

ROTHERHAM CYCLING STRATEGY

Summary

Draft for consultation
June 2021

1.0 Introduction

Cycling has a range of economic, health, wellbeing, traffic management and environmental benefits.

Rotherham Council has ambitious plans for a high-quality cycle network and supporting infrastructure.

The Rotherham Cycle Strategy provides the principles, approach and broad design standards required to implement that network and ensure it is comprehensive, safe and accessible for all Rotherham residents, workers and visitors. The strategy also outlines the priorities on which to base related interventions.



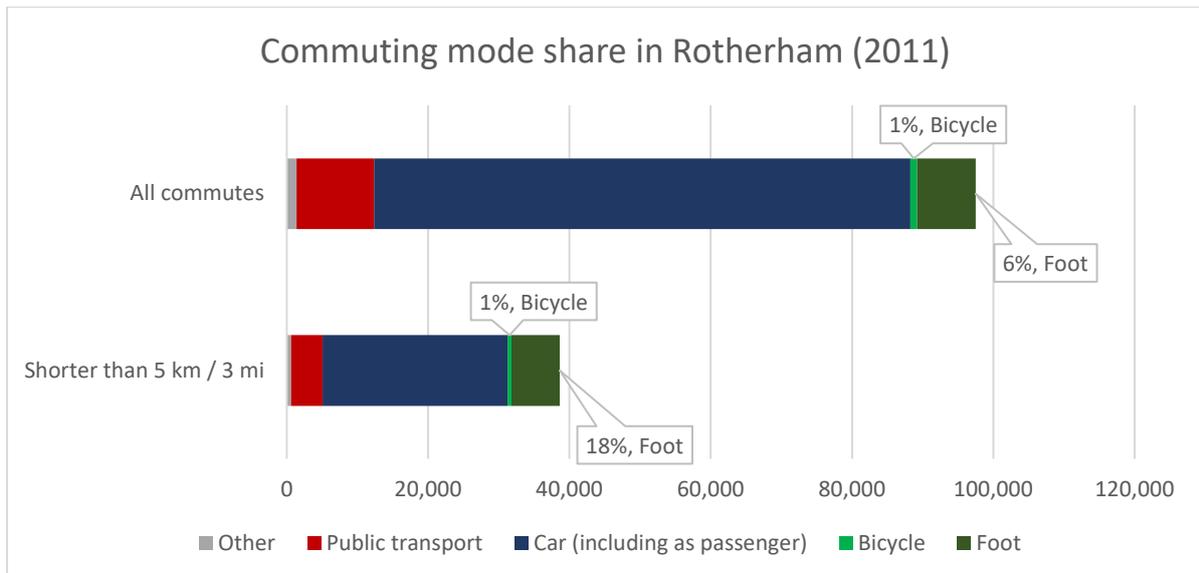
2.0 Background and strategic context

2.1 Background

As with other districts in Sheffield City Region, Rotherham's cycle network is limited. There are some good facilities and cycle routes, though also some large gaps. As a consequence, cycling levels in Rotherham and Sheffield City Region are low at around 1% of trips are made by bicycle.

However there is significant potential for cycling in Rotherham: 40% of Rotherham residents' journeys to work (accounting for up to 9% of total commuting mileage) are 5km (approximately 3miles) or below – a comfortable cycling distance for most people.

Shifts in how we travel can have some significant benefits, in terms of contributing to the reduction of traffic congestion and local air pollution. Cycling may also open up new opportunities for people without access to cars, and where public transport is unable to provide adequate connectivity. The largest benefits are likely in respect of health and economic productivity, potentially saving around 90,000 sick days per annum, and bringing savings to society of as much as £40 million per annum.



Source: 2011 Census

2.2 Strategic context and objectives

The Rotherham Cycling Strategy is aligned with national, regional and local strategies including:

- Government's [Gear Change Strategy](#)
- Sheffield City Region's [Transport Strategy and Active Travel Implementation Plan \(ATIP\)](#)
- Rotherham's Transport Strategy and Joint Health and Wellbeing Strategy

In the near term the principle objective of the Rotherham Cycling Strategy is to **demonstrate that a significant increase in cycling in Rotherham is achievable, and that this can bring about wider improved outcomes.**

To work towards this primary objective, the cycling strategy will also contribute to:

- supporting an integrated, sustainable transport system in Rotherham
- supporting the economy and regeneration by providing high quality access by bike to employment, training and retail
- ensuring the health and wellbeing of all Rotherham residents and workers is supported by enabling active and sustainable travel

These objectives will ensure the implementation of the cycle network provides maximum benefits for the people of Rotherham and aligns to the aspirations and policies in the above strategies to enable a significant increase in cycling.



3.0 Implementing comprehensive cycling infrastructure

3.1 Cycle network principles

Cycling is mainly for shorter trips up to around 5km. Due to the effort involved cyclists are especially sensitive to diversion and cannot be expected to travel out of their way to use designated routes, and modelling suggests demand is spread across the road network. This leads to the Council's key guiding principle:

The highway network is the cycling network and therefore our approach should be to ensure the comfort, convenience, and safety of cyclists as standard.

Essentially, this means a framework where roads and streets in the borough would fall in to one of two categories:

- **Distributor roads** – accommodating large flows of motorised traffic at speed, with separate cycle tracks to make cycling safe and comfortable.
- **Access streets** – where traffic speeds and volumes are kept low, thus creating comfortable cycling conditions without provision of separate infrastructure.

Of course, all interventions will be identified to fit site circumstances, and this may mean variation from these two categories.

For example, cycling in town centres will need to consider how or if cycling can be accommodated in pedestrianised areas of town centres. The Council will consider this on a case-by-case basis to balance the need for connectivity and convenience by bicycle with the needs and safety of pedestrians, and the wider aspirations for the town centre (for example, holding events and markets).

3.2 Supporting infrastructure

Cycle parking facilities are an essential element of the infrastructure required to encourage and enable cycling and the Council proposes to work with relevant stakeholders to determine where new or upgraded cycle parking is required.

It is important that cycle parking facilities are located where they are safe, secure and convenient to use. Their location should be informed by cycle network proposals, development and existing destinations as well as by locations of onward travel (such as popular bus stops, bus interchanges and train stations) to ensure cycling and public transport is integrated.

Rotherham currently has no cycle hubs providing facilities such as changing areas, lockers for clothing/personal belongings, ebike charging, bike repair services. The Council proposes to investigate the potential for cycle hubs at key destinations and public transport facilities and to facilitate provision of similar supporting facilities at employment sites by working with partners such as the Business Growth Board.

3.3 Infrastructure maintenance

Approximately 50% of the existing cycle network is affected by worn markings, accumulation of debris and overgrowing vegetation. A maintenance service level is proposed to bring existing cycle routes up to a good standard and ensure they are well maintained. This includes:

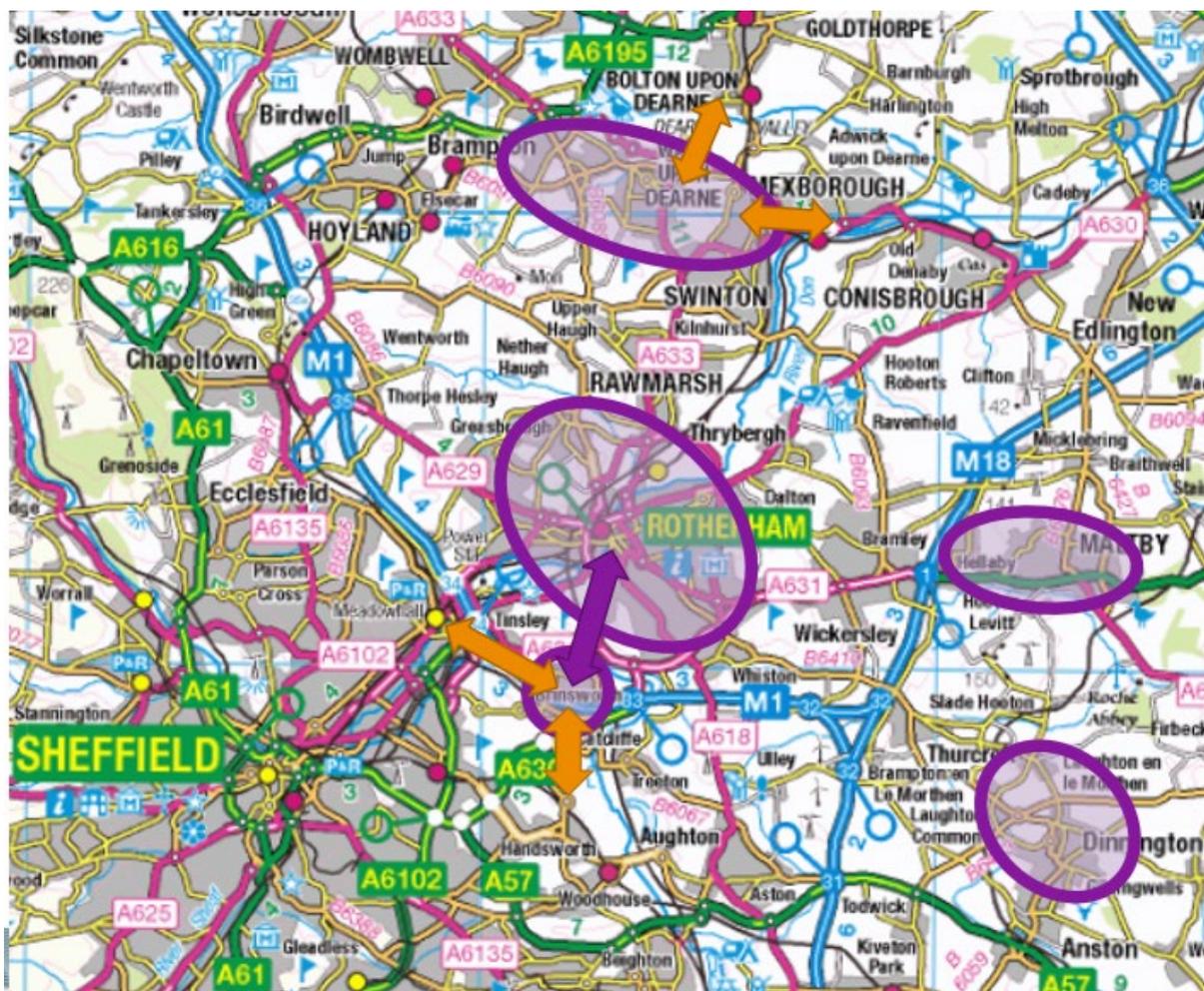
- Inspecting for renewal of markings on advisory and mandatory cycle lanes, and segregation lines on shared use footways, at least every five years, particularly at areas subject to wear by vehicles, such as at junctions.
- Cutting back overgrowing vegetation and removing weeds on highway cycle routes on an inspect and maintain basis twice per year.
- Sweeping affected on-highway cycle routes three times per year.

It is also proposed to carry out regular inspection and maintenance of cycle parking facilities, including cycle lockers and stands, particularly in our town centres.

4.0 Priorities for interventions

The first priority will be to invest in cycling in parts of the borough where there is demand for travel. The best evidence for demand for travel is based on travel to work data. Based on this information, the priority areas for interventions are:

- Between and within Maltby and Hellaby;
- Between and within Wath, Brampton, West Melton and Manvers, including links into Swinton and (in liaison with Doncaster and Barnsley Council) Bolton and Mexborough;
- Within and between Laughton and Dinnington;
- Links between Rotherham and the following suburbs –
 - Herringthorpe
 - Moorgate
 - Eastwood and East Dene;
 - Masborough and Bradgate;
 - Greasbrough (including the housing site at Bassingthorpe Farm)
 - Brinsworth (including links to Rotherham town centre)
- Meadowhall, Tinsley, Carbrook, and the Advanced Manufacturing Park/Waverley (in liaison with Sheffield Council)



Priority areas for intervention.

5.0 Promotional measures

To maximise potential for cycling and use of cycle infrastructure, and get best return on investment, promotional measures are required. Subject to funding, the Council will continue to invest in, and work with partners to deliver, interventions such as:

- Rotherham Mobile Cycle Hub – visits businesses, local communities, town centres and events offering:
 - free electric and pedal bike loans
 - free bike check-ups and repairs
 - free cycle training for adults and families.
- Active travel promotion in schools - encouraging cycling and walking through a range of events and activities.
- Personalised travel planning.
- Cycle training in primary schools.
- Road safety training in schools



6.0 Monitoring and evaluation

A robust monitoring regime will be put in place to evaluate the impact of infrastructure projects and promotional interventions. It is proposed that a more extensive network of automatic cycle counters be created, initially targeting those areas and cycle routes which are a high priority for interventions.

The cycle infrastructure projects being introduced will be evaluated to ensure they meet strategic objectives, and the length and number of cycle routes implemented and the treatment of areas to provide an environment that encourages and enables cycling will also be monitored

The uptake of the services on offer such as bike hire, bike check-up and repairs and cycle training will be monitored alongside the participation in activities and events. The travel habits of those engaged with will also be surveyed to determine the success of projects in encouraging a shift towards cycling.