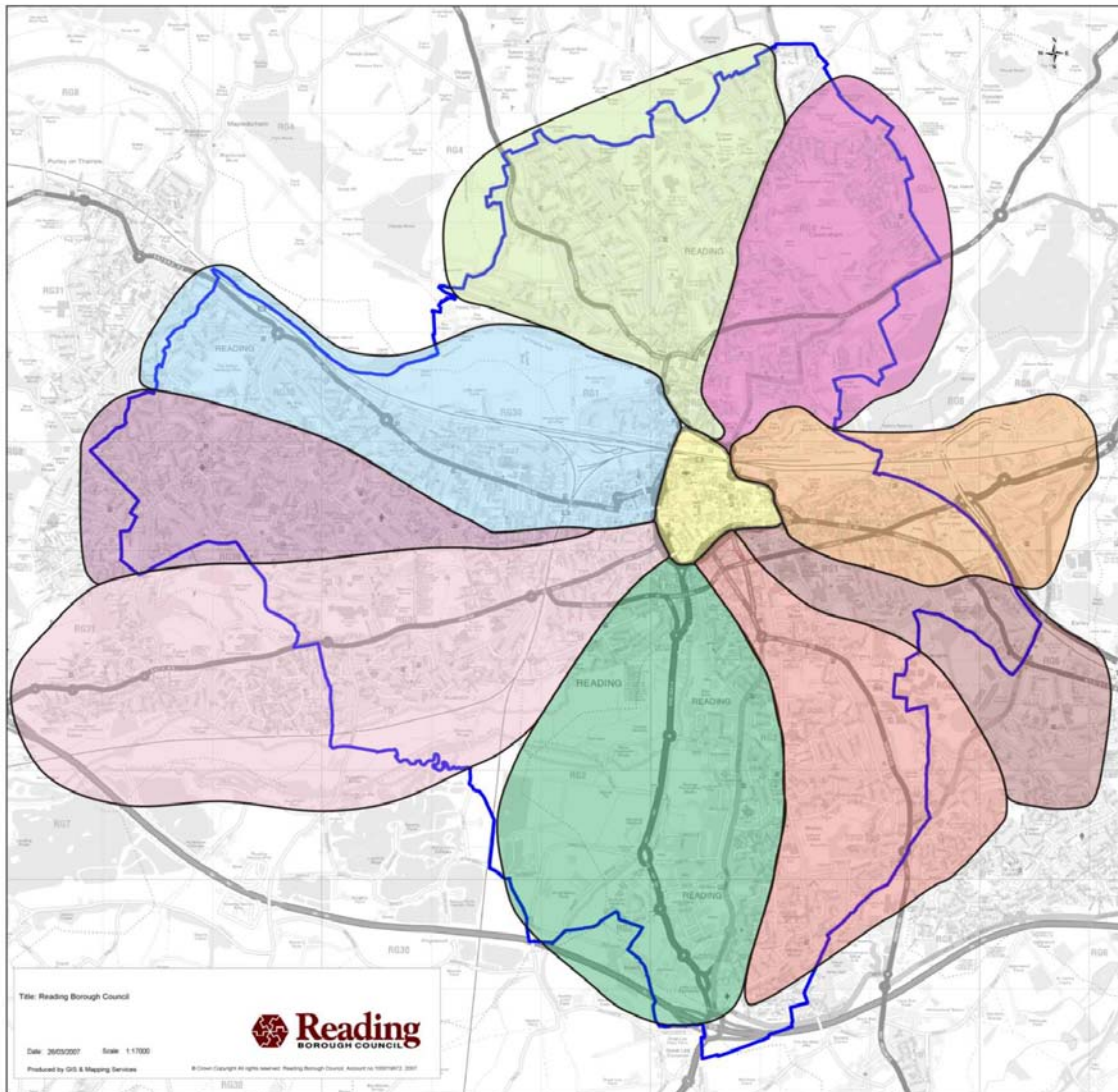


Figure 2: Branding Cycle Route Corridors

6.2.3 These corridors will be primarily radial routes from the edge of the urban area to central Reading. However, it should be noted that orbital links between certain routes will be identified. It may be that these become branded routes, but initially they will be viewed as feeder routes or signed links between branded corridors and will be identified as such in the signing and mapping process. Some ideas for filling gaps in each of the Premier corridors and between corridors were suggested in the consultation draft of this strategy and also in responses to the consultation. These ideas will be reviewed as detailed design of potential measures is taken forward on a corridor by corridor basis.

6.2.4 It is considered that filling gaps and helping cyclists negotiate junctions will be the most important, although the eventual goal will be for each coloured corridor to have multiple parallel routes suitable for different types of cycling and cyclists. The types of route facilities, according to the hierarchy of provision will include:

- quiet roads - unclassified roads with mainly residential traffic, may be informally traffic-calmed by on-road parking;
- calm roads - roads with average speeds of 20mph or less, and/or that are formally traffic-calmed;
- advanced stop lines, toucan crossings, short sections of cycle lane and other facilities to help cyclists across busy junctions or other pinch points;
- on carriageway bus lanes with cyclists permitted;
- off-road shared (pedestrian and cycle) paths;
- alongside carriageway segregated cycle paths;
- on carriageway cycle lanes; and
- alongside carriageway shared (pedestrian and cycle) paths.

6.2.5 As discussed in the policy section, the hierarchy of provision and the design checklist will be considered as these routes are branded and upgraded, but it will also be important to consider what type of cyclist is to be targeted and accessibility aims. For example, the type of facilities desired along sections of routes with many schools might be different than the type of facilities most effective along routes to major centres of employment. Some facilities will require more than signing, as lighting is important on off-road paths and traffic light sensors should pick up cyclists at junctions with quiet roads or advance stop lines.

6.2.6 Large parts of the Reading urban area are outside the Reading Borough boundaries. Therefore, the branded cycle network will need to extend into West Berkshire and Wokingham Boroughs as the bus network already does. Some facilities are already in place and Reading will apply cross-boundary partnerships to develop the network fully.

6.3 Cycle Infrastructure in Central Reading

6.3.1 The IDR is known to create problems for cyclists, both in crossing and in travelling along certain sections. The northern link of the IDR and the bridges under the railway are key connections for cyclists which need to be improved. Figure 3 shows where there are facilities to cross the IDR and enter central Reading from all directions, but these locations are

not always clearly signed or well-known, and there are gaps at locations such as Castle Street, where cycling can be dangerous.



Figure 3: Cycling into Central Reading

6.3.2 Within the IDR, cyclists already benefit from priority over cars through bus gates and contra-flow bus lanes on the inner bus loop, but again there are gaps at some junctions and also areas in central Reading where the one-way loop of Friar Street and Gun Street prevents cyclists from taking the most direct routes to their destinations. For example, travelling from Reading Station to the Oxford Road involves travelling south, then west then north, although not for great distances. Proposals for improving cycling infrastructure in central Reading from the consultation draft strategy and the consultation will be considered as barriers to cyclists and gaps in routes through the town centre are addressed. The implementation of measures in the town centre will also be linked to proposals for the Reading Station interchanges and other developments.

6.3.3 There is also a lack of clear signing and route understanding in Central Reading, as cyclists are permitted in some pedestrianised areas to travel

in both directions, while in other areas they are permitted to travel only in one direction or must dismount. Figure 3 shows the gap of Broad Street, Chain Street and Union Street where cycling is not permitted. As part of the network branding, signing and mapping exercise, clarity and continuity of routes through and around central Reading will be addressed.

6.4 Cycle Parking, Pool Bikes and Bike Hire

6.4.1 Through both the branded cycle routes network and accessibility objectives, we will continue to take opportunities to improve and increase cycle parking. In the town centre this includes participation in the Cycle Theft Reduction programme being run in partnership with Thames Valley Police to improve the security of existing cycle parking. The need for more, well-located, secure (Sheffield cycle stand or similar design, covered and with an external lock where possible) cycle parking in local centres, schools and in new development is well recognised. Policy CS24 on Car/ Cycle Parking in the Local Development Framework states that 'Cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport'. Improving and increasing cycle parking facilities at Reading Station will be an important element of the new interchanges being designed as part of the Station's upgrade.

6.4.2 As well as providing cycle parking, Reading also supports pool bikes and public bicycle hire at key employment locations, transport interchanges and other major destinations. OYBikes have been installed at Green Park, Reading Station and the Holiday Inn, and Reading supports the expansion of this network, particularly alongside new developments and through travel planning.

6.5 Implementation

6.5.1 This strategy outlining the main infrastructure measures. More detailed proposals from the draft strategy and consultation results will be used as reference documents when planning implementation of cycling schemes, other road improvements and highway maintenance schemes, and when processing development proposals. As reviewed in chapter 1, the LTP2 sets out a budget for implementation, with funding sourced from Reading Borough Council revenue, grant allocation and developer contributions. Some measures may also be carried out under road safety, highway maintenance or other budgets, and therefore could be additional to the overall cycling budget.

6.5.2 No matter which source of funding is used, the LTP2 requires us to review the strategies for all modes by geographical action plan areas. Therefore, some proposals in this strategy may be implemented directly where cycling infrastructure is a priority, but there are no other major infrastructure priorities. However, where there are other priorities,

such as road safety or traffic management infrastructure proposals, the proposals within this strategy will be integrated with the wider plans for the area to take advantage of changing the road layout, plans for reducing speed or new developments.

- 6.5.3 Whether cycling measures are implemented separately or as part of a wider scheme, the goal will be to raise the profile of cycling and use targeted promotion of accessibility, health and environmental benefits as described in section 5. Because of the requirement for targeted marketing, opportunities to incorporate cycling proposals into bigger projects and events where possible will be prioritised.
- 6.5.4 New developments offer one of the best opportunities to secure additional cycle facilities and to raise the profile of those facilities before the residents or employees have settled into new travel patterns, while also benefiting people in the surrounding neighbourhood or existing employment sites. Cycle facilities such as cycle parking or lockers and changing areas in workplaces must be secured on a private sector development through the planning process. Reading Borough Council works with developers to ensure that they are linked up to the cycle network and cycling is a realistic choice for the future occupiers.
- 6.5.5 Once cycle routes are branded and upgraded, they must be maintained to keep them to the desired standard, particularly for off-road routes which should be swept regularly. Vegetation must also be kept trimmed. Cycle facilities should be within the remit of highways inspectors to report any problems, and make sure these are addressed. The Cleansing Team will also be kept on board to deal with relevant issues.

7 ACTION PLAN

7.1 Introduction

- 7.1.1 The following Action Plan table lists the main proposals described in chapters 5 and 6, details a few key actions, gives the timescale for taking these actions forward and the resources that will be required to deliver them. Actions related to monitoring are detailed in chapter 8.
- 7.1.2 The actions listed by each proposal are indicative only, as precise actions for infrastructure work are determined once the preparatory work of detailed design and costing are complete. Other proposals are dependent upon outside factors, such as the completion of a development. Thus, fewer actions are listed for longer-term proposals.
- 7.1.3 The timescale column is intended to give an indication of what proposals will be implemented in the short (next 18 months), medium (within 3 years) or long (post LTP2 period) terms. Where a measure is listed as 'ongoing', it may be a continuous action or an action that will be taken on an occasional, but recurring basis both during the rest of the LTP2 period and beyond. The timescale listed assumes that the resources (approximately £950,000 over 3 years) are only those anticipated in the LTP2 and the Local Development Framework (including resources from developer and voluntary contributions), rather than any substantial increase in funding through grants, major scheme bids, etc. Therefore, if additional funding is awarded (via a variety of national and international funding pots), proposals may be accelerated. As grants or bidding programmes are announced, Reading will apply as appropriate.
- 7.1.4 Reading is currently investigating a bid for a package of transport measures to be funded by the Transport Innovation Fund. If awarded, the budget for cycling will quadruple, accelerating delivery of branded routes and extensions to serve the wider area, scaling up delivery of cycle training and travel planning, and providing a funding source for major projects such as a new pedestrian/cycle bridge over the Thames, a Thames-side boardwalk and replacing the Milkmaids bridge.
- 7.1.5 The resources section indicates whether the actions can be funded and staffed from the LTP2 budget and work programme. This will mainly refer to the cycling element of the LTP2 budget and staff resources. If the work is more likely to be undertaken as part of a local safety or traffic management scheme, then this will be indicated under resources in the table, even though those resources are essentially another element of the LTP2 budget. If other parts of Reading Borough Council or a private or voluntary sector organisation is likely to either fund or provide staff resources for part or all of a proposal, then these will also be listed under resources. More details of Reading Borough Council staff resources and external organisations likely to be involved are listed in Appendix A.

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	Ongoing	LTP2, Planning, Employers, Schools, University, etc
	Increase monitoring and enforcement of travel plan targets	Ongoing	

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

8 TARGETS & MONITORING

8.1 Introduction

8.1.1 Although it is possible to measure the success of this strategy by the completion of proposals included within the strategy, this is not the most straightforward means of judging achievement, as some measures are ongoing and there is always room for improvement. On the other hand, the simplistic target set out in the LTP2 of a 20% increase in cycling between 2004 and 2011 is a crude measurement. Therefore, more specific targets are identified in this chapter, as well as details of proposed means of monitoring these targets.

8.2 Targets

8.2.1 As set out in the policy section of this strategy, it is considered that the accuracy of calculating the level of cycling in Reading can be improved by having a number of targets measured through a number of methods. As well as the increase in number of cyclists entering the town centre, it is also proposed to:

- increase the mode share of cyclists entering the town centre from 3.4% (2007 cordon count) to 5% by 2011, although it is preferred if this gain is not at the expense of public transport;
- increase the cycling mode share of primary school pupils by 25% and secondary school pupils by 50% by 2010/11 as proposed in the LAA;
- increase of cycling mode share of employees at workplaces with a completed travel plan/annual monitoring survey by 20% per year;
- double the number of children in years 5 and 6 who receive cycle training by 2011 from the 2007 base;
- train and encourage over 2,500 new cyclists by 2012 with over double that number of people benefiting indirectly from the additional people cycling (e.g. carers who benefit from enabling people with disabilities to cycle).

8.3 Monitoring

8.3.1 A 1-day, 12-hour annual cordon count of all bicycle trips entering central Reading is the existing means of measuring increased cycling trips for the LTP2 target. This method will continue to be used to maintain a consistent base line. However, opportunities to expand the count time will be sought. The count will record not just a change in number of cyclists, but also mode split.

- 8.3.2 An automatic cycle counter is in place on Gunters Brook Bridge, and additional sites will be investigated, installed and validated to provide a supplementary means of measuring the overall increase in cycling trips. Locations along branded routes will be targeted. Counts of the use of cycle parking along branded routes may also inform monitoring.
- 8.3.3 Surveys of travel by school children will be undertaken annually as part of school travel plans. The target will be monitored by individual school and overall, but it may not be possible to count private schools. Surveys of workplaces are undertaken annually as part of workplace travel plans.
- 8.3.4 Reading's participation in CTC's Cycling Champions Programme has strict monitoring criteria as well as targets that will inform the success of encouraging adults who have never cycled before or have not cycled for a long time to start cycling. The programme will focus on road safety and bike training for adults as well as promotion of cycling routes and will aim to train and recruit local cycle champions who can extend and continue this work after the four years funding of the Programme.

8.4 Cycle meetings and Partnerships

- 8.4.1 We will need to work in partnership with other arms of Reading Borough Council as well as other organisations to deliver proposals within this Cycling Strategy and to monitor the success of these proposals. Appendix A lists the key people at RBC who will help deliver the cycling strategy and some other organisations with whom we will be working.
- 8.4.2 In order to better coordinate this partnership working, it is proposed to hold regular cycling liaison meetings. The agenda will be set in advance, and the appropriate partners will be invited according to who will be involved in delivering or monitoring on that topic or proposal. The goal is to involve more people and organisations in cycling and better maintain their interest and involvement, so that future cycle meetings have clear objectives for each agenda.
- 8.4.3 Possible agenda topics could include cycle security, cycling to school, or the launch of a branded cycle route. Therefore, in some cases, the invitees will be sector based, whereas in other cases they will be location based, giving meetings about cycling a wider appeal and making them a more powerful instrument for implementation.
- 8.4.4 This style of meeting already occurs to enable the successful implementation of National Bike Week. In this case, those invited are those that will be running or funding events during the week, and due to the complicated nature of the number of parties being involved and what is being delivered, multiple meetings are organised. However, the meetings are focused and productive, offering a positive example of how the future meetings could work.

APPENDIX A

PARTNERS IN DELIVERING THE CYCLING STRATEGY

Reading Borough Council Officers

The key officers in Reading Borough Council responsible for delivering the cycle strategy work and the majority of the Action Plan measures in the Transport and Planning Service, as follows:

- Cycle strategy and scheme development is undertaken by **3 senior transport planners** who are responsible for overall transport strategy, as well as multi-mode geographically based projects.
- Cycle training for children falls under the remit of our **Road Safety Education Officer**.
- Engineering design and implementation is the responsibility of our **Network and Assistant Network Managers** as well as nominated members of our engineering team.
- Defining cycle parking standards and negotiating cycle parking and facilities at new developments is accomplished by **3 highways development control officers**.

Sport Reading, is a team of 13 a department within Reading Borough Council working to increase sport and physical activity participation across Reading Borough. The team works on several projects that have a direct impact on cycling in Reading as part of the Sport Reading Physical Activity Action Plan, as follows:

- Partnership with the CTC to employ and host a **Community Cycling Champion Development Officer (FT)**. The post began in January 2008 and will run for 4 years with the aim of getting more adults on bikes through targeted interventions. This includes but is not limited to; training and supporting members of the community as Cycling Champions to help set up new cycling opportunities, supporting particular community groups to try cycling for the first time, delivering adult cycle training for the Borough to increase confidence on the road, organising and coordinating partners in the area to run a series of events and competitions during BikeWeek and working in partnership to raise awareness of the positive contribution that cycling can make.
- The Healthy Workplace Challenge through the Sport Reading **Workplace Health Coordinator (PT)**: working with the employers in Reading to take a more active role in the health and well-being of their workforce. This includes giving them advice and the means to improve their provision of cycling opportunities in order to encourage more employees to cycle to work and also go out on lunchtime rides e.g. cycle pool, cycle security, cycle training, lead rides, beginning staff cycle groups.
- Everybody Active Programme Challenge through the Sport Reading **Physical Activity Officer (FT)**: a programme of sport and physical activity

for adults with disabilities which, from 16 April 2008 included a weekly session of cycling on specially adapted bikes. The programme will also develop this year to train day centre staff and carers in delivering cycle sessions for their service users so they are able to use the bikes as “a pool bike system” in times outside the coaches session.

- Pathway Exercise Referral programme Challenge through the Sport Reading **Pathway Coordinator (PT)**: where GPs and other healthcare professionals can refer suitable patients to leisure facilities for fitness evaluations and exercise programmes.

Neighbouring Authorities

West Berkshire Council has recently updated its cycling strategy and is interested in cycling connections into Reading, particularly from Theale along the A4 corridor and along the Oxford Road corridor. West Berkshire is also piloting Bikeability in schools in their eastern area on the outskirts of Reading, an area likely to be identified for substantial growth (7,000+ new households) in the South East Plan.

Wokingham Borough Council is home to a large proportion of Reading Urban Area's population and key routes within Reading (e.g. NCN4) link to key employment sites in Wokingham (e.g. Thames Valley Business Park). It went out to consultation with its new cycle strategy in March-April 2008. It is recognised that anything that Reading does to improve cycling in the eastern and southeastern areas of the Borough will have a direct impact on residents and employees in Wokingham.

Cycling Interest Groups

Local cycle groups **Reading Cycle Campaign** (general cycling and lobbying) and **Reading Cycle Club** (sport cycling) are active campaigners on all cycle related issues. We have met with representatives of the groups, and through this meeting and extensive written comments, they have assisted in the development of this strategy. They also help deliver measures related to cycle promotion and training through their membership and partnership in events like Bike Week.

We are working with **CTC** to deliver the Cycling Champions Programme in Reading as described above.

We have 9 local bike shops in Reading, who are naturally keen to see cycling increase in the town. They have held hard copies of our draft Cycle Strategy available for customers during the consultation period and are advertised on our Reading Cycle Guide and map. We have also worked with them on promotional events, and hope to continue to work with them on relevant elements of the action plan.

Sustrans has participated in the consultation for this strategy and has commented that they are particularly interested to see proposals for the premier

cycle routes. Sustrans recognises the importance of Reading as a Regional Hub, and with 3 National Cycle Routes passing through the town, looks forward to helping us to develop the local network.

Reading is home to a velodrome facility at Palmer Park. The **Palmer Park Velo Club** is a junior track racing club based at the facility and is a national model for youth cycling. The Velo Club is heavily involved in cycle promotion.

Employers

PruPIM, the owners and managers of GreenPark business park have long been an advocate for cycling and look forward to an increase in cycling investment to better promote the existing routes between Green Park and the town centre, an increase in the use of the bike hire system, OYBikes and encouragement of cycle training. **The Oracle Corporation** at Thames Valley business park also currently engage in a variety of activities and initiatives to encourage cycling and other sustainable transport modes and look forward to any improvements in cycling facilities. **Health Workplace Challenge companies** include cycling as a key area of development within their organisation as part of their Workplace Health Plan – employers signed up to the initiative are **Yell, Oracle Corporation, Reading Borough Council, Jelf Group, Berkshire Clubs for Young People, Turning Point, Berkshire West Primary Care Trust, Price-Water House Coopers and Reading Evening Post**. Other companies involved in green travel planning and encouraging cycling include **Peter Brett Associates, Holiday Inn South Reading** (who have also sponsored OYBikes), **The Oracle** shopping centre and others.

Public Transport Operators

In partnership with **Reading Buses**, Reading Borough Council has successfully introduced a full network of colour-branded Premier Routes. This success can be repeated with cycling. Reading Transport Ltd is particularly interested in what can be done to extend bus driver training in cycle awareness.

Reading is working in partnership with **Network Rail** on the DfT-funded, £425million Reading Station Project. Cycle parking and access to the upgraded station is a major local concern as is cycle access between the Oxford Road area of west Reading and the Thames. Network Rail is interested in working with Reading Borough Council to investigate further opportunities to link local cycling needs to the wider station project and achieve the more ambitious desired connections.

First Great Western is developing their cycle policy at the moment and is working with Reading to improve cycle-rail interchange. As part of this, they are sponsoring the public bike hire system OYBikes at Reading Station.

Health

The **Healthy Schools** standard expects schools to encourage children and families to take up physical activity. This initiative, as well as the **Berkshire West PCT's** Obesity Management Strategy and their emerging Healthy Eating and Physical Activity Strategy are clearly linked to the cycling strategy objective, and therefore the delivery of elements of the cycling strategy which increase cycling as a physical activity.

Education

All **schools** which are interested can be involved in upgrading cycle training for children to Bikeability standards, and arrangements may be made to offer a higher level of training to secondary school children through private arrangements with instructors. The **University of Reading** has also made a commitment to work to increase cycling and will also be involved in improving cycle safety (through training) and cycle security (in partnership with the police).

Police

Thames Valley Police are keen to engage on infrastructure improvement schemes, as well as being actively involved in all aspects of road safety training through the **Safer Roads Partnership**. This is in addition to their interest at a community level to increase cycle security and campaign for secure cycle parking, the use of more secure locks, etc.

Sport and Physical Activity

Sport Reading Partnership – The Sport Reading Partnership's purpose is to promote and deliver sport and physical activity for all sectors of the Reading community, from encouraging participation for health benefits through to developing our future elite athletes and world champions. The Partnership unites all stakeholders around the shared vision and charter, creating a single system for sport and physical activity in Reading. It links strategic outcomes for cross cutting agendas (For example health inequalities, safer communities, community cohesion, training and employment, young people, inclusion, community development, Reading Olympic Legacy, etc) into operational delivery and increases the profile and number/range of services available for sport and physical activity, which are evidence based and pro- rather than re-active within the Reading Borough. Stakeholders signed up to the Sport Reading charter under the 5 categories (Schools, Leisure Facilities, Businesses, Strategic Partners, Sport Clubs and Voluntary Organisations) are wide ranging and influential and all work together to form a nationally recognised example of best practice in partnership working for sport and physical activity. The Sport Reading Partnership feeds into the Healthier Reading Partnership, which reports directly to the Local Strategic Partnership Board. This ensures the effective monitoring of the delivery of the LAA stretch target for physical activity (see Section 4.4). The Partnership is the vehicle to deliver the Sport Reading Plan that

encompasses a number of portfolios that contribute towards the main Sport Reading Partnership objectives. Increasing cycling opportunities for Reading residents has an important place as a key portfolio in order to promote the wider benefits of sport and physical activity including the social benefits for older people, discipline and self-esteem for younger people and health benefits for all sectors of the Reading community.