

Walking, Wheeling and Cycling investment plan

Rotherham Metropolitan Borough Council



Foreword

Rotherham is a borough that's forging ahead – ambitious, inclusive and proud of its people and places. As we continue to invest in regeneration, culture, and community wellbeing, we know that how people move around our borough is central to how they live, work, and thrive.

This Walking, Wheeling and Cycling Investment Plan is a vital part of our journey to create a healthier, safer and better-connected Rotherham. It reflects our commitment to expanding opportunities for all – ensuring that every resident, regardless of age, ability or background, can travel confidently and independently in their neighbourhoods and beyond.

We've heard from families across Rotherham that while many parents walked to school as children, few feel comfortable letting their own children do the same today. That has to change. We are placing the safety and freedom of our most vulnerable road users at the heart of this plan.

This is not about taking away cars – it's about giving people real choice. By

improving walking, wheeling, cycling and public transport, we're making it easier for everyone to choose the way that works best for them. It's about creating cleaner air, safer streets and stronger communities. It's about supporting physical and mental wellbeing, tackling inequalities, and making it easier for people to access jobs, education and leisure. And it's about shaping a borough where people feel proud of where they live.

This plan builds on what residents have told us matters most – safer roads, better-maintained paths, and greener, more welcoming public spaces. It's about meeting today's needs while also showing what's possible for the future. By working together with our communities, we're not only responding to local priorities but also laying the foundations for long-term regeneration – unlocking opportunities that will help improve lives across the borough.

Thank you to everyone who has contributed to this plan. We look forward to continuing this journey with you.



**Councillor
John Williams**

Cabinet Member for
Transport, Jobs and
the Local Economy



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What is a WWCIP and why is it important?

This WWCIP is our plan to provide a safe, attractive and accessible environment for more people in Rotherham to choose to walk, wheel or cycle their journeys.

We know that more people would choose to travel actively for their journeys in the borough if conditions were improved. This investment plan will enable us to target funding where it is needed most and will have greatest impact. It will help us identify schemes and projects that will

provide the infrastructure and support for Rotherham residents to choose to travel in ways that benefit their physical and mental wellbeing. The plan will also help us attract funding to deliver these schemes and enable us to help more people across the borough.



Why do we need more walking, wheeling and cycling in Rotherham

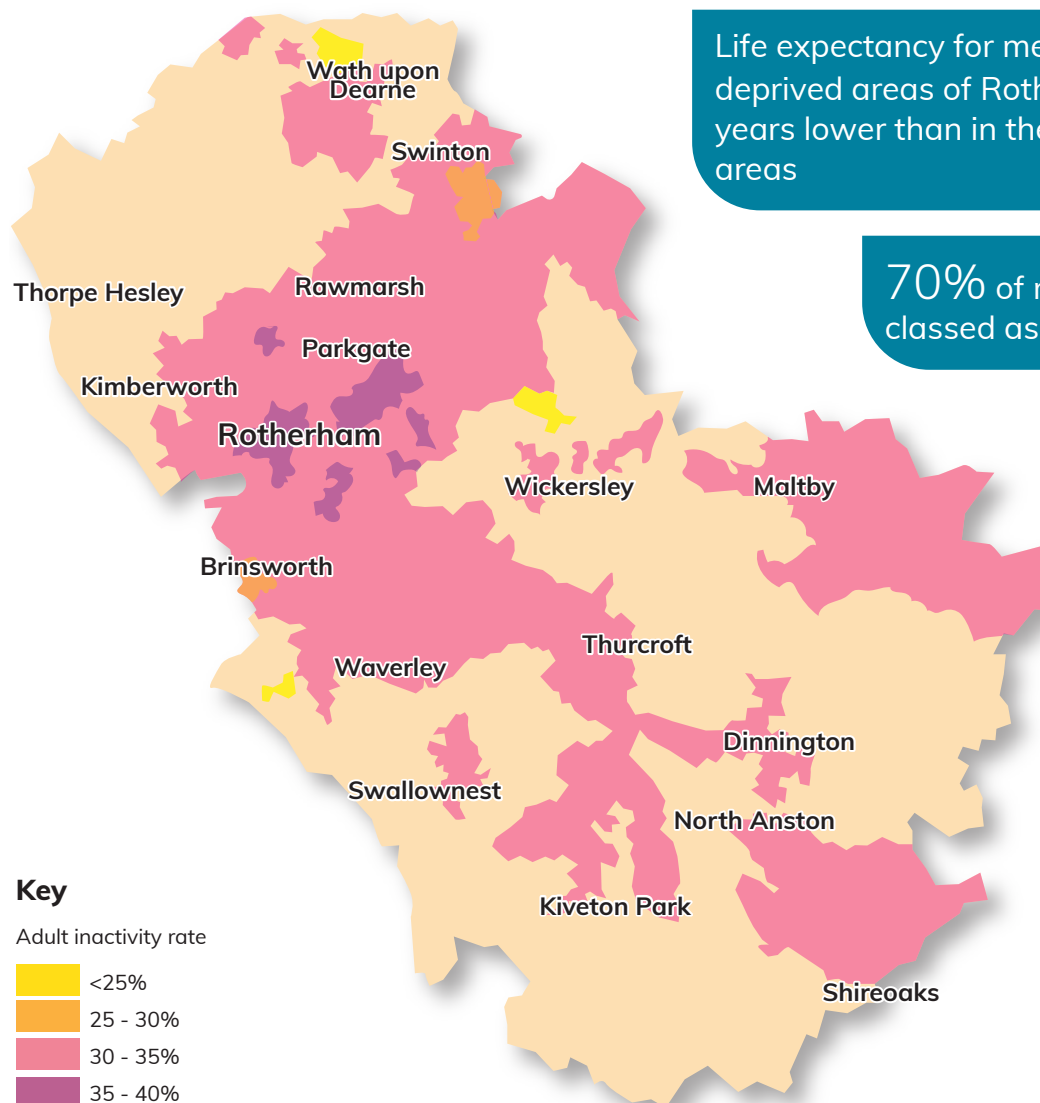
The key statistics related to health, deprivation and inequality in Rotherham, in this section, are stark and demonstrate the challenge faced across the borough, with high levels of deprivation and inactivity. They also represent an opportunity for a bold plan for walking, wheeling and cycling in Rotherham – to have an impact not only on transport, but also on wellbeing and economic opportunities by offering people healthier and more sustainable travel choices.

In Rotherham, **1 in 3 residents** are classed as inactive (doing less than 30 minutes of physical activity a week). Other key challenges that Rotherham faces are an ageing population, and widespread deprivation leading to poor health outcomes.

“56% of Rotherham residents would like to walk more in the future and 69% would like to cycle more than now”.

Rotherham Active Travel survey 2025.

Map of adult inactivity rate



Life expectancy for men in the most deprived areas of Rotherham is **9.9** years lower than in the least deprived areas

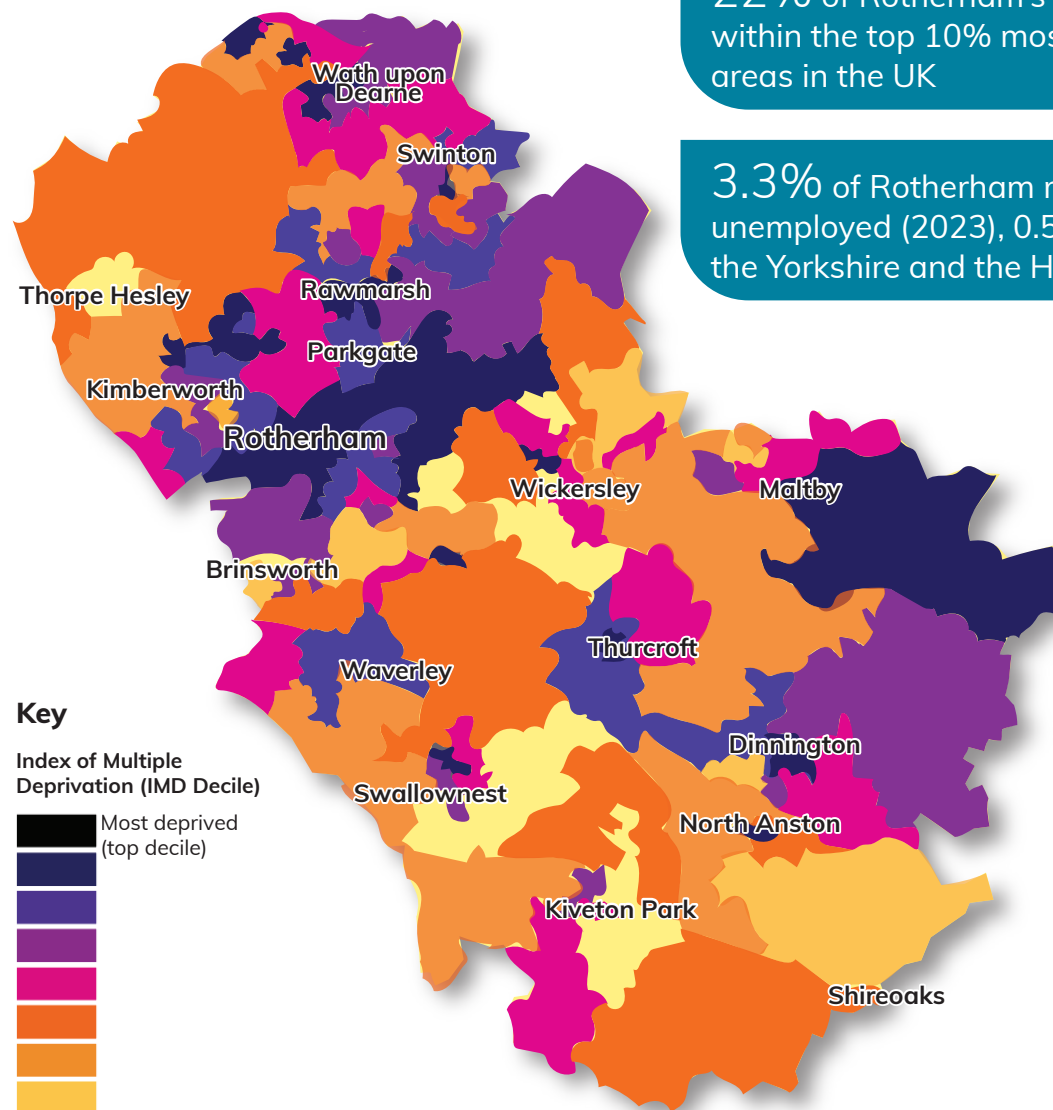
70% of residents are classed as overweight

1 in 3 residents are classed as inactive due to poor health (doing less than 30 minutes of physical activity a week)

This inactivity and deprivation is not equally spread across the borough and is partly responsible for a local downturn in economic growth as it is limiting residents ability to access jobs and opportunities. Rotherham Metropolitan Borough Council (RMBC) are enhancing efforts to grow walking, wheeling and cycling levels notably through the provision of improved and ambitious infrastructure, but also by listening more to our communities to understand the barriers to being active.

Sport England's Active Lives survey (2024) indicates that **35% of Rotherham's children are classified as less active**, undertaking less than 30 minutes of activity a day (UK average 30%)*. Children will benefit from an increase in physical activity if families are given the opportunity to walk to key reinitiations destinations in their communities such as schools, shops and leisure facilities. Any increase in daily activity will have a positive impact on their physical and mental wellbeing. Giving families the opportunity to walk to key destinations in their local communities, such as schools, shops and leisure facilities, will have a positive impact on physical and mental wellbeing.

Map of Multiple Deprivation (IMD Decile)



22% of Rotherham's residents live within the top 10% most deprived areas in the UK

3.3% of Rotherham residents are unemployed (2023), 0.5% higher than the Yorkshire and the Humber average

Strategic fit

Increasing the number of everyday journeys in Rotherham by walking, wheeling and cycling impacts on a wide range of strategy and policy areas – not only transport.

This plan will provide a framework for investment for Rotherham over the next

twenty years in a walking, wheeling and cycling network that enables people to choose active modes as part of their everyday journeys. The walking, wheeling and cycling investment plan aligns with not only Rotherham's key strategies, but also those at a regional and national level.



The South Yorkshire Mayoral Combined Authority (SYMCA) strategic vision - SYMCA priorities:



Growth - Help grow our regional economy inclusively and sustainably



Inclusion - Make places better and safer for people



Sustainability
Help our residents be healthier



The Rotherham Transport Strategy - published in 2015 with a vision that by 2026, Rotherham will:



Enjoy sustainable growth - new development will be based on compact mixed-use centres focused on high-quality public transport



Be a connected place - people and places are connected by an integrated, safe and efficient transport network



Make sustainable travel choices walking, cycling and public transport are a normal part of daily travel

The shared regional vision for walking, wheeling and cycling

Rotherham is located within the South Yorkshire Mayoral Combined Authority (SYMCA) who are developing a regional strategy for walking, wheeling and cycling. This investment plan is part of the strategy to realise the ambitious vision for the future of walking, wheeling and cycling in the region.

The shared regional priorities which have been co-developed for walking, wheeling and cycling are outlined below:



Priority 1

Supporting inclusive and sustainable growth

1 in 3

people in South Yorkshire aren't working due to health problems

Priority 2

Make places better and safer for people

300,000

live in households that do not have access to a car

Priority 3

Improve people's health

1 in 4

are physically inactive

Changes to walking, wheeling and cycling can help people live healthier lives and get back to work as a result. Enabling more people in South Yorkshire to get more active via walking, wheeling and cycling for short everyday journeys will therefore not just boost the regions health and wellbeing but also drive growth and productivity.

Routes to opportunities

To connect people to the places they want to go, such as to work, to see family or friends or visit the local park, it is necessary to ensure that there are safe, attractive, accessible and well-connected routes that give people access to the opportunities they need to improve their lives.

These routes will often be along key arterial roads linking to key destinations such as employment sites, local centres and other places people want to get to, such as public transport hubs. We will need to help people get to these routes safely and easily, by creating links to them from where they live.

Routes will be complemented by taking a neighbourhood approach to network planning and identifying where investment should be best allocated.

“Only 39% of residents said they felt safe walking or wheeling in their neighbourhood”

Rotherham Active Travel survey 2025.

Safer neighbourhoods

The Rotherham Council plan sets out five key themes to help improve the lives of residents and make Rotherham a more prosperous, healthy and happy borough, demonstrating the need to take a neighbourhood focused approach within this investment plan.

It is critical to align this investment plan with the wider aspirations of not only Rotherham Council, but also regional partners such as the combined authority as much as possible – so a focus on neighbourhoods will be key to make this plan resonate with stakeholders and the people of Rotherham.

This approach will improve the ability of Rotherham residents to access the places they want to go locally without the need for a vehicle. This will help to create safer, more enjoyable places for those that live there and specifically those people who need it most such as those living in areas of deprivation, children, and that are least active. This will help to ensure that every day, short journeys are accessible within Rotherham’s neighbourhoods.

RMBC Council Plan 2025-2030 key themes



Hardware and software

To achieve the vision of providing routes to opportunities and improved neighbourhoods for people to choose walking, wheeling and cycling there will need to be a combined approach to

delivery of both infrastructure and behaviour change activity.

In South Yorkshire the terms 'hardware' and 'software' are used to describe these differing type of intervention.



Hardware



Refers to the physical things we need to build and install

to give people the opportunity to walk, wheel and cycle more. This could be:

- new or improved crossings, wider pavements
- places to stop and rest or segregated cycle tracks

Software



Refers to the measures we need to provide alongside the hardware for people **to**

feel capable of walking, wheeling and cycling more, and **to feel motivated** to do so. This could be:

- local walking groups so people feel more confident, and enjoy, walking where they live
- schools projects which help children and parents walk, scoot or cycle to school
- e-bike loans, to give people the capability to cycle more comfortably around some of our regions more hilly areas

**You said**

Our employment hub experienced a significant number of people turning down job interviews due to lack of transport access to jobsites

We did (hardware)

Built segregated safe cycling facilities passing through Rotherham's industrial sites

We did (software)

Set up the bike hub at job fairs and employment days to offer free bike loans, lessons and repairs

Sheffield Road - 2.2km of dedicated and advisory cycle route, delivered in 2023/24, funded by Transforming Cities Fund (TCF), focuses on Sheffield Road (A6178) and Westgate, connecting the town centre with the borough boundary at Tinsley, by the Magna Science Adventure Centre. This route also links to a huge amount of industrial sites, giving people better access to opportunities along the route.

Walking, wheeling and cycling in Rotherham

In 2022, Rotherham published their first cycling strategy, which set out the ambition to demonstrate that local cycling could grow, support the economy and regeneration, improve accessibility and improve the health and wellbeing of residents.

The consultation that supported the 2022 strategy highlighted that people don't feel safe when cycling, which is a common concern nationwide and has been further reinforced by the recent engagement we have undertaken and is provided on page 20. This finding has been further reinforced during increased levels of community engagement and consultation undertaken over the last few years in relation to walking and cycling schemes.

"It aligns perfectly with my business! Clients already ask about safe cycling routes. Improvements would be things like protected cycle lanes, smoother pavements, safe crossings, and making the area feel less car-dominated."

Rotherham business focus group

Active Travel Network



"Cycling is dangerous on the main roads -too busy, fast and poor condition"

Rotherham business focus group

Key

RMBC Active Travel Network

- National Cycle Network
- Recently delivered schemes (2022-2025)
- Active travel improvements

Barriers to walking, wheeling and cycling in Rotherham

For walking and wheeling, pavement parking and the maintenance and upkeep of pavements has often been cited as a key barrier to people walking more in their local neighbourhoods. Recent community engagement has highlighted that uneven footways, litter, and pavement parking pose a significant barrier to walking.



Pavement parking



"54% of respondents indicated that they would walk or wheel more if there were fewer cars parked on the pavement."

Rotherham Active Travel survey 2025

"The hedges are too big and make the footpaths narrow. We have to walk in the road when cars also park on these paths."

Parent at St Mary's School, Living Streets research, 2023

"For my disabled patients in Rotherham uneven pavements stops people leaving the home. Risk of falling results in further social isolation and more dependence"

Rotherham resident during focus group, May 25

86%
of respondents to the 2022 cycling strategy selected danger from traffic as a barrier to cycling

70%
of respondents to a Living Streets survey conducted at 8 Rotherham schools in 2023 identified pavement parking as a barrier to them walking to school

77%
of respondents to a sustainable travel survey conducted by Rotherham Council in October 24 stated that safe routes were important for walking, wheeling and cycling

Walking, wheeling and cycling successes and the journey so far

There has been significant progress in delivering improved walking, wheeling and cycling infrastructure in Rotherham over the last five years.

This section demonstrates the level of ambition shown by Rotherham Metropolitan Borough Council and the

ability to deliver high quality schemes, especially cycling schemes within the borough. As part of the delivery of cycle schemes there has been improvements for people walking and wheeling as well as public realm improvements.

We have secured funding from a range of

central government opportunities including Transforming Cities, Active Travel Fund and the City Region Sustainable Transport Fund. These schemes provide routes to opportunity and act as a catalyst for creating healthier neighbourhoods, it is expected that they will impact on peoples



travel choices by encouraging more trips to be made by walking and cycling.

There has been further successful delivery of high-quality cycle infrastructure via the City Region Sustainable Transport Fund (CRSTS) with the Wellgate and Broom Road cycle routes completed in 2024. Delivery of these schemes demonstrates Rotherham's commitment to its existing cycling strategy and ambitions in relation to improving walking, wheeling and

cycling locally. As part of the delivery of these ambitious cycle schemes there have been numerous improvements for walking as well. This has included enhanced crossings that benefit pedestrians as well as cyclists. For example, the new design of the Clifton roundabout on the Broom Road route has reduced vehicle speeds on the approach to the roundabout and introduced new pedestrian crossings on each arm of the roundabout.

"Everyone in South Yorkshire can live a healthy, happy life because they can safely and easily access opportunities and be active every day"

SYMCA overall objective



Frederick Street - Improved layout and landscaping, delivered in 2024, funded by the Transforming Cities Fund (TCF), improving access to Rotherham bus interchange and train station, making journeys quicker and easier, particularly on east-west routes.



Clifton Roundabout - New design of Clifton roundabout and new pedestrian crossings on each arm, delivered in 2024, funded by CRSTS, improved pedestrian and cyclist safety.



Broom Road - 1.4km of dedicated cycle tracks, delivered in 2024, funded by City Region Sustainable Transport Fund (CRSTS), Improves connectivity in south east of Rotherham.

Software

It is recognised nationally and regionally that to increase the number of people walking, wheeling and cycling, infrastructure alone will not deliver the pace of change required.

The term 'build it and they will come' has often been used in relation to the delivery of cycling infrastructure and, whilst a safe, attractive, direct network of walking, wheeling and cycling routes is essential to unlock outcomes for active travel, it also needs supporting 'software' measures to deliver real change in our communities.

Behaviour change activity is another method of breaking down barriers. Whilst new infrastructure can address barriers such as safety and accessibility other barriers can still remain, such as a lack of access to a cycle, the inability to ride a cycle or a lack of confidence in where to go to cycle or walk. These issues often can impact on the most vulnerable members of society who perhaps cannot afford to purchase a cycle or have to overcome cultural barriers in order to ride a cycle.

Adapted cycle session at Herringthorpe Stadium



I have just accompanied my daughter to the adapted cycling session at Herringthorpe Stadium. It was fantastic to see her enjoying herself and riding a bike independently, wow. She said that's the best fun she'd had in ages and really enjoyed it. Thank you so much.

Parent of participant

Case study 1

Working with schools to help improve safety and accessibility

Rotherham have been working with Clifton Community School on Middle Lane in the Clifton area of Rotherham since 2024.

Staff at the school emailed the Transport team seeking help with issues around pavement parking near the school and concerns in relation to road danger from irresponsible parking and driving.

Local surveys were conducted with the school and residents that highlighted a range of issues in the local area including:

- Issues with pavement parking
- Speeding
- A lack of crossings

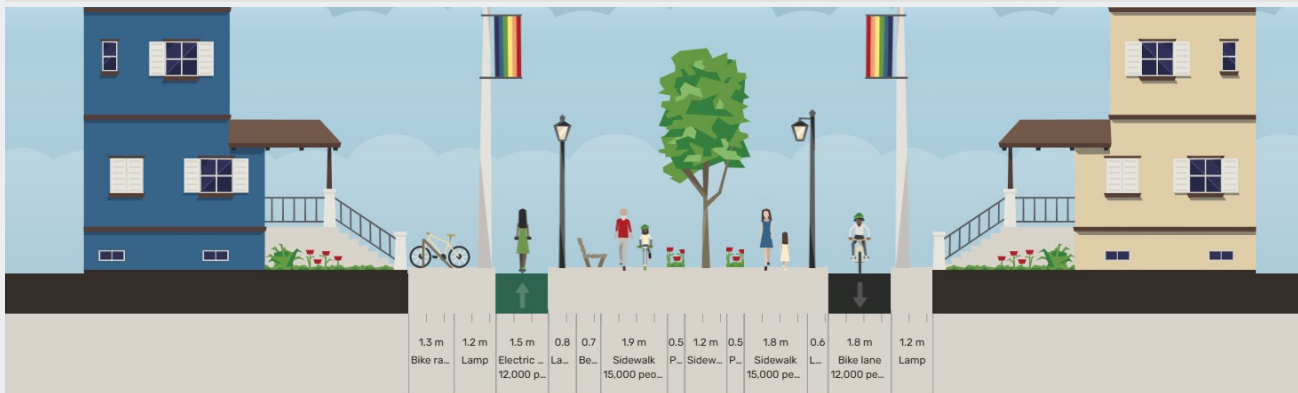
Throughout the year the school have:

- Carried out Healthy Streets assessments on Middle Lane which they used to design their own proposal for a 'child friendly street'
- Worked with the engineering team at Rotherham to identify the problems on the road and potential solutions
- Created their own designs to improve the street (e.g. to feel safe, more seating for people needing to rest, cleaner air and more shade from trees

"The support we have received from the Rotherham Council Transport team has been fantastic in giving Clifton students the opportunity to engage and have their voices heard on the redevelopment of Middle Lane. Our student council have had the chance to develop a range of skills, including leading presentations, attending design workshops and conducting streets analysis. The well-being and safety of students is at the heart of what we do as a school, and the redesign of Middle Lane will contribute significantly to improving traffic and safety on their journeys to and from school."

Alex Moseley, Associate Assistant Headteacher

Street layout design created by children at Middle Lane school



Case study 2

The Journey Matters Hub

The Journey Matters Hub was set up in 2018 and is the only mobile cycle hub in the UK. The Cycle Hub offers a range of services including free pedal and e-bike loans from 1-3 months, repairs and safety checks, bike training, and help with journey planning. The cycle hub works with workplaces and those communities that are most in need of support in getting involved in cycling.

"I would like to thank you all for the service you provide. Whether that's loaning or servicing people's bike especially my Raleigh E-bike. Due to cost of living, I can't afford to take my bike to a bike shop for servicing or repairs that's why I use this service. Ed and the team are amazing, and it helps my mental health being able to be out on my bike. If this service wasn't available, I would struggle to get out. Thank you to office staff too."

Journey Matters beneficiary

76 miles/month average cycled by loan recipients

3,817 miles cycled in total by e-bike loan recipients

89% cycled 3-6 months after loan period

31% continued cycling after the loan period

65% of loan recipients were previously car, motorbike, or scooter users

501 completed 4-week loan periods

The Journey Matters hub and staff



Case study 3

Journey Matters enabled Karen to become more active

Karen from Harthill took advantage of the loan bike offer at the Journey Matters hub and it set her on a path to regaining her fitness and confidence. After engaging and registering with the Journey Matters Team, Karen is now loaning an e bike for 3 months plus an additional battery and was able to participate in a chance of a lifetime opportunity. Using the E-bike has helped to extend her range and stamina when cycling, as well as being very enjoyable and easy to ride. She has used the bike to boost her confidence, get fitter and more active and has even led to her taking on a 60 mile cycling event called ETAPE Loch Ness!



"I was a very unfit 63-year-old who hadn't cycled for years. I am also a full-time carer for my husband who has Dementia with Lewy Body. As a group we hope to raise £1000 for Macmillan which is a charity close to my heart as I am also a cancer survivor having had Hodgkins Lymphoma. Cycling has changed my life and is definitely my happy place."

Karen Young

Case study 4

Bilal loaned a bike to help integrate himself in to life in Rotherham

Bilal recently moved to Rotherham from Palestine and has used a Journey Matters bike to help integrate in to the community:

"Cycling has been a great way to meet new people. I've joined a few local community rides and events, which gave me the chance to build connections and friendships with people from different backgrounds. It's helped me integrate into the community in a very natural way, just by sharing the love of being outdoors and active. Every ride or event feels like a small step towards feeling more part of the life here."

Bilal



Community engagement

Community engagement has been at the heart of scheme development and delivery recently Rotherham. There has been significant investment in enhancing how engagement is delivered within the community, both in routes to opportunity and more neighbourhood focused smaller schemes.

In 2024, Rotherham Council undertook a significant change in how it engages with its communities in relation to walking and cycling schemes. A dedicated Engagement Officer has joined the Transport Planning and Policy team to oversee the new programme for upcoming scheme delivery. The new Engagement Officer has sought to work with partners already involved in the relevant communities to better understand how to reach different voices within these areas.

Face-to-face engagement is now key to all consultation and engagement on active travel schemes in Rotherham, rather than reliance on social media and the council's online platforms to seek the views of residents and stakeholders and to promote upcoming schemes. A reliance on these

channels can often result in responses from the same demographic groups or those who already have an interest in walking, wheeling and cycling schemes. Such approaches also risk excluding those who might not be digitally connected or engage with traditional council communications channels.

Activities such as focus groups, drop-in sessions at community hubs and engagement at schools have been delivered face-to-face in the heart of the community to give local people the opportunity to have their say on upcoming schemes.

These have been accompanied by letter drops, working closely with ward councillors, as well as improving the information available about each scheme through web updates and newsletters.

For the Rotherham East CRSTS scheme, 22 engagement sessions were conducted targeting a range of demographics including schools, faith centres, community groups, and local businesses.



Focus group for City Region Sustainable Transport Settlement (CRSTS) St Ann's scheme, October 2024

Listening to the community to shape this investment plan

To make sure this investment plan truly benefits everyone in Rotherham, we knew we needed to listen to residents, businesses, and anyone with a stake in our community. We've been talking with people about walking, wheeling, and cycling projects since 2024, although these conversations have usually focused on just one area or scheme at a time.

In May 2025, we launched a survey across Rotherham to learn about any challenges people face when it comes to walking, wheeling, or cycling in Rotherham. We also wanted to find out what would encourage and enable more people to travel actively for more of their daily journeys. We made a special effort to include voices that aren't often heard in our usual consultations, running a series of

focus groups with different communities across Rotherham.

Here's what you told us are some of the main challenges and barriers to walking, wheeling and cycling:

- Pavement parking makes everyday journeys tricky for many people
- Personal safety is a big worry for some, especially women walking alone
- People want clearer, better-maintained pavements
- There is a desire for safer, protected cycle infrastructure
- It should be easier to connect active travel with public transport

We will continue to work closely with and engage our communities as we seek to

build a walking, wheeling, and cycling network that gives residents more choice when it comes to moving around the borough, lead healthier lives, and get access into economic opportunities.

54% of respondents stated that pavements being clear of parked cars would encourage them to walk or wheel more

69% would like to cycle more in the future

"As a mum with a double pushchair I would like to see cars stopped from parking on the pavement as it sometimes stops me from going out"

Parent at focus group

"For my disabled parents uneven pavements can stop them from leaving the house."

Rotherham resident at focus group

"I would like to see safer crossings on busy roads, especially near schools, shops, and bus stops"

Rotherham resident at focus group

Objectives of the WWCIP

The investment plan aligns with wider Rotherham Council aims and objectives, as well as the wider regional aims of the combined authority and nationally with government targets.

Rotherham's key strategic focus is giving people more access to economic

opportunities and jobs to help boost the economy. This sits alongside the need for cleaner, greener and healthier neighbourhoods to improve Rotherham residents' health and wellbeing. Therefore, the objectives of this investment plan share our wider strategic goals for the borough.

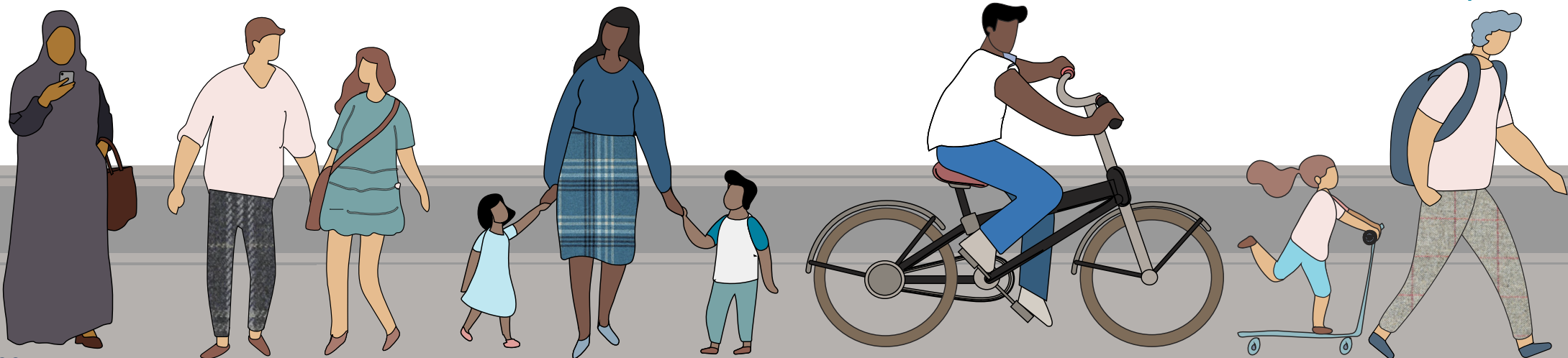
This investment plan will demonstrate to central government and other key funders that there is a clear strategic plan for developing walking and cycling in Rotherham and attracting inward investment.

Giving people better access to jobs and opportunities, enabling people to choose to access them through active and healthier modes

Improving the physical and mental health of residents via increased daily physical activity from walking, wheeling and cycling

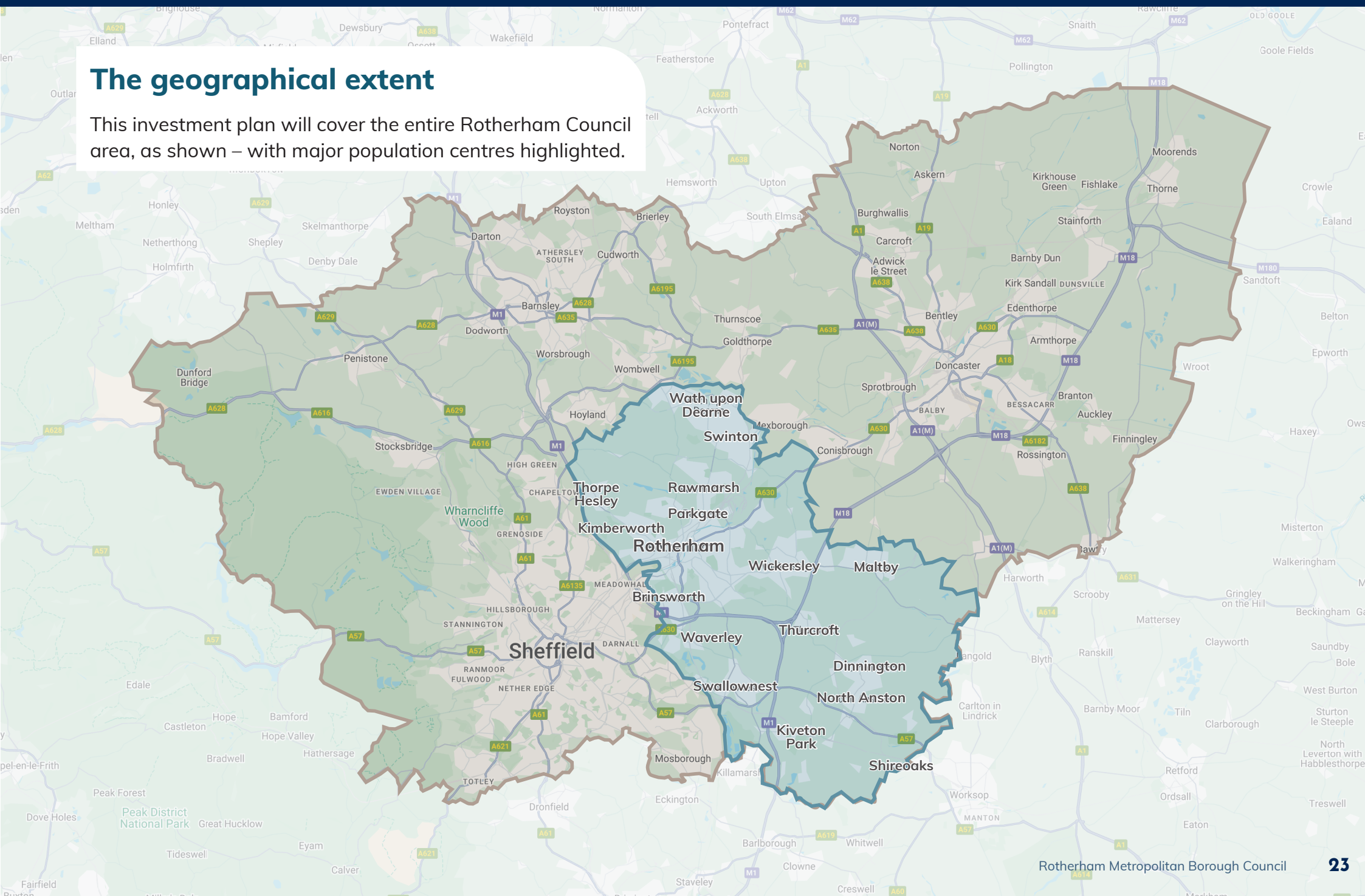
Improving accessibility and safety within our neighbourhoods

Continue to demonstrate that walking, wheeling and cycling in Rotherham can grow



The geographical extent

This investment plan will cover the entire Rotherham Council area, as shown – with major population centres highlighted.



Network planning for walking and wheeling to 2045

WWCIPs are Active Travel England (ATE) and the Department for Transport (DfT) preferred method for identifying and then delivering walking, wheeling and cycling improvements. These network planning sections outline a clear long-term plan for how Rotherham will deliver its objectives around active travel.

The walking network is far more developed than the cycling network as most streets have been historically provided with footways, and we have introduced many crossings in the Borough. We know that in reality the quality of the existing walking network does not always allow people to access it or there are barriers for communities who would walk more if it was made safer and more attractive.

The development of the walking network has followed DfT guidance on core walking zones:

- Core walking zone (approximately 400m or a 5-minute walk)
- Wider catchment area from the core walking zone (approximately 2km)

Key towns and district centres across the borough have been identified as the core walking zones of this plan.

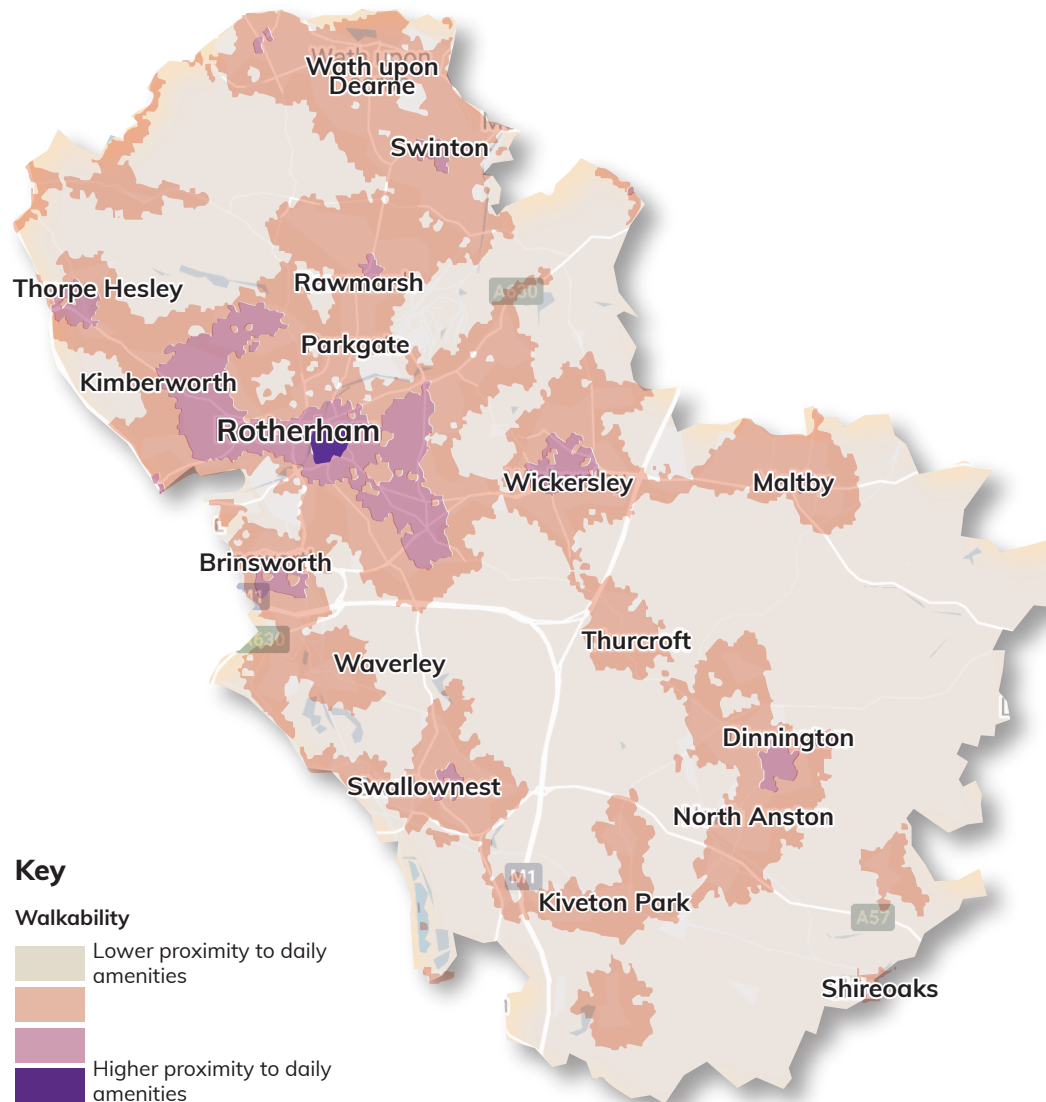
‘Walkability’ analysis

The approach to identifying and developing walking zones has included:

- Destination mapping (daily amenities, schools, places of work)
- Local Plan sites and future planning allocation mapping
- ‘Walkability tool’



Walkability

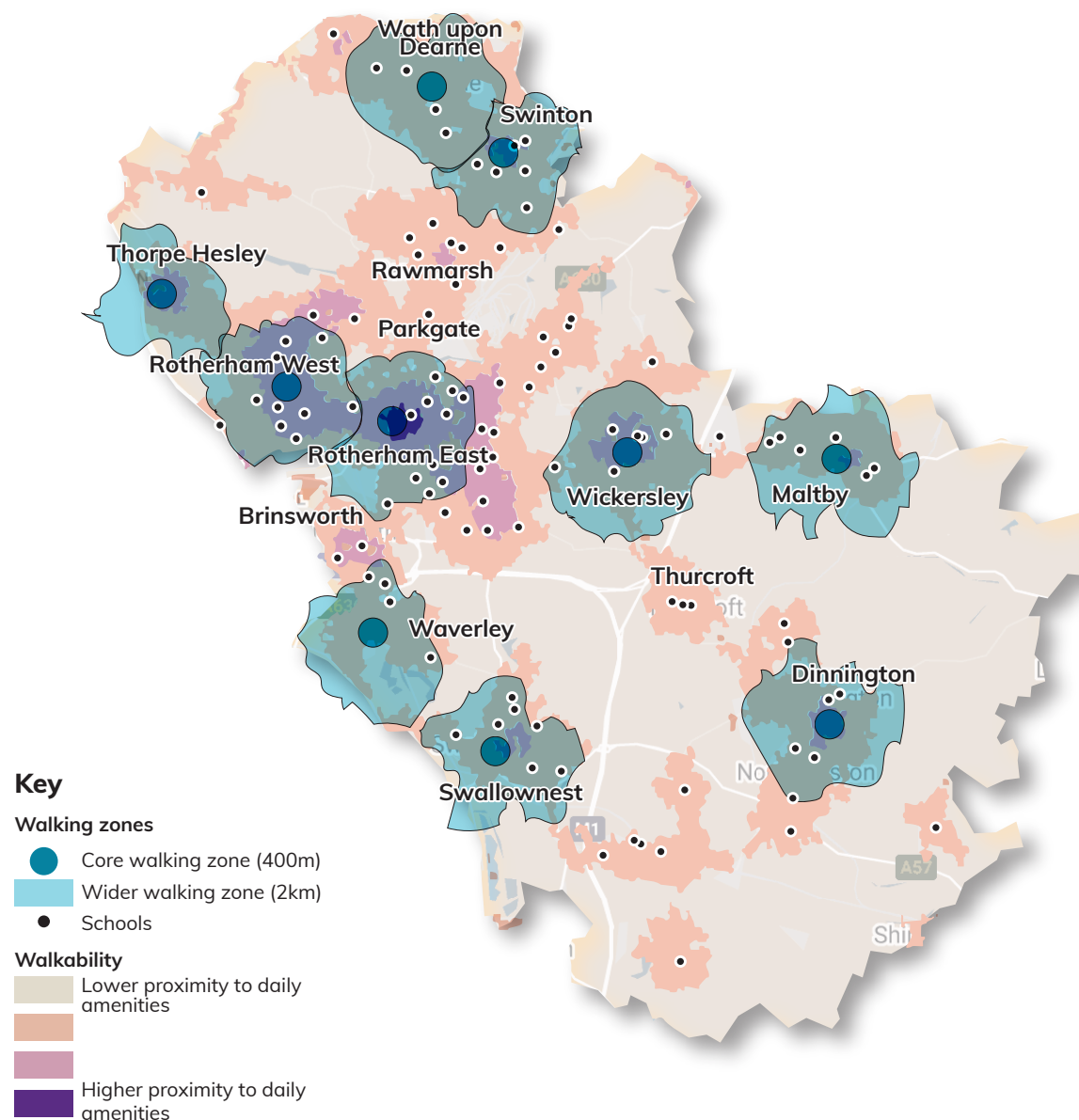


Walkability tool

The walkability tool helps to better understand how accessible daily amenities (supermarkets, green spaces, transport stops, places of worship, etc) are from people's homes. The higher number of amenities within reasonable walking distance gives those neighbourhoods a higher score. This process identifies areas where focused investment would have the greatest impact on walking trips.



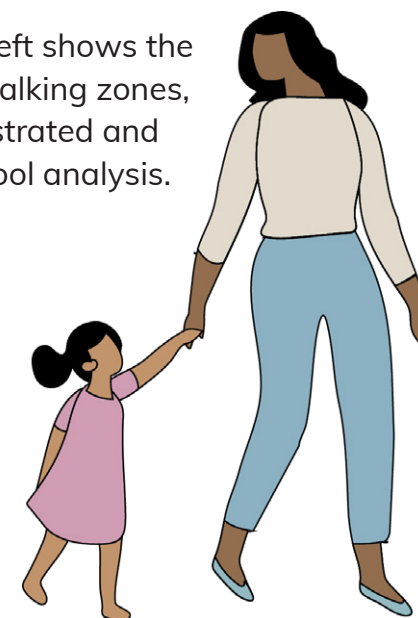
Identifying core walking zones



The NHS recommends that children should have at least 60 minutes of physical activity each day

Schools are key destinations within neighbourhoods and create many short trips which could be walked or wheeled where possible, helping to reap benefits such as improved health, both physical and mental. Focussing walking investment and interventions on routes to schools and other key local destinations such as shops and leisure facilities means that funding can be targeted to remove barriers for people walking.

The map to the left shows the identified core walking zones, with schools illustrated and the walkability tool analysis.



Active travel masterplanning

Extensive masterplanning work has already been undertaken in three of the identified focus areas: Rotherham Central, Wath and Dinnington. This work has been underway since 2024 and has focused its approach on using community engagement, exemplifying Rotherham's new approach to ensuring listening to communities is at the heart of scheme development.

Extensive baseline research has been undertaken in each of these three identified focus areas, alongside community and stakeholder engagement, to identify up to five schemes in each area with a focus on improving conditions for walking, wheeling and cycling on a local neighbourhood basis.

These schemes are currently being developed and will represent the pipeline for investment, subject to funding, in walking, wheeling and cycling in Rotherham up to 2035.

Example of baseline assessment undertaken as part of stud

Staterra - Walking quality

Most of Dinnington scores are medium for walk quality, with many roads less busy and calmer for walking on.

However, there are limits to quality, segregated walking pathways with most options lying directly adjacent to vehicular traffic ①.



An example of a walking connection with higher quality is the pathway that runs along the edge of Dinnington Park ②. This provides not only a car-free option, but also a connection that runs through greenspace.



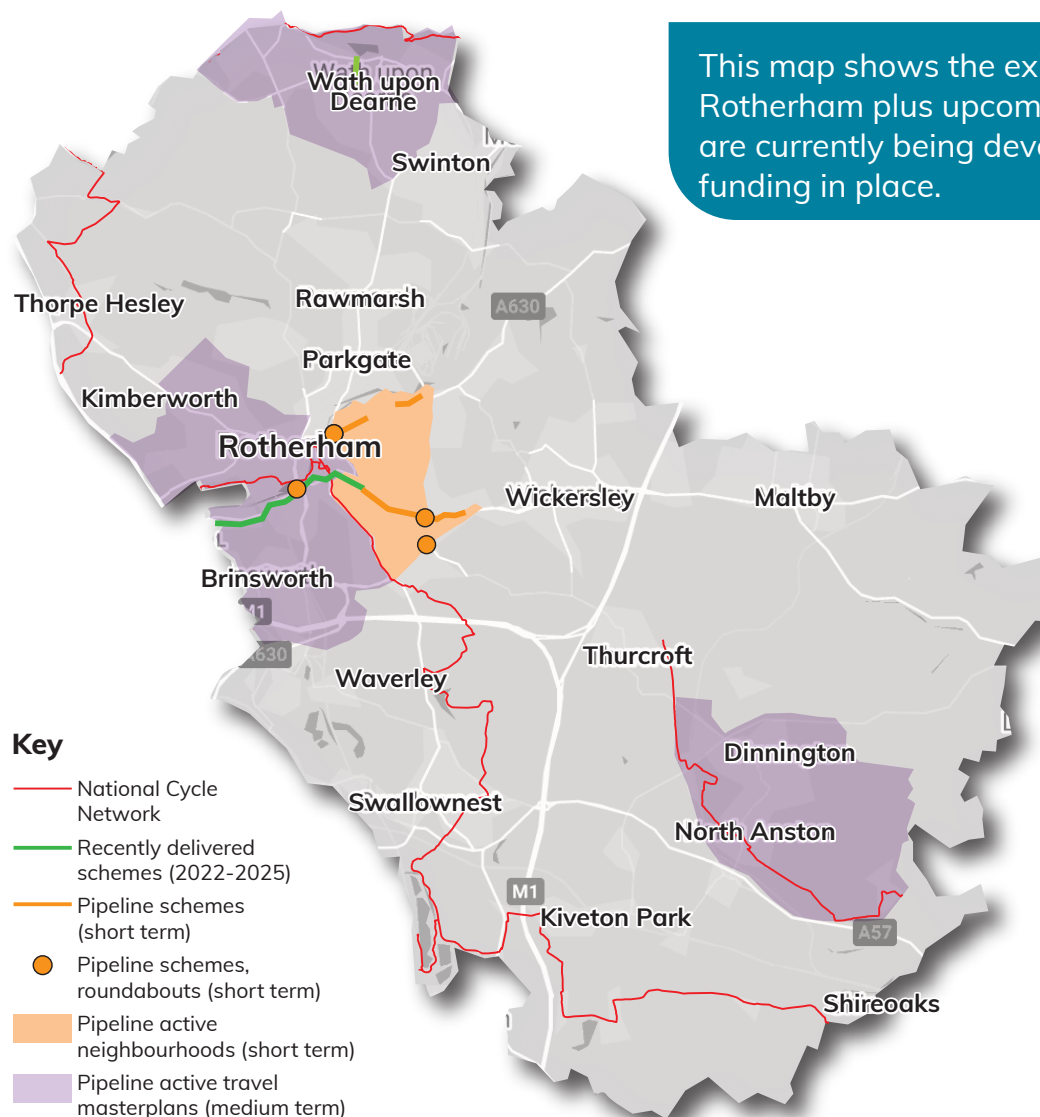
Network planning for cycling to 2045

Although most streets are cycle routes, in that cyclists have a right to use them, there is no comprehensive cycle network in Rotherham with no provision to ensure people feel safe enough to want to cycle. The existing network is disjointed and provides limited connections to opportunities or between neighbourhoods.

The first stage of developing a network plan is to plot the existing cycle network, short-term pipeline schemes or neighbourhoods and medium-term masterplans.

Rotherham faces a number of challenges in relation to deprivation, inactivity and ill health which impacts on the ability of the borough to achieve its goals in relation to economic regeneration, better places and healthier residents. It is therefore important that the development of the cycling network takes in to account those challenges and seeks to address them, to help people get to employment, education and access key services.

Active Travel Network



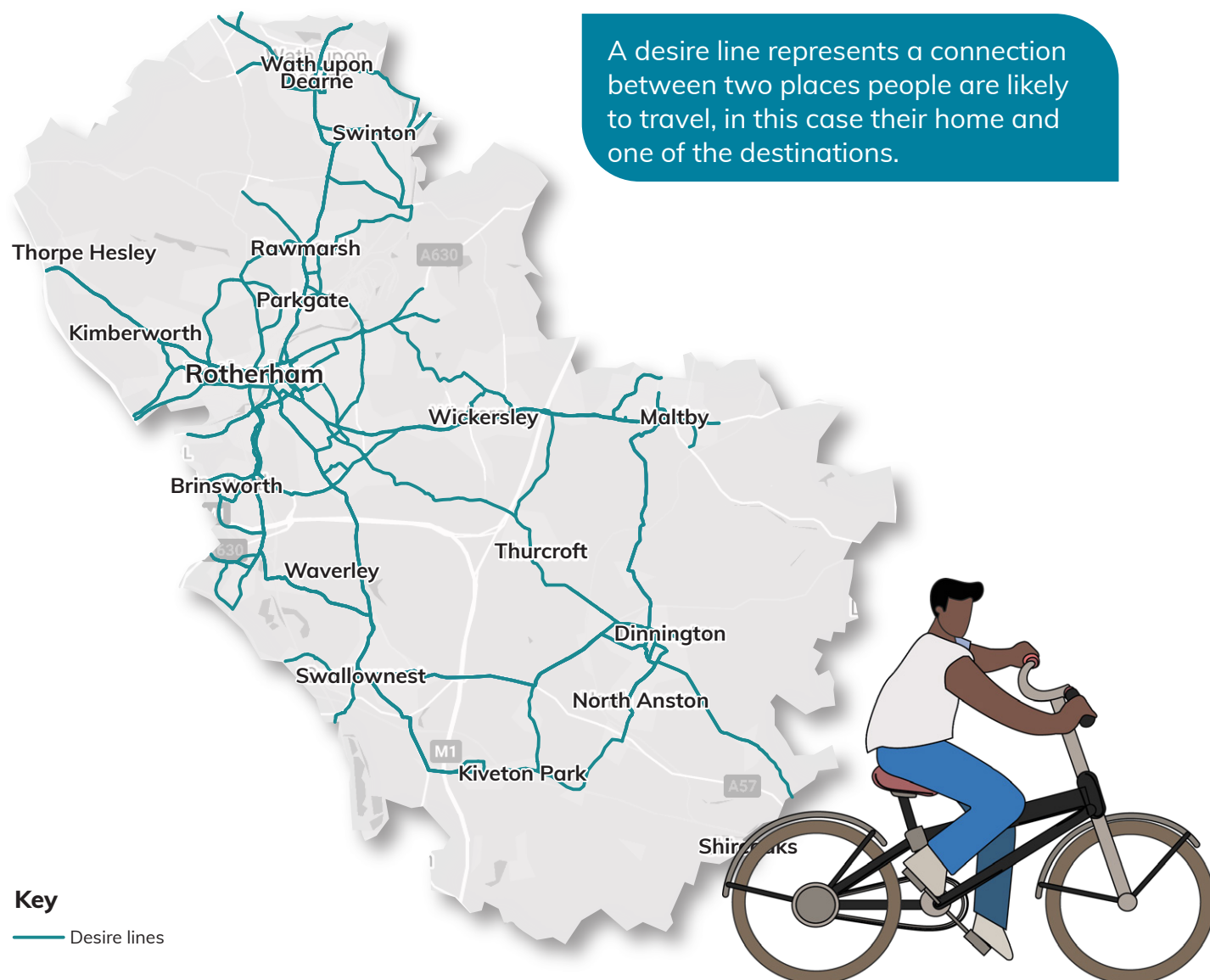
This map shows the existing network in Rotherham plus upcoming schemes that are currently being developed and have funding in place.

The next step in developing the main cycling network in Rotherham is to look at key destinations across the borough such as schools, shops, workplaces, leisure facilities and green spaces. By mapping these destinations alongside origins in residential areas, we can begin to identify desire lines to key destinations.

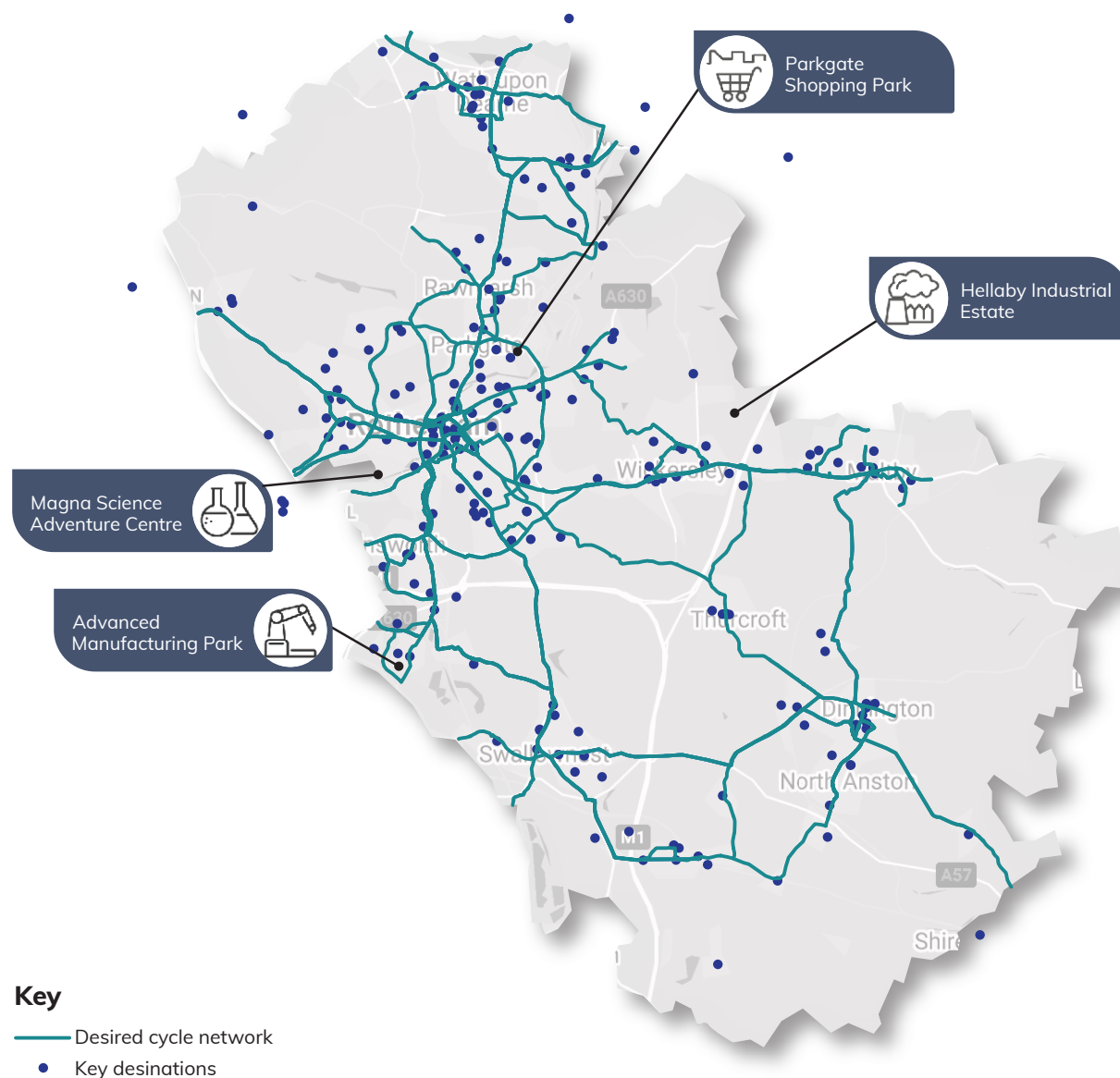
Desire lines are initially illustrated as straight lines and then converted into potential strategic routes to opportunity, that when combined would create a joined up primary network. The success of this network would be contingent on making sure interventions were in place as required on adjoining streets, where the trip-ends where people actually live, work and play are, to ensure door-to-door connectivity exists.

A rationalisation process is then undertaken to ensure that the proposed network reached areas identified by other indicators and data underpinning this WWCIP, including health deprivation, inactivity and giving residents better access to jobs and opportunities.

Key desire lines on network



Borough wide cycling network



This map represents an aspirational network of routes that would link key destinations and population centres across the borough. It is important to note that this proposed network is not currently funded and would require significant feasibility work to deliver over a long period.

Further work will need to be done within the areas connected by these routes to identify key points of severance within communities and then develop more neighbourhood focussed schemes to connect to the wider strategic network.

In the short to medium term (up until 2035) the priority will be developing neighbourhood focussed schemes in the focus areas identified on page 33.



Our Focus Areas to 2035

Following the development of walking zones and a proposed cycle network the next stage is to identify focus areas for future investment.

This has involved an initial prioritisation process to outline where targeted investment is required, based on RMBC and SYMCA objectives, notably with

consideration given to deprivation, inactivity and routes to opportunity.

A wide range of metrics and data sets have been considered when identifying the priority areas including:

As noted on page 28 significant work has already taken place in Wath, Dinnington and Rotherham West as part of the Active Travel Fund masterplanning.

These areas were identified prior to this investment plan as high priority areas due to high levels of deprivation, inactivity and being home to key trip attractors and employment hubs. These three focus areas will represent the short term focus areas for investment up until 2035 with significant community engagement already undertaken and schemes already in development.



Community Engagement



Walkability



Routes to schools



Car ownership
% of households without a car



Mode share
Public transport, walking, cycling



Deprivation
Index of multiple deprivation (including overall IMD, health and employment)



Inactivity
Adult and under 18



Residential and industrial density
Plus % greenspaces



Safety
Traffic casualties

Six focus areas have been identified via the prioritisation process detailed on the previous page. These areas have been identified based on a range of key metrics in relation to health, deprivation and providing links to key employment opportunities in line with local and regional priorities. A number of key routes have also been identified to be developed to link these focus areas. It is important to note that funding is not yet in place for these focus areas.

Short Term – Neighbourhoods

ROTHERHAM

Community engagement and detailed work are currently underway at this location, funded as part of Active Travel Fund (ATF) 4. This area was selected as a priority focus due to high levels of deprivation (as measured by the Index of Multiple Deprivation) and significant health challenges, including high rates of adult inactivity. The area also contains a high concentration of industrial activity and close proximity to employment sites in the town centre.

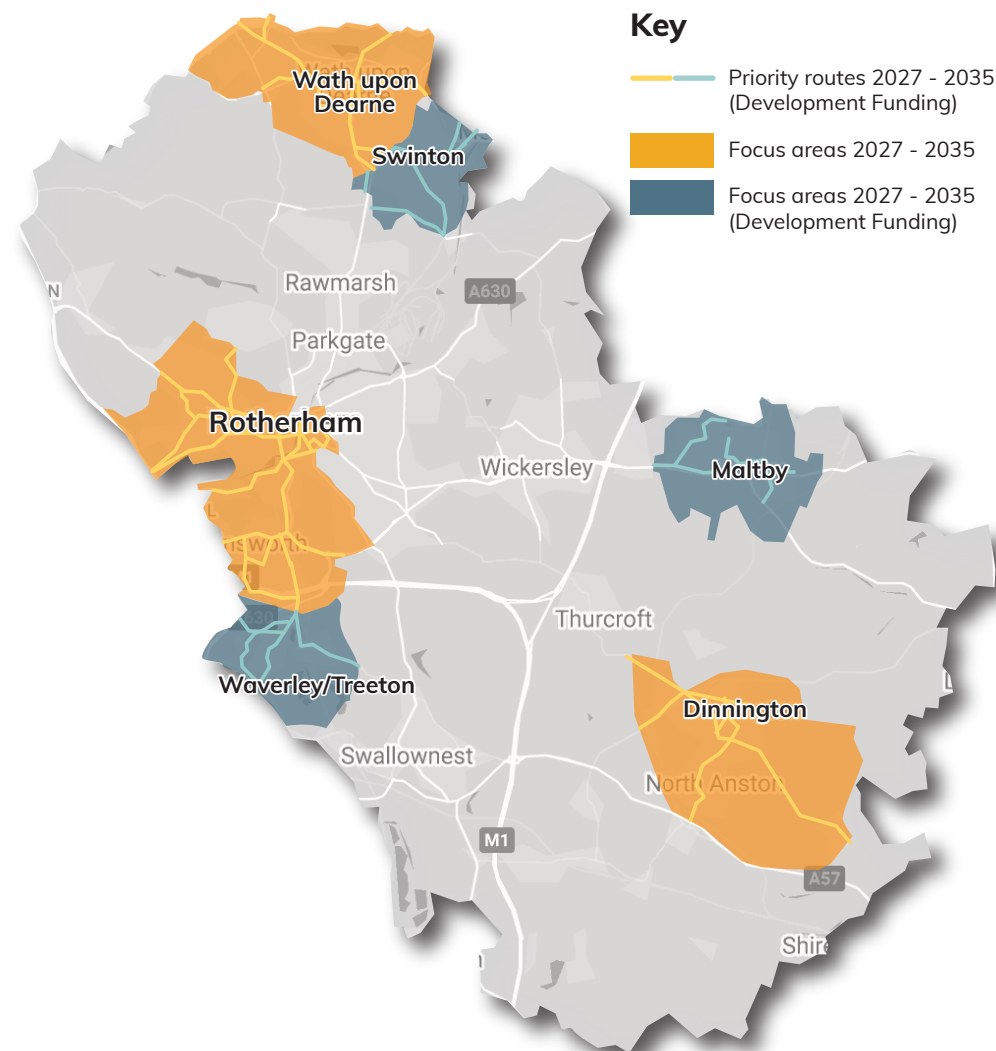
WATH UPON DEARNE

This area has been prioritised because of ongoing community engagement and scheme development underway. Evidence shows that Wath Upon Dearne experiences high levels of deprivation (IMD) and significant health inequalities, along with medium levels of adult inactivity.

DINNINGTON

Dinnington is the final area currently undergoing ATF4 research, which includes active community engagement and scheme development underway. This area was identified as a priority due to high levels of deprivation (IMD) and significant health inequalities.

Map of focus areas



Medium Term - Neighbourhoods and routes (development funding)

MALTBY

Existing community engagement is being delivered by partners, supported by Sport England research and collaboration with the local community. This area is recognised for its high levels of deprivation (IMD) and significant health challenges, as well as medium levels of adult inactivity.

Priority Route to be developed:
Wickersley to Maltby

WAVERLEY / TREETON

There is some existing community engagement in this area, delivered by partner organisations. The area has high levels of deprivation (IMD) and significant health inequalities. Industrial density is high with the Advanced Manufacturing Park a key employment hub.

Priority Routes to be developed:
Links to Advanced Manufacturing Park and Treeton.

SWINTON

Swinton has been identified as a priority area due to high levels of deprivation (IMD) and significant health challenges. Given its more rural setting, the area has a moderate industrial density and only limited proximity to employment sites. There is limited existing community engagement in this area currently. **Priority route to be developed:** Wath to Swinton station



Designing with our communities

Continual engagement with Rotherham residents and stakeholders

The new approach to community engagement has involved significant focus on getting out directly in to scheme areas and engaging face to face with a wide range of demographics and stakeholders.

Recent masterplanning work as covered on page 27 (and in more detail in the Appendices) will act as a blueprint for future scheme development within the priority areas especially in relation to smaller scale neighbourhood schemes. Rather than bringing fully formed schemes to communities, schemes will be developed via process of listening and collaboration to understand the issues within the area that are stopping or discouraging people from walking, wheeling and cycling for short local journeys.

Further insight

Most of the community engagement work in Rotherham has been scheme specific rather than on a broader borough wide basis. Further work has taken place (see page 20) to gather a broader understanding of the key issues and barriers to walking, wheeling and cycling across the borough but especially in demographic groups and geographic areas that are deprived or inactive.

The results of this research and engagement combined with a wider regional stakeholder engagement

exercise being undertaken via SYMCA will further help to bolster the case for investment in active travel and provide a greater level of understanding to key decision makers in terms of what the communities of Rotherham want and need to enable more active travel.

This work will also uncover further case studies and community champions that can help Rotherham further enhance our engagement in the future.

