

Walking & Cycling Strategy



Contents

1.0 Introduction	Page 4
2.0 Background	Page 5
3.0 National, Regional and Local Policy	Page 9
4.0 Challenges and Opportunities	Page 13
5.0 Opportunities and Objectives	Page 20
6.0 Delivering Change	Page 40
7.0 Monitoring	Page 44

1. Introduction

- 1.1 Bracknell Forest's third Local Transport Plan (LTP3) sets out the policies and programmes for the Bracknell Forest Borough from 2011 up to 2026. As Bracknell continues to grow, these plans have been put in place in order to accommodate the additional needs of the Borough and to maintain Bracknell Forest as a favourable location for residents, businesses and visitors. This Walking and Cycling Strategy is one of four sub-strategies within the Sustainable Modes Strategy of the Local Transport Plan.
- 1.2 Bracknell Forest aspires to become one of the UK's top areas to live and work. This includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health of its population.
- 1.3 It is essential that as the Borough grows, so does the transport choice available to residents and visitors alike. Making better use of existing infrastructure, improving highway, footpath and cycleway connectivity, and providing an attractive public transport network is key. This will allow Bracknell to continue to prosper and provide an excellent quality of life for its residents and a positive experience for visitors.
- 1.4 Increasing cycling and walking will reduce transport costs, save money and help the environment. Fewer car journeys can reduce traffic congestion, pollution, and improve the health of communities. Most individuals could meet recommended physical activity levels simply by adding more cycling and walking to their daily lives.
- 1.5 To successfully promote active travel in Bracknell, we need a supportive built environment, with minimal physical and perceived barriers, where people can walk and cycle safely and where key services and destinations are accessible by cyclists and walkers.
- 1.6 This Strategy addresses the need to continue to encourage visitors and residents to walk and cycle for work and leisure, through a range of measures set out within Policy TP8 of the Local Transport Plan. These include information, promotion, education, infrastructure provision, maintenance, lighting and trip end facilities.
- 1.7 The LTP Vision and the Walking and Cycling Strategy cover the entire Borough including Bracknell, Crowthorne, Sandhurst and the smaller suburbs, surrounding villages and rural areas. It also covers key corridors and routes to neighbouring areas and beyond.

Policy TP8 – Walking and Cycling

Marketing cycling and walking as a healthy, sustainable and attractive travel choice

Improving, where feasible, walking and cycling infrastructure

Ensuring the needs of pedestrians and cyclists are fully considered within new developments

Improving green infrastructure to make walking and cycling more attractive

Improving safety for pedestrians and cyclists

2. Background

2.1 One in five of the trips we make are less than one mile in length, and two out of every five trips are less than two miles, a distance which can be cycled in about 15 minutes. Unlike other modes, walking and cycling are means of travel which can be undertaken simultaneously for both utility and leisure purposes, and as a result are generally enjoyable, rewarding means of travel, with many benefits.

- 'Utility' trips are undertaken for a purpose, such as getting to work, going to the shops, or visiting friends and family. They are generally point-to-point trips.
- 'Leisure' trips are undertaken for pleasure, or personal benefits, such as an evening jog, a scenic walk, a sportive event or a family cycle ride.

A map showing 1 mile and 2 mile distances from Bracknell Town Centre – most of the town's built up area is within an easy cycle ride distance of the centre



2.2 Department for Transport and Sport England figures obtained through the Active People Survey suggest that 89% of Bracknell residents walk or cycle at least once a month for any purpose. 3.9% cycle at least 5 times per week, and 43% walk at least 5 times per week, similar to the national average. However, these figures consider walking and cycling for both leisure and utility purposes. That leaves 11% of the local population who don't do more than 10 minutes walking or cycling per month, and the level of cycling and walking for utility trips rather than leisure trips, remains relatively low.

2.3 Census data suggests that cycling accounts for only 2.8% of workday trips made in Bracknell Forest – the same as the England average. Walking makes up around 9.1% of workday trips - lower than the England average.

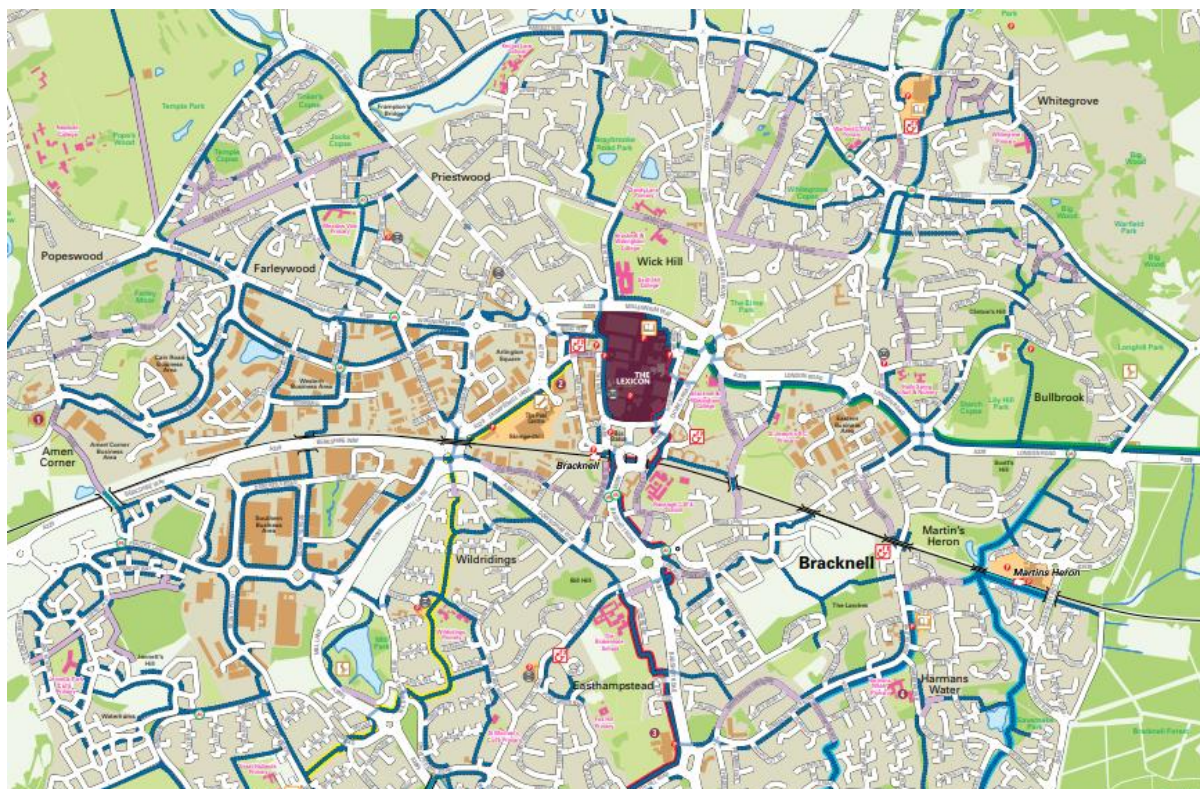
- 2.4 The Borough of Bracknell Forest is relatively flat, with few steep inclines, and the majority of physical characteristics needed to support walking and cycling already exist. The borough has a well-established traffic-free cycle network totalling nearly 100km in length, which caters for both commuting and leisure trips. As a New Town, purpose built cycle tracks were included as a matter of course in much of the development of Bracknell, and there are many underpasses that avoid the need to cross busy roads.
- 2.5 More recently, shared use of footway / cycle tracks and on-carriageway cycle facilities have supplemented the segregated routes. Cycle routes have also been constructed in Sandhurst and Crowthorne, and whilst these networks are less comprehensive, they still provide useful links to jobs and leisure opportunities.

The Network

- 2.6 In total, there are 13 kilometres of purpose built cycleways, and over 100 kilometres of shared use and leisure routes. The cycleways offer a network of safe paths to cycle through the town, away from the road traffic.

Route type	Total Length (Miles)	Total Length (KM)
Shared Footpath / Cycleway	52.2	84.1
Purpose Built Cycleway	8.4	13.6
Off Road Route	3.5	5.6
	64.1	103.3

A snapshot of Bracknell Town centre and the extensive cycle network (blue lines)



- 2.7 Of course, in addition to routes for cycling, Bracknell Forest has an excellent network of pedestrian routes, not only the footways or 'pavements' adjacent to roads that might typically be considered. There are many quiet, green paths linking houses with shops, schools, parks and facilities, many of which are a positive result of the planned way in which the Borough has developed.
- 2.8 These are supplemented by footpaths and rights of way out into the more natural areas of the Borough, which many residents enjoy in their leisure time. The Borough is very fortunate in its proximity to areas such as Swinley Forest, and Windsor Great Park. The Rights of Way Strategy and [Rights of Way Improvement Plan](#) cover these footpaths in more detail.

An example of the footpaths and cycleways in and around Bracknell Forest, which make walking an easy and pleasant experience often away from traffic



Why don't more people walk and cycle in Bracknell Forest?

2.9 Through various surveys, feedback and anecdotal evidence, we have built up a picture of the main reasons and factors influencing peoples decisions not to walk or cycle. These can be summarised as;

- Speed and convenience of car or other modes
- Safety – on roads, or fear of anti-social behaviour on quiet routes and underpasses at night
- Lack of knowledge of routes
- Time and practicality – too many tasks to walk or cycle (e.g. school run, after-work commitments, shopping)

Why promote walking and cycling?

2.10 The reasons for promoting walking and cycling through this strategy are clear, and can be summarised in 5 key points;

- It is better for the **environment** – there are no harmful emissions associated with walking and cycling as opposed to using a car, or indeed public transport
- It is better for **health and wellbeing** – the Chief Medical Officer suggests that incorporating walking or cycling in to a daily routine such as travelling to work can easily fulfil the requirement of 150 minutes exercise per week, which reduces risk of serious issues such as heart attacks and stroke, and tackles rising levels of obesity. Roughly £17 billion could be saved from the NHS budget by increasing walking and cycling over the next 20 years¹
- It is better for the **transport network**, easing congestion, reducing overall journey times, improving safety for all users. Evidence suggests that more cyclists makes cycling safer overall
- It is **fun**, and (almost) **free** – walking and cycling is a great way to have fun in your spare time, and Bracknell Forest offers a wealth of opportunities to do so. The cost of a bicycle or a pair of trainers when compared to the cost of a car is negligible, and research suggests that the benefits far outweigh the costs.
- It is better for **productivity** – people who are active are more healthy, and people who are having fun are happier – both of which make for a more productive workforce, with less absence, and resulting **economic benefits** across the board.

¹ Jarret, J et al 2012 Effects of increasing active travel in urban England and Wales on costs to the National Health Service. The Lancet, 379: 2198-2205.

3. Policy: National, Sub-regional and Bracknell Forest

- 3.1 Cycling has undergone a revolution in the UK over recent years, with increasing numbers of people choosing to cycle as a means of getting to work, or as a leisure pursuit.
- 3.2 Individuals and organisations are also increasingly aware of the benefits that walking more can provide, particularly as part of journeys that are otherwise made by car such as commuting or travel to school.
- 3.3 In response to this, Government, regional and local policies and plans have been developed which aim to build on and embrace a cycling culture in the UK, and encourage more walking as part of day-to-day travel activities.
- 3.4 The council has a big ambition for walking and cycling in Bracknell Forest, as we believe it will deliver many benefits. We already have good foundations, but bringing all our ambitions and ideas together into this strategy will create a focus for securing resources to achieve the ambition over time.
- 3.5 Our Vision derives from the Local Transport Plan, which forms the backbone for all of our strategies; **‘To develop a transport system that supports the local economy, provides choice and improves quality of life in a safe and healthy environment’.**
- 3.6 Through a focus on walking and cycling, we aim to help drive forward benefits for strategic and local access, sustainable transport, the environment, community health, economic growth, education, enjoyment, tourism, carbon reduction and more.

National Policy

- 3.7 The Government’s Walking and Cycling Investment Strategy (formally published in March 2016) forms the over-arching 10-year national strategy on increasing cycling and walking across England to 2025. It includes an ambition to double cycling levels by 2025 and increase the percentage of school children aged 5 to 10 years walking to school by 2025.
- 3.8 The Delivery Plan features a number of actions to meet these targets including plans for infrastructure development, cycle-proofing roads, wider transport infrastructure, and facilitating behaviour change across the country by promoting cycling and walking as alternative sustainable travel modes.
- 3.9 The Government has offered a number of grant funding schemes, available to both urban and rural areas to help facilitate a growth in cycling and in recognition of the importance of cycling on health and wellbeing, the environment and indeed the economy.
- 3.10 Other policy documents of relevance include:
 - Environment Act 1995
 - Local Transport note 1/04 – Policy, Planning and Design for Walking and Cycling
 - Local Transport note 2/08 – Cycle Infrastructure Design

Local Cycling and Walking Infrastructure Plan (LCWIP)

- 3.11 To realise the ambitions of the National Walking and Cycling Investment Strategy, the Government states that sustained investment in infrastructure will be required, through partnership working with local bodies, the third sector and the wider public and private sector to build a local commitment.
- 3.12 Local Cycling and Walking Investment Plans are a new, strategic approach to identifying cycling and walking improvements required at a local level. Bracknell Forest was successful in its selection as a Council to develop a LCWIP, which should enable a long-term approach to developing the local cycling and walking networks over the LTP period to 2026, and form a vital part of the Government's strategy to increase the number of trips made on foot or by cycle.
- 3.13 The Bracknell LCWIP, which is appended to this Strategy, produces the following outputs:
- A network plan for walking and cycling which identifies preferred routes and core zones for further development
 - A prioritised programme of infrastructure improvements for future investment
 - A report which sets out the underlying analysis carried out and provides a narrative which support the identified improvements and network

By taking a strategic approach to improving conditions for cycling and walking, the LCWIP will assist us to:

- Identify cycling and walking infrastructure improvements for future investment in the short, medium and long term
- Ensure that consideration is given to cycling and walking within both local planning and transport policies and strategies
- Make the case for future funding for walking and cycling infrastructure

With a plan in place, Bracknell Forest will be well placed to make the case for future investment.

Regional Policy

- 3.14 Bracknell Forest is one of six Unitary Authorities in the County of Berkshire, adjacent to the Boroughs of Windsor & Maidenhead, Wokingham, Reading, West Berkshire and Slough. Bracknell also borders Hampshire to the South-West, and Surrey to the South-East.
- 3.15 Bracknell Forest is part of the Thames Valley Berkshire Local Enterprise Partnership (LEP), which is a strategic body made up of businesses, local authorities, communities and the education sector, set up to drive the local economy. The region was recently identified as the UK's most productive sub-region.
- 3.16 All of Bracknell's neighbouring authorities have their own respective walking and cycling strategies, committed to improving infrastructure, safety, and uptake. Joint collaboration has recently helped deliver National Cycle Network route 422 linking West Berkshire with

Windsor and Maidenhead via Reading, Wokingham and Bracknell. This is supported in the Thames Valley Berkshire LEP Strategic Plan.

Bracknell Forest Policy

- 3.17 Walking and Cycling fulfils a key part of our Local Transport Plan aims and aspirations. There are twenty policies within the plan, all working towards a common goal of improving transport and quality of life in the Borough. Policy TP8 covers Walking and Cycling, and is covered on Page 4.

Planning

- 3.18 The Bracknell Forest Local Plan is the core planning document for the Borough. Cycling and walking are key considerations in any new development, as it is recognised that people should be close to services and facilities, thus reducing the need to travel. The Core Strategy Development Plan Policy CS24: Transport and New Development states more specifically the circumstances in which pedestrian and cycle routes will need to be considered.
- 3.19 This states that “Development will be permitted where mitigation against the transport impacts which may arise from that development or cumulatively with other proposals is provided. This shall be achieved through the submission of a transport assessment or transport statement, and where appropriate:”
- i) Contributions towards local public transport and strategic transport improvements;
 - ii) Contributions to transport modelling work;
 - iii) The implementation of works to the highway;
 - iv) The provision of new and the improvement of existing pedestrian and cycle routes;
 - v) The provision of travel plans to promote sustainable travel patterns for work related trips; and
 - vi) The entering into of freight or bus quality partnerships with the local authority and/or third parties.

Travel Plans

- 3.20 Travel Plans are required as part of new developments where the impact of traffic and travel related to the site is likely to be significant. Thresholds are based on type of use, and floor area. The Council has been pro-active in securing Travel Plans for new developments and schools in the Borough, which has resulted in over 30 Travel Plans either currently in place or required for planned development. Many more companies have introduced Travel Plan measures to encourage sustainable transport, without implementing a full Travel Plan.
- 3.21 Cycling and walking are key components of an effective Travel Plan, and are facilitated by the comprehensive network of paths and cycle ways on the doorsteps of the majority of businesses and schools in the Borough.

- 3.22 The Council has taken the lead in championing Travel Plans and has its own voluntary Travel Plan in place.

Bracknell Forest Cycle Network Map

- 3.23 The comprehensive Bracknell Forest cycle network is best appreciated using the network map, which is available in printed and digital formats. The map is periodically updated to show new developments, and new routes which have been constructed or designated. Some popular routes are colour coded for ease of use, and interest points are shown, along with useful tips and advice.

4. Challenges and Opportunities

4.1 Meeting this vision will require significant challenges to be overcome, and an understanding of the existing situation and trends has highlighted a number of weaknesses and threats which are shown and considered in greater detail in the table and discussion that follows.

4.2 Weighing up the situation – SWOT analysis of cycling and walking in Bracknell Forest at a glance

<p>Strengths</p> <ul style="list-style-type: none"> • Enviaible network of purpose built traffic-free and shared-use cycle ways • Over 100km of public rights of way • 244ha of Open Access Land, including Crown Estate woodland, offering a more rugged and natural, yet tranquil setting for walking and cycling • Strategic location in the South East, with good rail links and close proximity to London • New Town Centre • Many large employers in the town and its business parks • Cycle Hire at The Lookout Discovery Centre and good leisure cycling routes in Swinley Forest 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Connectivity between surrounding towns is poor • Cycling relatively low amongst residents and commuters despite network • High resident and commuter car use • Business awareness of cyclist needs is low • Cycling prohibited in town centre • Fear of cycling at night, especially on subway sections • Signage and designation of cycle routes still causes confusion
<p>Opportunities</p> <ul style="list-style-type: none"> • Popularity of cycling is rising fast • More people cycling makes it safer • Make better use of excellent network of cycleways and paths • Local Cycling and Walking Investment Plan (LCWIP) in place to attract future investment • NCN 422 connectivity • Developer funding • New developments & infrastructure presenting opportunities to establish & influence new residents' travel patterns early on. • New ways of communicating and marketing 	<p>Threats</p> <ul style="list-style-type: none"> • Availability of future funding to deliver this strategy • Conflicts of interest • Safety or incidents affecting attitudes towards cycling • Ability to change people's habits / perceptions

4.3 By considering this broad range of Strengths, Weaknesses, Opportunities and Threats alongside the LTP Vision for Bracknell Forest, we are able to identify four specific challenges, and a range of corresponding opportunities which will aim to address them.

Challenge 1 – Changing behaviour and understanding who is and isn't walking and cycling

- 4.4 Relatively speaking, when compared to other modes, walking and cycling numbers are low, despite Bracknell Forest's network of foot and cycle paths. Surveys such as the annual Active People Survey, carried out by Sport England, ask people aged 14 and over about their physical activity levels, which includes walking and cycling.
- 4.5 These figures tend to suggest that higher-frequency walking levels are lower in Bracknell than the South-East and England averages.
- 4.6 Cycling levels, on the other hand are slightly higher across the board than the England and South-East averages, but are nothing like the levels seen in a town like Cambridge.

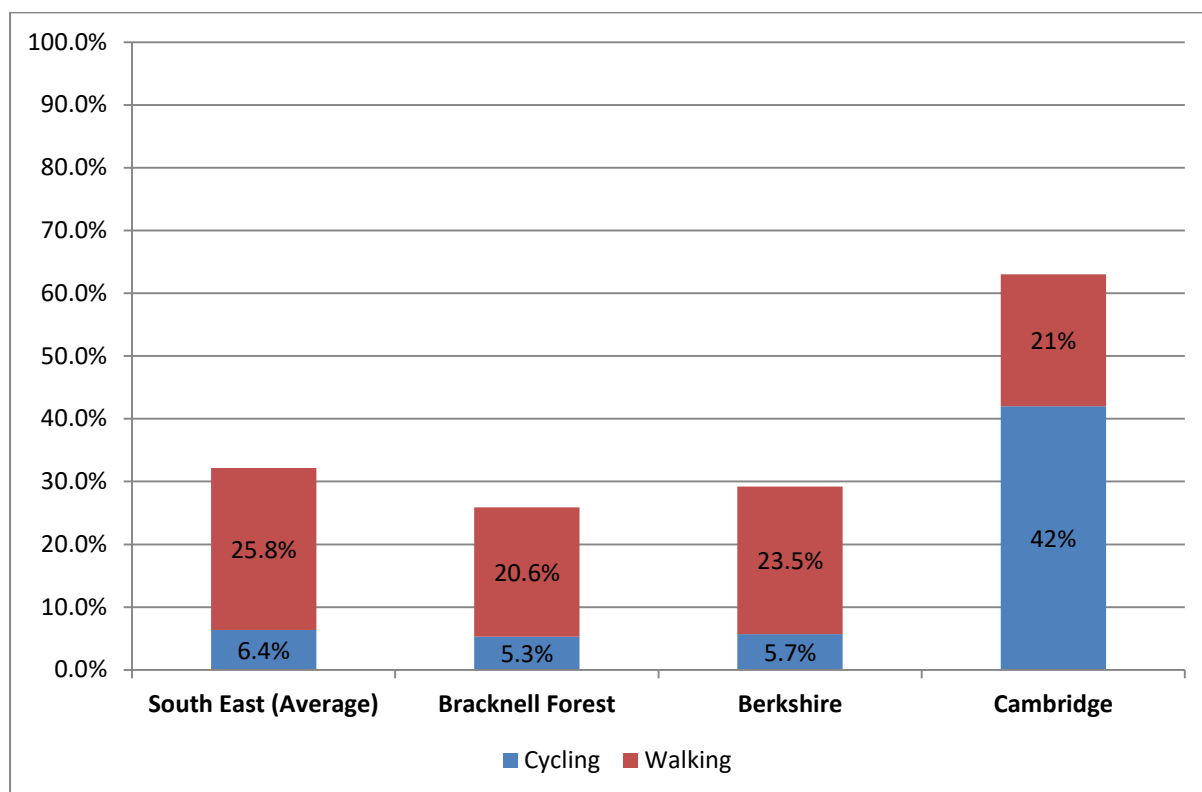
Walking and cycling to school

- 4.7 The increased reliance on the private car has over the past 50 years resulted in fewer walk and cycle trips to and from school being undertaken. This has resulted in a component of a child's daily physical activity being removed, which potentially could have a detrimental effect upon their health, e.g. increasing levels of obesity. Active travel could significantly reduce this occurrence.
- 4.8 Tackling the school run is in itself important and is a key objective of LTP3, but there is also a wider issue associated with the health and wellbeing of school communities, and the subsequent impact that this may have on later life.
- 4.9 Annual school census surveys suggest that on average, around 63% of children (all school ages) walk to school, 4% cycle, 26% are taken by car, 2.5% car share, 2.5% travel by bus and 1.5% by train. There are variations between schools – some more significant than others.
- 4.10 Whilst it is reassuring that the majority of pupils walk to school, the number being taken by car remains relatively high, and the number cycling relatively low, particularly given the safe network of cycleways and footways available in the Borough.

Walking and Cycling to work

- 4.11 Across the Borough, just under a third of all commuting trips are less than 5km in length, which is typically considered a reasonable cycling distance. However, commuting distances are generally greater in Bracknell Forest than across Berkshire and the South East.
- 4.12 When we consider journeys under 5km collectively, around 5% are undertaken by bicycle, and 20% on foot in Bracknell Forest, which is lower than the South East and Berkshire averages.
- 4.13 By contrast, in an area such as Cambridge, which has the highest number of regular and commuter cyclists in the UK, nearly half of trips under 5km are undertaken by bicycle. Cambridge is included in **Figure 1** for reference.

**Figure 1: Walking and Cycling as a percentage of journeys to work under 5km
(source 2011 Census)**

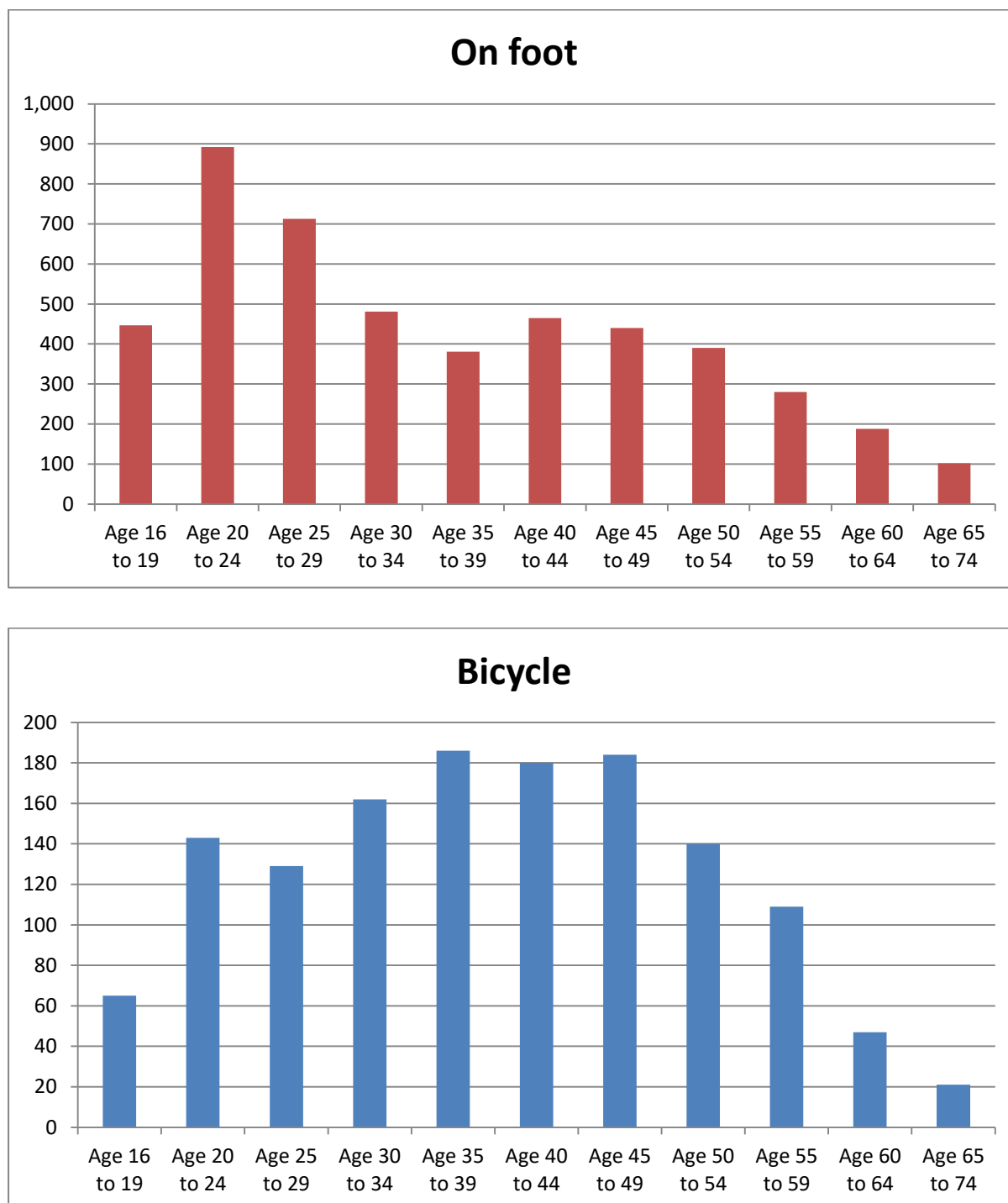


- 4.14 Achieving the levels of cycling seen in Cambridge in an area like Bracknell is highly unlikely in the short-term, as the layout and demographics of the towns are very different. However, Bracknell does have an excellent core cycle network, so figures suggesting cycling and walking are noticeably lower than at county and regional level are a prompt for further action.

Who should we be targeting?

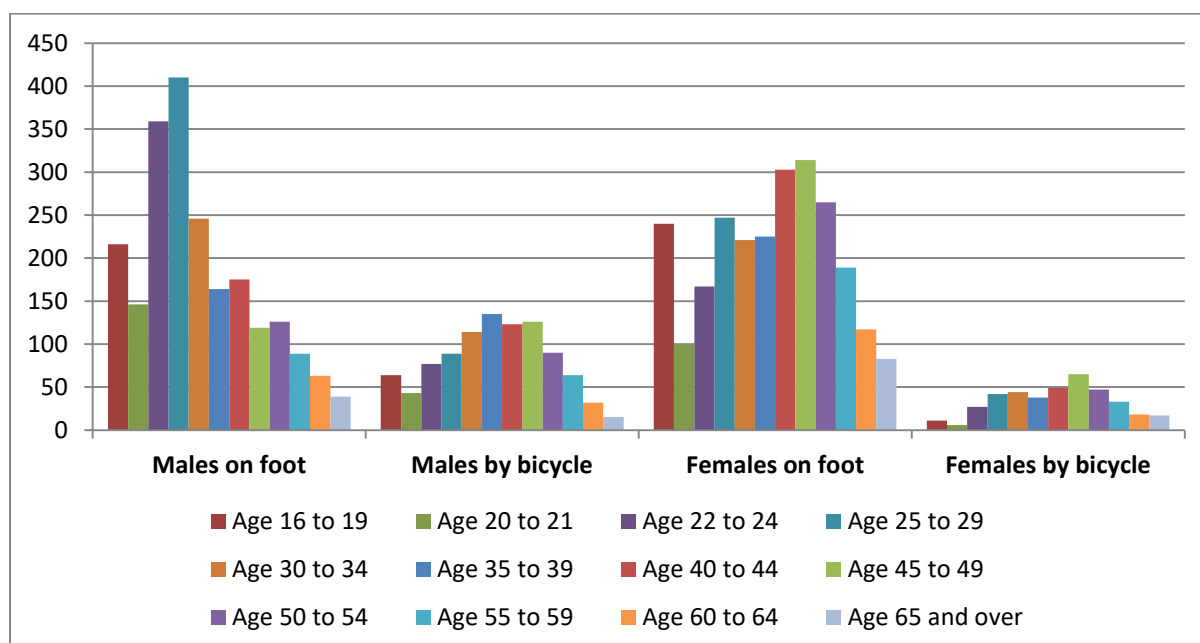
- 4.15 **Figure 4** shows the age groups of individuals choosing to walk or cycle to work in Bracknell Forest. It shows that the highest percentages of people walking are in the 20 to 30 age range. However, cycling shows a different picture – most cyclists are between 30 and 50, with a noticeable drop in ages 20 – 25.

Figure 4: Age of those travelling to work on foot and by bicycle in Bracknell Forest (2011 Census)



4.16 We can attain a clearer picture than the data shown in Figure 3 if we split the data by age and sex, as shown in **Figure 5**. This gives a very interesting picture that young males (22 – 30) walk more than more mature males, yet females between 40 and 55 walk more than younger females. This also shows that there are more than double the numbers of male cyclists than female cyclists.

Figure 5: Age and sex of those travelling to work on foot and by bicycle in Bracknell Forest (2011 Census)



4.17 Given the relatively low overall levels of walking and cycling in the Borough, this Strategy will aim to target all ages and sexes, and all levels of experience. However, specific attention will also be paid to:

- Encouraging older males to walk more
- Encouraging younger males and females to cycle more

Challenge 2 – Making walking and cycling safer

4.18 The safety of our citizens is our highest priority. We are committed to road danger reduction and social safety to ensure that pedestrians and cyclists remain safe on our streets, paths and cycleways.

4.19 One of the main reasons often cited as to why people do not cycle, is safety – particularly cycling on road with other traffic. The perception of road safety is also vital in encouraging adults to cycle and in parents allowing their children to do so.

4.20 Over the past twenty years or so, pedestrian and cyclist accidents and injuries have broadly declined. However, people's perceptions often differ, particularly with high-profile incidents in London, for example, which have made the headlines recently.

4.21 Surveys carried out on Bracknell's Western and Southern Business areas in 2014 found that over 75% drive alone as their main mode of transport for their commute. The reasons/factors making car use the most popular mode of transport were also explored. Nearly 30% gave speed and convenience over other modes as their main reason. However, when exploring

additional factors, 37% said they used a car for work due to safety concerns around walking and cycling.

- 4.22 We recognise that as more people walk and cycle, the safer it becomes, as people and bikes create a presence on our streets. However, we must work to provide an environment that is safe to encourage more cycling and reduce the actual and perceived of risks.

Challenge 3 - Increasing levels of physical activity, health and wellbeing

- 4.23 Increasingly inactive lifestyles and rising levels of obesity in our population are issues of national concern. Physical activity is the fourth largest cause of disease and disability in the UK.
- 4.24 It is estimated that around 20% of the adult population in Bracknell Forest are obese (nationally 23.0%), and a further 46% of the population are overweight (nationally 41%). We also know that 1 in 4 of 10-11 year old children, and 1 in 5 of 4-5 year olds in Bracknell Forest are either overweight or obese.
- 4.25 The Chief Medical Officer recommends that adults should be doing 150 minutes per week of moderate activity. However a significant proportion of adults are doing very little, and children are faring even worse.

The wide ranging benefits of being active at all ages are well evidenced. Regular physical activity reduces the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity and musculoskeletal conditions. Even relatively small increases in physical activity are associated with some protection against chronic disease and can improve quality of life. Physical activity is also an important part of preventing and treating mental health problems, including depression.

Challenge 4 – Making walking and cycling opportunities more accessible, and better known

- 4.26 Walking and cycling can be an enjoyable recreational activity for those of all age groups, offering an opportunity to explore Bracknell Forest's built and natural areas, and undertake physical exercise.
- 4.27 There are a range of on and off-road walking and cycling opportunities, but there are a number of key issues which can be barriers to greater use, including:
- Gaps in on and off-road cycle routes which mean cyclists must negotiate busier roads, particularly when travelling to the rural parts of the Borough from urban areas
 - A lack of knowledge of routes, or inconsistent availability of information on routes

- 4.28 Bracknell Forest resident surveys consistently provide positive feedback about the parks and open spaces in the borough, providing all the more reason to promote this valuable asset more.

On the other hand, a relatively *low* number stating cycle paths is reason to invest and promote this valuable asset more.

















Addressing this challenge provides benefits across the other identified challenge areas, and across the core objectives of the Strategy, by reducing car based trips, making people more healthy, more confident, consequently improving safety.

5. Opportunities and Objectives

5.1 The objectives of our Walking and Cycling strategy are set out in LTP3;

- Marketing cycling and walking as a healthy, sustainable and attractive travel choice
- Improving, where feasible, walking and cycling infrastructure
- Ensuring the needs of pedestrians and cyclists are fully considered within new developments
- Improving green infrastructure to make walking and cycling more attractive
- Improving safety for pedestrians and cyclists

5.2 By delivering on these objectives, we will address the 4 key challenges identified previously.

		CHALLENGES			
		Getting more people walking and cycling as part of daily trips	Making walking and cycling safer	Increasing levels of physical activity, health and wellbeing	Making walking and cycling opportunities more accessible
OBJECTIVES	Marketing cycling and walking as a healthy, sustainable and attractive travel choice				
	Improving, where feasible, walking and cycling infrastructure				
	Ensuring the needs of pedestrians and cyclists are fully considered within new developments				
	Improving green infrastructure to make walking and cycling more attractive				
	Improving safety for pedestrians and cyclists				

Marketing cycling and walking as a healthy, sustainable and attractive travel choice

- 5.3 Marketing can take various forms, but it is generally about getting people to buy, or do something more. To market cycling and walking in Bracknell, we must first consider our audience. This is a range of people that can be broadly split into three categories;
- Occasionally walk / cycle
 - Regularly walk / cycle
 - Frequently or almost always walk / cycle
- 5.4 Most people in Bracknell Forest would probably fit into the 'occasional' or 'regular' category, with 'frequent or almost always' tending to be keen individuals or enthusiasts, capable of covering large distances using specialist equipment. Nevertheless, where practical this strategy aims to encourage occasional walkers/cyclists to become regular walkers/cyclists, and regular walkers/cyclists to become frequent cyclists.
- 5.5 We must **support** those new to cycling and those that currently cycle with useful technology for all aspects of cycling, including way finding to make cycling an attractive option to all.
- 5.6 We must **promote** the health benefits of walking, and ensure that physical barriers do not make walking a less convenient option than the car for short trips.
- 5.7 Furthermore, we must also promote walking and cycling as a **fun** travel choice, not only for leisure, but also for utility purposes – it can be a much more pleasurable way of travelling to work than the car, or indeed other public transport alternatives.

Changing behaviour

- 5.8 People's attitudes and perceptions towards cycling are one of the biggest barriers to getting people cycling more. Switching to cycling for some journeys can be a daunting prospect for anyone that has never cycled or has not used a bike for some time. Similarly, convincing people to walk more can be a major challenge with car use being comparatively quick, easy and comfortable.
- 5.9 Getting the right messages out in a way that people will respond to is essential to getting more people walking and cycling. Not everybody will be driven by the same motivations, so it is important to focus attention on those groups, in particular, who are likely to be most receptive to changing their current behaviour and understand what factors will encourage them to walk or cycle more, either as a means of daily travel, or to help improve their health.
- 5.10 The data and information considered in Challenge 1 also identifies that certain ages and genders are more or less likely to walk and cycle. A targeted approach is therefore essential and we must first seek to understand where best to focus our efforts.

- 5.11 Innovative technologies such as those adopted by the Department for Transport (DfT) and Transport for London (TfL) relating to market segmentation provide an important means of determining priority groups. Marketing approaches and campaigns can then be developed as funds allow, building in particular from those being undertaken at a national level, to reach these groups through the most appropriate media.

TfL's Analysis of Cycling Potential in London surveyed 'reasons for mechanised trips being excluded as non-cyclable', which provides some interesting considerations; In order of highest to lowest cited reasons, were: Heavy or bulky load; Trip longer than 8km; Trip takes >20% longer; Age under 5 or over 64; Trip overnight; Disability.

Travel Planning

- 5.12 Travel Planning has been proven to be one of the most effective means of encouraging more people to reconsider the way they travel. We have a successful track record in engaging our schools, businesses and communities in active travel.
- 5.13 The Council's road safety and travel planning teams work with schools across Bracknell Forest to encourage walking, scooting and cycling to school, and improve skills and confidence in active travel amongst children. The 'Bikeability' scheme teaches children everything from the very basics of bicycle control, through to planning and making a journey themselves on busier roads, and has been very successful in Bracknell Forest. We want as many children as possible to have the opportunity to take part in Bikeability training, which will encourage them to walk and cycle as they progress towards adulthood.
- 5.14 All schools have Travel Plans, and are encouraged to keep them up to date. Similarly, for large new residential or commercial developments, travel plans are required to be submitted along with planning applications. These aim to ensure a range of travel options are provided in order to limit dependence on the private car. Travel Plans will typically include measures to encourage walking and cycling (including lockers and showers, covered cycle parking, maps, pool bikes, or cycle purchase discounts). The Council's travel planning team also works with major employers within the county, encouraging them to develop and manage their own plans tailored to their employees needs. This can provide a very cost-effective method of increasing active travel.

Maps and information

- 5.15 Maps and images are a highly effective way of promoting and encouraging walking and cycling, as they allow people to visually familiarise themselves with the network and what is available. Bracknell Forest Council have developed a range of colourful, easy to use maps that show the full cycle network (including Sandhurst and Crowthorne), along with pocket-sized maps of specific colour-coded Bracknell cycle routes. The maps show locations, attractions, shops, and other public services, along with footpaths.

Colour-coded routes (see map appendix)

Colour-coding makes cycle routes easier to follow, more appealing and fun. In Bracknell there are currently four colour coded routes running across the town.

Red route – Town Centre, Rail Station, Easthampstead, Leisure Centre, South Hill Park, Birch Hill, The Look Out, Coral Reef

Yellow Route – Town Centre, Wildridings, Mill Park, Great Hollands, Hanworth, South Hill Park, Birch Hill

Blue Route – Harmans Water, Crown Wood, The Lookout, Forest Park, Harmans Water, Martins Heron, Bullbrook

Green Route – Town Centre, Eastern Business Area, Lily Hill Park, Bullbrook, London Road, Ascot

There are also supplementary routes around the borough (shown as **dark blue**), and quieter roads and tracks linking cycleways (shown as **purple**).

- 5.16 For those wanting to explore further afield on foot, there are a range of maps showing the footpath and rights of way network, along with trails, circular routes and ranger guided walks.
- 5.17 Online tools and applications are emerging rapidly, with open source mapping and a massive increase in data availability providing developers with the tools to build innovative and increasingly advanced cycle planning tools. Bracknell Forest Council ensure that Google Maps (which provide the base mapping for a range of other applications) are kept up-to-date with routes, which people can use to plan a cycle trip. Increasing the ease of access to material of consistent quality will be crucial to making cycling easier.

Marketing cycling and walking as a healthy, sustainable and attractive travel choice

Key actions:

Through research and travel planning with residents and businesses, identify the potential for walking and cycling in Bracknell by determining the groups who are most likely to switch

Develop promotional campaigns which are targeted at best reaching these groups, incorporating range of different mediums as appropriate to the audience, for example Facebook & Twitter, local media or leaflets

Coordinate marketing and promotional activities with the programming of cycle infrastructure projects to raise awareness and publicise improvements and new cycling opportunities.

Utilise the opportunities provided by walking / running or cycling events to encourage more people to take these up as a regular activity

Continue to engage with schools to monitor and update school travel plans and encourage participation in Bikeability and initiatives such as 'walk to school' and 'cycle to school' week

Review the materials provided to developers in support of travel plan preparation to ensure these correspond to the latest good practice guidelines

Improve the presentation of the Council's cycling information and maps across a range of formats

Work with Berkshire councils and other partners to improve the availability and quality of information to support walking and cycling, for example events or cross-boundary route maps

Improving, where feasible, walking and cycling infrastructure

- 5.18 Providing safe, direct, convenient and well-marked routes between the places people live and the places they most need to access is an essential component in making walking and cycling activities that a growing number of people will undertake regularly.
- 5.19 Since Bracknell was conceived as a 'new town' in the 1960s, the Council has invested in, and encouraged the provision of infrastructure to support walking and cycling in all new development. However, whilst Bracknell has a cycle network that would be the envy of many similar towns, there remain gaps and barriers. The provision of segregated cycle lanes is interlinked with shared footways, and in places the road network itself, particularly at junctions and crossings.
- 5.20 At the time many of the cycle ways were built, traffic levels were considerably lower, and speeds have generally increased too, compounding the element of safety fear by users. Feedback from users also suggests that surfacing is poor in places, and that signing is still not adequate, with confusion on directions and whether paths are byways or not.
- 5.21 Nevertheless, we are fortunate to have such a network, and we are committed to adding to the existing network with new development, and improving it as much as we can – particularly in terms of safety, and complementary measures such as cycle parking and facilities.

Cycle routes

- 5.22 Bracknell Forest has a mix of segregated cycle path, shared use cycle path / footway, and on-carriageway routes. The network is comprehensive around central Bracknell, and new developments are required to create links to existing routes. Whilst connections to Crowthorne and Sandhurst are limited to one formal paved route, this area as a whole is relatively undeveloped, and is complemented by a network of unsurfaced routes in and around the woodland between Bracknell and these southern towns.
- 5.23 There remain gaps in the network, particularly to the North of Bracknell in Winkfield and Warfield, where connections to Windsor and Maidenhead are relatively limited. Feasibility studies have been undertaken in the past looking at creating a route towards LegoLand using on and off-carriageway cycle paths. However, the roads in this relatively rural part of Bracknell Forest are quite physically constrained, of high conservation value (particularly through Windsor Park) and therefore fully segregated routes are not viable.
- 5.24 The council are investigating the practicality and potential for designation of less formal routes in rural areas, using quiet lanes. These have the potential to encourage more leisure cyclists, whilst also improving the appeal to commuters. We will also explore engineering measures and techniques which make cycling at junctions safer, giving priority wherever safe and practical to do so.
- 5.25 Improvements to the existing network can vary depending on local circumstances and potential demand for cycling, but could include:

- Providing space for cyclists which is clearly marked to all road users within the existing carriageway;
- Completing missing links through off-road cycle paths, cycle tracks or cycle lanes;
- Installing additional controlled cycle crossing points;
- Helping cyclists to negotiate junctions more easily (including measures such as advanced stop lines, where appropriate);
- Undertaking highway maintenance to support a safer and more comfortable cycling experience, for example by improving lighting; and
- Using traffic management measures to reduce traffic speed or traffic levels.

Gaps and new schemes identified in LTP3 and the Local Cycling and Walking Investment Plan (LCWIP)

- 5.26 Twenty schemes are identified in the Local Transport Plan 2011 – 2026 Implementation Plan. These have been further developed and supplemented through the LCWIP process, which uses route demand and selection tools to identify gaps in the existing network, or useful links which have been recognised but have not yet been made.
- 5.27 The links vary in length and complexity, but all have been investigated and estimated in cost at around £3.5 million total. Whilst the council has revenue and capital budget for schemes, it does not have the level of funding to complete these schemes, and each will be assessed on its merits and practicality, if or when external funding opportunities are forthcoming.
- 5.28 The Local Cycling and Walking Investment Plan should help in attracting Government funding as it is exactly that – an investment plan through which the Council has already done a lot of the important preliminary work in developing cycle schemes that are ‘shovel ready’ to be implemented.
- 5.29 The schemes are located across Bracknell Forest borough, and are roughly shown on the map on page 25.

Joined-up thinking

- 5.30 Of course, further gaps and opportunities may arise as part of other highway works, some of which may involve significant engineering. As an example, as part of capacity and journey time improvements on the A3095 corridor, opportunities to add or improve walking and cycling facilities nearby are considered at the design and scoping stage.

Cycle Schemes to 2026 – Gaps identified through the LTP and LCWIP process

Ref	Location	Parish	Status
1	London Road (Murrell Hill Lane to Shoulder of Mutton)	Binfield	Construction 2018/19
1	London Road (Shoulder of Mutton to Popeswood roundabout)	Binfield	Construction 2018/19
2	Turnpike Road	Binfield	Under investigation
3	Tilehurst Lane / York Road	Binfield	Construction 2020
4	Binfield Road / Downshire Way	Bracknell Town	Investigated 2018 – not being pursued further
5	Braybrooke Rd / Shepherds Lane	Bracknell Town	Completed 2017
6	Kennel Lane	Bracknell Town	Under investigation
7	Lily Hill Road	Bracknell Town	Under investigation
8	Nine Mile Ride Footpath(TRL to Coral Reef)	Bracknell Town	Formal cycling permissions to be agreed
9	Nine Mile Ride (TRL to Pinewood roundabout)	Bracknell Town	Construction 2020 – plans drawn
10	Quintilis	Bracknell Town	Under investigation
11	Ringmead - Quintillis to Coral Reef	Bracknell Town	Under investigation
12	Ringmead - Woodenhill to Vandyke	Bracknell Town	Under investigation
13	Sandy Lane	Bracknell Town	Under investigation
14	Shepherds Lane	Bracknell Town	Under investigation
15	South Road (TRL to EPC)	Bracknell Town	Construction 2021 – plans drawn
16	Stoney Road	Bracknell Town	Under investigation
17	Woodenhill	Bracknell Town	Under investigation – plans drawn
18	Warfield Rd / Folders Lane	Bracknell Town / Warfield	Under investigation
19	Dukes Ride (from Crowthorne rail station to Bracknell Rd)	Crowthorne	Undergoing safety audit
20	Sandhurst Road	Crowthorne	Under investigation –plans drawn
21	Albion Road	Sandhurst Town	Under investigation
22	Cheviot Footpath	Sandhurst Town	Under investigation – plans drawn
23	Edgbarrow Rise / Longdown Road	Sandhurst Town	Under investigation
24	Magdelene Road / College town Road / Yorktown Road	Sandhurst Town	Designate as Quiet Road
25	Owlsmoor Road	Sandhurst Town	Under investigation
26	Park Road	Sandhurst Town	Under investigation
27	Rackstraw Road - from South Road to Snaprails	Sandhurst Town	Under investigation – plans drawn
28	Rackstraw Road - from South Road to Magdelene Road (south side)	Sandhurst Town	Under investigation – plans drawn
29	The Broadway	Sandhurst Town	Designate as Quiet Road
30	Yorktown Road - College Town Road to Laundry Lane	Sandhurst Town	Under investigation
31	Yorktown Road - extend existing route from Mem Park to Swan Lane	Sandhurst Town	Under investigation
32	Wellington Road	Sandhurst Town	Designate as Quiet Road
33	Goughs Lane	Warfield	Under investigation
34	Holly Spring Lane	Warfield	Designate as Quiet Road
35	Fernbank Rd	Winkfield	Under investigation
36	New Road	Winkfield	Under investigation
37	Forest Road (from Strawberry Hill to Chavey Down Road)	Winkfield	Under investigation – plans drawn
37	Forest Road (from Chavey Down Road to Hatchet Lane)	Winkfield	Under investigation – plans drawn
38	Hatchet Lane	Winkfield	Investigations undertaken in 2016 and idea shelved
39	Locks Ride (inc. Chavey Down rd to Harvest Ride)	Winkfield	Under investigation – plans drawn
40	New Forest Ride (from London Rd to Holton Heath)	Winkfield	Under investigation – plans drawn
41	Wildridings Road (link adjacent - to existing footway cycleway)	Bracknell Town	Construction 2021 – plans drawn
42	Market Street (Skimped Hill Lane to Rail station)	Bracknell Town	Under investigation – tie in to new developments

good practice example...

A cycle route improvement at the junction of Crowthorne Road and Swaledale, in Bracknell, which was identified as 'cycling facility of the week' by the Cycling Embassy of Great Britain in November 2013:

"A cycle track crossing a side road, with priority for cyclists. Note the continuous surface of the cycle track, which is unbroken by any other road markings such as yellow lines. The cycle track also retains its elevation, which means that motor vehicles must mount the hump to cross."



Credit: Cycling Embassy of Great Britain November 2013: "Good Cycling Facility of the week" <http://www.cycling-embassy.org.uk/photos/good-cycling-facility-of-the-week/good-cycling-facility-of-the-week-14th-november-2013-0>

Walking routes

- 5.31 Many of the footways, or 'pavements' in Bracknell Forest are shared with cyclists. Similar criteria for their improvement will be applied as per cycle routes, whilst day-to-day maintenance will ensure that they remain safe, well surfaced, well lit (where necessary) and generally fit for purpose.
- 5.32 More 'rural' footpaths are dealt with by the council's countryside team, and the Rights of Way Improvement Plan. This aims to identify paths in need of repair, fill in missing links, and improve access for all users. All major new development is required to include footpaths, and encouraged to provide segregated quiet paths, or 'greenways', which are considered more in section 6.54.

Short term and annual improvements

- 5.33 Revenue budget is available every year for maintenance of the Bracknell Forest footpath and cycle network. Recently, this has been used on installing new lighting around Twin Bridges, improving visibility, safety and security at this busy junction.

The Rights of Way Improvement Plan contains detail on proposed amendments, additions and repairs to the Rights of Way network in Bracknell, and the council reviews its capital programmes work-stream annually, which identifies where investment will go in the short to mid-term. Section 7 sets out short term improvements.

Large scale improvements

- 5.34 Large-scale improvements to the network are likely to be dependent on capital funding grants from central government, although some additions and improvements are planned through Section 278 agreements, whereby a developer is required to partly, or wholly finance highway works associated with a major new development.
- 5.35 We are hopeful that our Local Cycling and Walking Investment Plan (LCWIP) will facilitate us in securing funding for some large scale improvements, as the Government has committed to invest over £1 billion to double cycling numbers and improve safety to 2025. When government funding opportunities arise in support of walking and cycling, we will review potential schemes for development such as those identified on the Route Options map on page 27.



A section of new cycle route under construction linking Wokingham and Bracknell, delivered as part of the NCN 422 route, using LEP and S278 Developer funding (2017)

Regional connections

- 5.36 Good cross-boundary links for cyclists are vital. As an example, Berkshire Authorities of West Berkshire, Reading, Wokingham, Bracknell Forest and Royal Borough of Windsor & Maidenhead are creating a continuous route linking each authority area, using existing and new infrastructure. National Cycle Network route 422 also links to NCN 4, and provides a high quality cycling alternative for access to jobs and services, and for leisure use across Berkshire.
- 5.37 The National Cycleway Network is made up of more than 12,000 miles of traffic-free walking and cycling paths, quiet lanes and on-road cycling routes. NCN 422 is the first National Cycle Network route in Bracknell Forest.

Signage and Way-finding

- 5.38 High quality signs and surface markings which are clearly visible to cyclists are a key part of making cycling easier. They can help people to navigate or follow a designated route, direct them towards quieter streets, or tell them how much further they need to travel. When information is presented in the right way and in the right place (for instance by showing how quickly a destination can be reached by a given route), good signage can be an important tool in promoting cycling as a convenient travel choice.
- 5.39 In response to feedback from residents and users of Bracknell's cycle and foot path network, the council took the decision to 'colour code' key routes throughout the borough in 2012, as considered in paragraph 6.19. Initial surveys carried out after installation suggested an increase in users, although more rigorous monitoring would be required to prove a long term trend.
- 5.40 Further feedback suggests that users would still like to see more, or clearer signage around the borough, and the council will consider how to better sign and promote the remaining network which is not colour coded. Particular attention will be given to improving the signing towards the most popular cycling destinations (including railway stations and bus stations). Innovative techniques will be explored as new cycle routes are planned and implemented to ensure appropriate navigational support is provided across the entire length.



Cycle Parking and facilities

- 5.41 The availability of convenient, sheltered and secure cycle parking at the start and end of a journey is a highly important factor in whether cycling can be a viable or attractive choice for a trip. In particular, any effort to encourage someone to take up cycling is going to be highly compromised if they do not have a place to keep a bike conveniently securely – particularly at home.
- 5.42 The council must therefore work with a range of partners to increase the availability of parking facilities that offer not only a convenient place to leave a bike but also a place where people will feel their bike is not at risk of being stolen, vandalised, or damaged by the weather when left unattended. This is particularly important when it is likely to be longer than for a very short visit.
- 5.43 There are a number of priorities for enhancing cycle parking and facilities within Bracknell Forest, including:
- Increasing space for bicycles at existing or new higher density residential developments (for instance through the use of on-street cycle hangars);
 - Improving the availability of covered and secure parking within town centres (for instance through the use of space-efficient facilities within multi-storey car parks);
 - Improving the availability of covered and secure parking at schools, centres of further education and workplaces;
 - Ensuring adequate parking is provided at railway stations and other major public transport interchanges (including bus stations and Park & Ride sites); and
 - Increasing the number of local employers which provide facilities for those who choose to cycle to work (including changing areas, showers and lockers).

A key part of this will involve the work that the council does with developers, schools and employers in travel planning (see Section 6.12)

Well-utilised cycle shelter at Wildmoor Heath School, Bracknell



Improving, where feasible, walking and cycling infrastructure

Key actions:

Work with the Local Enterprise Partnership, cycling charities and local communities to identify strategic cycling routes and priorities for investment

Where off-road cycle routes are not viable, identify how measures to make more space for cyclists within the existing carriageway can be incorporated within highway improvement or maintenance works

Work with planners and property developers to identify how the needs of cyclists can be reflected within the planning and design of streets within new development areas

Identify priority routes for signage improvements, focusing particularly on those which are most frequently used by walkers / cyclists and / or offer greatest potential for growth in cyclist numbers

Work with developers, housing associations and other local partners to increase the availability of secure residential cycle storage

Engage with employers, schools and colleges to provide and improve secure and sheltered parking and facilities for cyclists

Work with Network Rail and Train operating companies to increase secure and sheltered parking availability at busy stations and interchanges

Ensuring the needs of pedestrians and cyclists are fully considered within new developments

- 5.44 Bracknell Forest is undergoing a period of significant developmental change, with major town centre regeneration underway, the construction of over 10,000 houses, and new link roads, improvement schemes and junctions to accommodate this growth.
- 5.45 If we are to increase walking and cycling in the borough, ensuring the needs of pedestrians and cyclists are fully considered within new developments is of paramount importance.
- 5.46 The Council requires that walking and cycling paths are included as part of all major new housing developments. This continues the tradition in Bracknell of providing such provision as a matter of course, and can be seen on the recent Jennett's Park development where footways and cycleways are segregated from the road, yet play a fundamental role in creating a pleasant, open and attractive public realm.



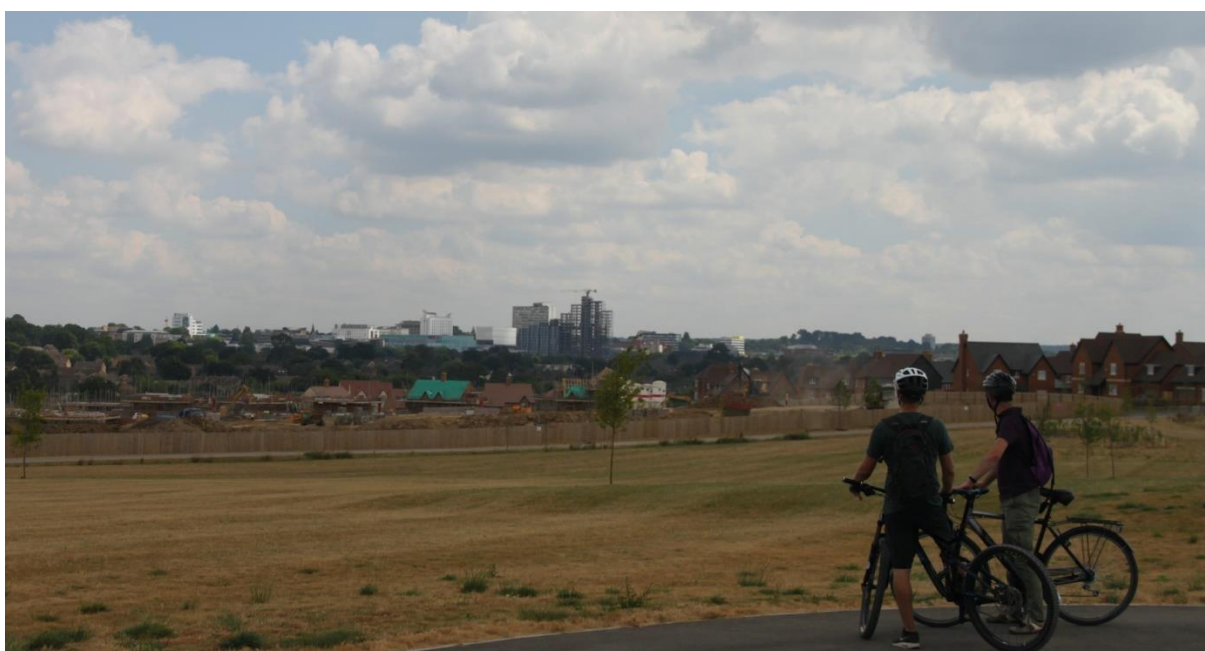
- 5.47 Housing developments must be designed to allow permeability by walking and cycling in accordance with guidance in Manual for Streets. Homes and flats are required by planning policy standards to provide 1 secure cycle parking space or storage facility per bedroom.
- 5.48 Pedestrian and cyclist needs can also be accommodated by providing basic facilities at destinations; namely shops, attractions and the workplace.
The provision of changing rooms, showers, secure storage and cycle parking, is a simple and cost effective way of encouraging people to travel on foot or by bike, and can pay dividends simply through the health and wellbeing benefits it offers, particularly to staff.

- 5.49 Bracknell Forest Council requires that business and industrial developments provide cycle parking facilities for staff and customers – the thresholds depending on type of development. Section 106 agreements can be used to require new developments to finance and provide infrastructure that will facilitate walking and cycling, where appropriate.
- 5.50 The council will work in partnership with organisations, and through the planning process where available, to ensure that sufficient facilities exist.
- 5.51 New and improved routes are currently proposed as part of the following developments:
- Amen Corner North
 - Amen Corner South
 - Harvest Ride / Warfield (see East-West Greenway below)
 - Former TRL site, Crowthorne
 - Blue Mountain

Greenways

- 5.52 A relatively new concept in new development within Bracknell Forest is the 'greenway'. The Woodhurst Park development in Warfield provides a 1km long link through the heart of the housing development, from a country park at the western edge, through green open space to a watercourse and school at the eastern end, providing an attractive space for walking, cycling or simply relaxing.

Warfield Greenway



Town Centre

Bracknell's regenerated town centre, which officially opened in 2017, offers a pleasant, fully pedestrianized shopping and leisure experience, designed using modern techniques and materials to ensure pedestrians feel safe and relaxed, and enjoy their trip. Whilst cycling is not permitted in the pedestrianized areas (a decision which was debated at considerable length), there are over 500 cycle parking spaces within close proximity, or within the town centre area itself. Key links were improved or added as part of the town centre works, for example alongside Millennium Way and The Ring, where an entirely new shared footway / cycleway was added, also improving links to the rail and bus stations.



Ensuring the needs of pedestrians and cyclists are fully considered within new developments

Key actions:

Work with developers to support the planning and coordinated delivery of cycle facilities as part of major new development and regeneration initiatives

Explicitly consider the needs of pedestrians and cyclists as part of safety audits for new development schemes

Work with developers to ensure that adequate provision is made within new developments (including residential cycle parking and cycle-friendly roads)

Improving green infrastructure to make walking and cycling more attractive

- 5.53 As we have considered, people who walk or cycle infrequently often do so as they are concerned about safety. Traffic is one of the main safety concerns.
- 5.54 Bracknell Forest's network of footpaths, bridleways, byways and open access land allows people to walk or cycle away from traffic, in a more natural setting than is otherwise offered by the network of traffic free cycleways and footpaths which serve the main housing and employment areas in the borough.
- 5.55 Despite being a suburban 'new town' on the edge of the Greater London Urban area, Bracknell is a very green borough, with (as the name suggests) a significant area of forest and woodland, much of which is open to the public.
- 5.56 New developments, particularly on Greenfield sites are being encouraged to make paths more natural, with attention to ecology and wildlife. These 'greenways' provide a more pleasant and appealing realm in which to walk or cycle (see Warfield Greenway example)
- 5.57 Bracknell Forest has nearly 80km of rights of way in total, supplemented by numerous 'permissive paths', 195 acres of Open Access land, and over 3,500 acres of additional accessible land including Swinley Forest, owned and managed by the Crown Estate, which offers some of the best mountain biking trails in the South-East.
- 5.58 The Rights of Way Improvement Plan (ROWIP2), adopted in 2017 sets out how the rights of way within Bracknell Forest will be managed. A 2017 survey found that 40% of respondents use public rights of way in Bracknell Forest once per week, with 29% using them once per day. 60% used rights of way on foot, followed by 22% on a bicycle. 30% stated that they used the network for leisure, and 24% for exercise / health.
- 5.59 There are many people, however, who consider that cycling is not an exercise option which is available or appropriate to them and for whom more can be done to change this. As well as issues around access to a functioning bicycle, the ease of access to appealing routes for cycling varies. Similarly, people's confidence in their own cycling abilities can serve as a further barrier.





- 5.60 By working with partners from across different sectors, the council will seek to improve the availability and awareness of routes for cycling across Bracknell Forest and Berkshire, and help overcome the practical and psychological barriers to cycling. Targeted activities and promotions to those who can gain greatest health benefit from cycling can serve to improve the quality of life for those involved and help to reduce their future healthcare needs.

Improving green infrastructure to make walking and cycling more attractive

Key actions:

Identify gaps in the rights of way network, with particular focus on off-road cycling opportunities (bridleways / multi-user paths)

Explore opportunities to upgrade footpath status and condition where practical

Look at ways to improve links to 'The Lookout' from Bracknell, Ascot and surrounding towns

Improve links and opportunities for leisure and utility cycling around Northern Parishes

Improving safety for pedestrians and cyclists

5.61 The fact that so many of the walking and cycle routes in and around Bracknell are segregated from traffic makes them inherently safer than the roads. However, not everyone chooses to use them, as they may be more confident on the road, or find it a quicker and more direct route. This means we have to focus on making walking and cycling safer on both the roads, and on the paths and cycleways.

5.62 The real and perceived **risks** on and off road tend to differ;

	On road / pavement	Off road
Walking	Traffic / parked cars Bicycles	Isolation Anti-social behaviour / crime Perceived risk in unlit sections & subways
Cycling	Falling off / 'crashing' Traffic Broken glass, dirt, gravel Bumps, undulations, drains, pot-holes Secure parking & storage	Falling off / 'crashing' Isolation Anti-social behaviour / crime Perceived risk in unlit sections & subways Broken glass, dirt, gravel Secure parking & storage

5.63 Ironically, some of the key strengths that make Bracknell's cycleways attractive and safe are also viewed as their weaknesses. Many of the segregated routes in Bracknell use subways to avoid busy roads or junctions, and cycleways are often located away from roads and houses, meaning people fear anti-social behaviour and crime, particularly at night time.

5.64 Bracknell Forest Council has invested in improved lighting in and around a number of subways in the borough, whilst crime and anti-social behaviour have reduced, according to official police figures. We will continue to invest in areas identified as having issues.

5.65 Many residential streets in the borough are now subject to a 20mph speed limit, and some junctions have been altered to give cyclists and pedestrians priority (see case study on page 28).



Training

- 5.66 We will work with partners to deliver Bikeability cycle training in schools, and with residents (as funding allows) and encourage people to explore more of the Bracknell Forest network, both on bike and on foot. With a mix of routes, information and skills training we will provide opportunities for cyclists to progress and become more confident. Stimulating a more diverse range of regular cyclists and simply getting more people on a bike starts to normalise cycling, helping to make it more accepted, popular, and ultimately safer.

Improving safety for pedestrians and cyclists

Key actions

Identify opportunities to design out safety problems on links and at junctions, including the potential use of innovative new infrastructure

Improve lighting and visibility along sections of path and cycleway that are otherwise dark and secluded, improving social safety and potential to walk and cycle at night (particularly as new Town Centre development boosts 'night-time economy' in Bracknell)

Work with Berkshire Safer Roads on schemes and initiatives which encourage cycle and pedestrian safety, or make other road users more aware

6. Delivering Change

- 6.1 The implementation of this strategy will require a joined up approach across a range of council services, bringing together colleagues with responsibility for planning and maintaining walking and cycling infrastructure, travel planning and the management of cycle training, communications, marketing and educational activities together with those engaged in delivering public health, countryside services and local tourism.
- 6.2 In addition, there are a range of partners who have an important role to play if the strategy objectives are to be met, including those shown in the table below:

Partner	Key roles and responsibilities
Thames Valley Berkshire Local Enterprise Partnership	The Thames Valley Berkshire LEP has a prominent role in determining priorities for transport investment across Berkshire, and in the allocation of funding to local sustainable transport measures. The LEP will be particularly important in determining how investment in cycling infrastructure can be used to support sustainable economic growth
Surrounding Councils	Berkshire's six local councils (including Bracknell Forest) have responsibility for local planning and housing growth, which includes a key role in developing local footpaths and cycle networks, providing facilities for cyclists and encouraging more walking and cycling. A number of councils are already developing local walking and cycling strategies
Private sector organisations	Developers and local employers have a highly important role in making walking and cycling a realistic and attractive option for daily travel, particularly in providing facilities such as secure parking for residents / employees
Cycling charities	Cycling charities within Berkshire play a direct role in raising awareness and encouraging more people to cycle and in providing cyclist training
Local walking and cycling clubs	There are a number of walking and cycling clubs across Bracknell and Berkshire, from competitive sports clubs to organised touring events and small groups of recreational cyclists and walkers. Bracknell Forest's own countryside service offers guided walks which can be found and booked online. These groups have an important role in helping to encourage physical activity through cycling and in the dissemination of practical information to cyclists
Local communities and volunteers	Local communities and volunteers are important partners in identifying local needs for walking and cycling, and taking an active role in making sure that local paths can be kept serviceable throughout the year

Funding the strategy

- 6.3 Funding the Walking and Cycling Strategy will require drawing together resources and identifying alternative sources of funding which could be applied to cycling investments. In many instances, the measures set out in this document will complement wider initiatives or investments by the council, so it will be important to look at opportunities to add value to these by incorporating improvements for pedestrians and cyclists.
- 6.4 As with all transport measures, funding for cycling projects will need to be considered against the relative value for money and importance of other transport investments. It is important to therefore be realistic about the level of Council funding which is made available to support the strategy (especially for new infrastructure) and look to draw on wider funding opportunities.
- 6.5 In addition to the provision of staff time, there are a number of existing sources and additional funding opportunities to deliver the measures.

Existing sources of funding

Local Sustainable Transport Fund / Access Fund

- 6.6 Local Authorities have periodic opportunities to apply for government funding to deliver small to medium scale schemes which may otherwise be difficult or impossible to achieve using day-to-day funding. Recently, this has taken the form of the 'Local Sustainable Transport Fund' and the 'Access Fund'. Local Sustainable Transport Fund was created by the Government in 2010 to support local economic growth through improved transport links and help tackle the urgent challenges of climate change. The fund supported both staff resources and capital investments.
- 6.7 The LSTF programme ended in 2015, and was superseded by the Access Fund, which intended to support transport projects that grow the economy by boosting levels of cycling and walking, and by improving access to jobs, skills, training and education. The Access fund package is £60 million and runs until 2020. A bid was submitted in 2016 in partnership with West Berkshire, Reading and Wokingham Councils, but was unfortunately unsuccessful.

Local Growth Deal

- 6.8 Funding for the Bracknell Forest LTP is now partly provided by the Local Growth Deal, which is administered through the Thames Valley Local Enterprise Partnership. The Local Growth Deal brings together funding for housing, infrastructure and other areas into a single pot.
- 6.9 The Council's allocation for local transport will be determined within the context of the needs of the other Berkshire authorities covered by the LEP, and required investment in other infrastructure projects. Bracknell Forest have already secured significant investment for transport improvements as part of the town centre redevelopment, which includes provision for walking and cycling.

The Thames Valley Berkshire Growth Deal is part of a long term plan to devolve at least £12billion from central government to local economies. The plan aims for every part of the country to be a motor of growth for the national economy – building on the strength of the Thames Valley Berkshire area.

Other Government Funding

6.10 The Government has created a number of funds to support its vision for growth in cycling at a national level. This has included the 'Cycle Ambition' fund (formerly known as the Linking Communities Fund) to support cyclist growth within eight 'Cycling Ambition Cities' and grow cycling in national parks. Whilst it is expected that funding will continue, particularly in light of the publication of the government's own walking and cycling strategy, how and at what level is not known.

Developer funding

6.11 As we have considered, developer contributions through planning obligations can provide important funding for measures to enable and promote cycling linked to new developments. Recent changes in government guidance have changed the requirements for some developments and the nature of the contributions made by developers may change (as discussed overleaf).

Other funding opportunities

6.12 Whilst it is likely that most of the funding for the strategy will need to be provided through conventional sources or future grants from Government, there are other opportunities which will be explored and may emerge to be more significant.

6.13 A number of these opportunities are expanded upon in the table below, which also sets out how important they are expected to be in providing funding for the measures presented within this strategy.

Source	Description	Importance to funding strategy
European Union	There are a range of European funding streams which relate to sustainable travel and sustainable development.	Low
Wider Government funding	Increasing walking and cycling can support a range of outcomes beyond the transport sector (including health and rural economy benefits). There are therefore opportunities to incorporate measures relating to walking and cycling within other projects. For instance the Bracknell health and social care team are increasingly looking to walking and cycling as effective ways of achieving their objectives.	Moderate
Community Infrastructure Levy	The council has powers to apply a levy on most types of new development which is to be spent on meeting infrastructure needs within the Borough to support growth. It is likely that	High

	this levy will in future play an increased role in securing contributions from developers relative to the current approach to developer funding	
Private sector participation	There are a number of opportunities where the private sector can play a lead role in improving provision for cycling. Bike hubs, for instance, are frequently operated commercially, typically adopting the social enterprise model. Depending on the scale, cycle hire also generally operates as a commercial operation, or with limited public funding support. Swinley Bike hub is a prime example of this.	Moderate
Council Borrowing	The council has powers to enable it to borrow money from Government infrastructure investment in circumstances where it will be able to pay this back through increased revenues in future. This includes Tax Increment Financing which involves borrowing against future revenues from business taxes made possible through infrastructure works	Low

7. Monitoring

7.1 Monitoring progress will be an important part of ensuring that the objectives of the strategy are being met. There are a range of publically available data sources and data routinely collected by the Council which will be used to provide a measure of our progress. These indicators are set out in the table below.

Objective	Indicator	Source	Measuring frequency
Marketing cycling and walking as a healthy, sustainable and attractive travel choice	Proportion of residents undertaking recommended level of exercise	Active People Survey	Annual
	Increased number of people walking and cycling	Pedestrian and Cycle counts	Annual
Improving, where feasible, walking and cycling infrastructure	Satisfaction with the provision, location and condition of cycle routes and facilities	Bracknell Forest "1500" – Annual citizen panel survey	Periodic
	KM of additional cycleway added to the network	Residents Survey	Annual
	NHT National Survey Results		
Ensuring the needs of pedestrians and cyclists are fully considered within new developments	Implementation of Travel Plans for new housing and business developments	Travel Plan / Planning monitoring	Annual
	KM of additional cycleway associated to new development		
Improving green infrastructure to make walking and cycling more attractive	KM of green infrastructure added		
Improving safety for pedestrians and cyclists	Number of recorded pedestrian and cyclist casualties	BFC / Thames Valley Police records	Annual
	Satisfaction of Bracknell residents with the safety of walking and cycling	NHT Public Satisfaction Survey	Annual