



Doncaster Council

Report

Date: 17th December 2019

To the Chair and Members of Cabinet

Get Doncaster Cycling Strategy

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Cllr Nigel Ball- Portfolio Holder for Public Health, Leisure and Culture Cllr Joe Blackham- Portfolio Holder for Highways, Street Scene and Trading Services	All	Yes

EXECUTIVE SUMMARY

- 1.1 This report has been developed to endorse the Get Doncaster Cycling Strategy and commit to supporting the development of the recommendations.
- 1.2 Cycling is a key mode of transport and along with walking is the most sustainable and healthy means of travel. Cycling is far more economical than using a car, requires much less space and causes no noise or air pollution. It can provide a carbon friendly link to and from public transport, while also being one of the simplest and more easily integrated forms of physical activity.
- 1.3 The Get Doncaster Cycling Strategy sets out our ambitions for increasing cycling within the Borough. The Strategy is supported by a suite of technical documents, which have been developed in partnership with Sustrans and have considered National, Regional and local evidence, data and community insight. There are 3 key elements;
 - 2013 Cycle Strategy review
 - Consultation
 - Developing the vision

- 1.4 Doncaster Council is submitting a funding bid to the Department for Transport for Transforming Cities Fund Phase 2. If successful, this will facilitate the delivery of transformational cycling infrastructure within key growth corridors.

EXEMPT REPORT

- 2.1 N/A

RECOMMENDATIONS

- 3.1 The recommendations of this report are;
- 3.2 To endorse the Get Doncaster Cycling Strategy.
- 3.3 To commit to supporting the development of the ambitions within the Strategy.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

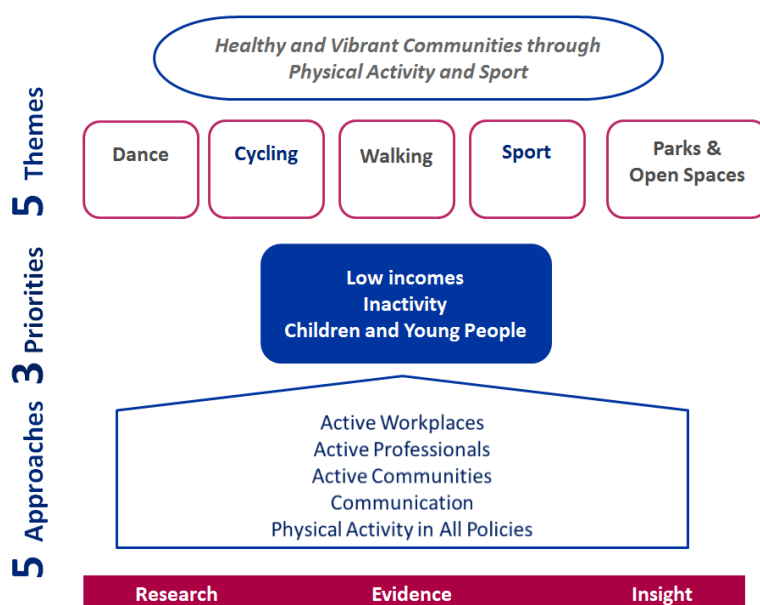
- 4.1 An adopted Get Doncaster Cycling Strategy will establish a coordinated approach to improving the whole cycling offer, it will build on the successes of the previous strategy. The Cycling Strategy is an opportunity to bring together the complex strands of what makes the best active travel environment and tackle barriers that can make cycling less attractive to some.
- 4.2 For Doncaster residents we want cycling to be easy, safe, pleasant and provide opportunities for interaction with other people in an attractive environment. Our network should be well maintained to designated standards, to keep it free from obstacles and improve safety. People should feel able to exercise their right to cycle around the Borough in the best possible environment.
- 4.3 The benefits to everyday lives for Doncaster residents include: improved health and wellbeing, safety, access to services and social contact, including a sense of community.
- 4.4 By adopting a more ambitious cycling strategy previous successes and investment can be better built on to support cycling and benefit Doncaster residents and improve it as a place to live, learn and work

BACKGROUND

- 5.1 Doncaster Council previously adopted its first Cycling Strategy in 2013. Since then, significant investment into cycling infrastructure, support and events has increased the motivation and level of ambition with relation to cycling.
- 5.2 Encouraging more cycling can ease traffic congestion which enables the borough to grow, has positive health and wellbeing benefits that improves people's quality of life and helps to reduce air and noise pollution. More

cycling will help to create a better environment for all residents, businesses and visitors. It is also better for businesses with healthier and happier staff, and a better retail and leisure environment.

- 5.3 The endorsement and implementation of the Get Doncaster Cycling Strategy is linked to the success of the 'Get Doncaster Moving' (GDM) programme. Physical Activity and Sport is one of nine transformational programmes within Doncaster Growing Together and will accelerate the progress of Doncaster's 10yr Physical Activity and Sport strategy.
- 5.4 Cycling is one of five themes of GDM (see diagram below) and assurance on the progress of the Get Doncaster Cycling Strategy will be provided by the Get Doncaster Moving Project Board and overseen by the Get Doncaster Moving Programme Board.



- 5.5 The vision for the Get Doncaster Cycling Strategy is;
- 5.6 **'Doncaster is a cycling town where people find it easy, safe and enjoyable to travel by bike for work, pleasure and everything in between.'**

There is a commitment to make Doncaster a nicer place to live, learn and work by providing opportunities for people of all abilities to participate in cycling, creating a cultural change that will;

- Reduce reliance on the car as a means to travel for short journeys, reducing congestion and emissions as a result
- Reduce the number of road accidents involving people on bikes
- Increase the number of people being physically active through cycling
- Improve accessibility to jobs, services and education
- Increase the perception of safety for people on bikes
- Reduce social isolation
- Improve access to leisure facilities and greenspaces

- 5.7 To help us achieve this vision we have developed Ambitions to support this;

Ambition 1 - Cycling is embedded within all future infrastructure schemes, ensuring a well-connected and safe cycle network that supports a variety of journeys, for work or pleasure

- Wherever possible we will adhere to Sheffield City Region design guidelines
- We will endeavour to maintain the existing on and off-road cycle network, upgrading where necessary
- We will work collaboratively to ensure future developments improve the connectivity of the existing on and off road cycle network ensuring better access across the borough
- Ensure safety and perceived safety are a top priority and considered and addressed within future infrastructure schemes
- Improve the quality and provision of cycle storage, that is secure and fit for purpose
- Audit existing facilities to see where improvements need to be made to bring them up to regional standards emerging within the Sheffield City Region active travel implementation plan
- Review designated advisory routes (as per 2018 Doncaster Cycle map) to ensure they meet the needs of novice and family bike users
- Utilise a ground up approach to support infrastructure developments, by consulting with our communities to ensure local needs and issues are reflected and appropriately addressed
- Work with partners to develop the quality of the leisure route network
- Review pedestrianised zones and explore the possibility of safe, multi-use with bike users

Ambition 2 – DMBC will work to be at the forefront of cycling interventions and be an example of best practice

- DMBC will look to investigate the use of innovative and proven methods of promoting and supporting cycling and consider them with relation to Doncaster's specific requirements
- Explore how we can better integrate child and adult cycle activities, providing residents with the skills to incorporate cycling into their everyday life
- Look to develop a more robust and coordinated marketing & communications programme capable of;
 - Spreading positivity with relation to cycling
 - Improving the visibility of cycling routes and cycling in general
 - Appropriately portraying the wider benefits of cycling to encourage participation, buy in and support
- Explore opportunities to influence and / or implement policy measures that support cycling and active travel as being the first choice for short journeys
- Capitalise on existing assets by ensuring they are integrated within interventions, schemes, events and activities
- Where possible we will look to coordinate our approach with National and Regional bodies to ensure agenda alignment and better access to funding opportunities

Ambition 3 – Cycling interventions will contribute to improvements to the fabric of Doncaster as a nicer place to live, learn and work

- Maximise opportunities for interventions that will support and increase cycling participation, such as;
 - Targeted bike hire scheme
 - Pilot 'place improving' low-traffic neighbourhood schemes
 - Permanent / temporary street closure trials
- Contribute to the 'feel' of our communities and the safety and health & wellbeing of our residents by reducing traffic, pollution, social isolation and increasing physical activity

- Work together to enhance the propensity to walk and cycle across our communities
- Actively seek community input on solutions to active travel infrastructure / interventions to ensure they are reflective of local aspirations and issues

Ambition 4 – Cycling events will be delivered that place emphasis on positive social impact

- We will build upon our ambitious programme of national and international cycling events by providing and supporting events of varying scales, for varying abilities; that deliver a sense of pride and provide the opportunity for anyone to engage in cycling, across all communities of Doncaster
- We will continue to develop engagement, accessibility and resident participation in cycling events, particularly focusing on the utilisation of lead up and lead off periods
- Working to tie events into additional activities and opportunities i.e. car free days to bolster how wider benefits of cycling are expressed in both cycling and non-cycling contexts
- We will continue to ensure that events reach into the communities of Doncaster and not just the more affluent areas

- 5.8 The Doncaster Active Travel Alliance (DATA) Steering Group will be principally responsible for the implementation, governance and monitoring of the recommendations of the strategy.
- 5.9 DATA will be responsible for exploring the best mechanisms for delivering the recommendations of the strategy, and will develop a detailed action plan setting out priorities, work packages and timescales for delivery.
- 5.10 Monitoring will be ongoing, assessing both the progress of tasks allocated through the action plan, alongside the impact of the recommendations on cycling activities and public perceptions.
- 5.11 Below are the initial recommended targets and measures for ongoing monitoring. However, it should be noted these are intended as a baseline for monitoring activity. Detailed monitoring plans will be developed in tandem with the Cycling Strategy action plan.

Measure	Baseline	Target
Cordon Count	2644 baseline 18/19	5% increase in people commuting by bike
Active Lives Survey	10.9% of Doncaster residents commuted by bike in 18/19	(Active Lives Survey once per year)
Active Lives Survey	12.8% of Doncaster residents cycled for leisure or sport (twice in last 28 days) in 18/19	5% increase in cycling for leisure and sport (twice in last 28 days)
Active Travel in Schools (Hands Up Survey)	60.26% of pupils travelling to school actively at schools engaged in programme 18/19	5% increase in pupils travelling to school actively
Number of local / regional cycling	N/A	6 Local / regional cycling

events delivered		events hosted per year
Attendances at cycle circuit	0	43,500 attendances at the newly constructed closed road cycle circuit per annum
Ride leader training	0	24 new ride leaders trained per annum
Number of street closures	1 trialled at West Road Primary in 2019	Trial 5 street closures over the next 2 years, assess impact and determine suitability
Number of low-traffic neighbourhood schemes	0	Trial 5 low-traffic neighbourhood schemes, over the next 5 year period, assess impact and determine suitability
Number of cycle counters versus new cycling infrastructure schemes	N/A	Cycle Counters as part of new infrastructure schemes
Number of attendances across the externaly funded cycling programme	9,180 attendances in 18/19	2500 new attendances per annum across the externally funded cycling programme (e.g. cycle training and cycling for health programmes)

5.12 This strategy and the subsequent action plan are not intended to be static documents. Annual reviews of cycling activity levels will be carried out alongside cycling consultations to assess changes in the numbers of people cycling and perceptions of cycling. The action plan will be subject to ongoing review to ensure it accurately reflects what we have learnt and what is and isn't working. It is expected to be a reactive and dynamic living document. Additionally, the measurement methods may also be reviewed and altered in response to the potential availability of up to date / more accurate measurement tools.

5.13 The DATA steering group will be responsible for the oversight of this process and will orchestrate strategic reviews of this Cycling Strategy as required to ensure the approach adopted optimises opportunities and develops cycling provision that meets the needs of all users.

OPTIONS CONSIDERED

6.1 Option 1 – To develop, adopt and implement the Get Doncaster Cycling Strategy, a more ambitious follow up to the 2013 Cycling Strategy that establishes an improved, holistic approach to supporting cycling in Doncaster.

6.2 Option 2 – To not develop, adopt and implement an improved Cycling Strategy for Doncaster, therefore not capitalise on the existing ambition to support cycling as a means to improve the place of Doncaster; and not

coordinating a more effective and comprehensive approach that builds upon previous investment.

REASONS FOR RECOMMENDED OPTION

- 7.1 The Get Doncaster Cycling Strategy will enable Doncaster to better capitalise on previous achievements and build upon investment made to date. It provides focus, priorities and recommendations in line with current ambition and motivation to improve the place of Doncaster and the health & wellbeing of residents.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

8.

	Outcomes	Implications
	<p>Doncaster Working: Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <ul style="list-style-type: none"> • Better access to good fulfilling work • Doncaster businesses are supported to flourish • Inward Investment 	<p>The Get Doncaster Cycling Strategy has the potential to assist in providing improved access to employment.</p> <p>The health benefits to businesses of employees cycling to work include reduced absenteeism and improved productivity.</p>
	<p>Doncaster Living: Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <ul style="list-style-type: none"> • The town centres are the beating heart of Doncaster • More people can live in a good quality, affordable home • Healthy and Vibrant Communities through Physical Activity and Sport • Everyone takes responsibility for keeping Doncaster Clean • Building on our cultural, artistic and sporting heritage 	<p>Providing coordinated action to develop opportunities and an environment that supports cycling will contribute to a healthy and vibrant Doncaster.</p> <p>People will feel safe in their communities and enjoy exploring Doncaster's for work, pleasure and everything in between.</p> <p>Our town centres will benefit from less congestion and will benefit from increased footfall if more short journeys are made by bike.</p>
	<p>Doncaster Learning: Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <ul style="list-style-type: none"> • Every child has life-changing learning experiences within and beyond school • Many more great teachers work in 	<p>Cycling to school enables children to be sociable with their friends; it improves their concentration, making it easier to focus in school and promotes independence and freedom.</p>

	<p>Doncaster Schools that are good or better</p> <ul style="list-style-type: none"> • Learning in Doncaster prepares young people for the world of work 	
	<p>Doncaster Caring: Our vision is for a borough that cares together for its most vulnerable residents;</p> <ul style="list-style-type: none"> • Children have the best start in life • Vulnerable families and individuals have support from someone they trust • Older people can live well and independently in their own homes 	<p>Cycling provides opportunities for residents to explore their local area, be active in the outdoors and stay healthy in mind as well as body, helping to boost mood and self-esteem.</p> <p>It helps maintain social interaction and improve community cohesion.</p>
	<p>Connected Council:</p> <ul style="list-style-type: none"> • A modern, efficient and flexible workforce • Modern, accessible customer interactions • Operating within our resources and delivering value for money • A co-ordinated, whole person, whole life focus on the needs and aspirations of residents • Building community resilience and self-reliance by connecting community assets and strengths • Working with our partners and residents to provide effective leadership and governance 	<p>The Get Doncaster Cycling Strategy will provide a coordinated approach to addressing the barriers and challenges that residents may experience.</p> <p>We will work together to promote the assets that Doncaster has not only to residents but visitors too.</p>

RISKS AND ASSUMPTIONS

- 9.1 The main risk is the Get Doncaster Cycling Strategy is not endorsed this will cause significant impact on the Councils ability to see an increase in cycling and achieve its ambition to be a Cycling Town.
- 9.2 There is a risk that some measurement tools may not effectively measure cycling in Doncaster – but they are the best we currently have and provide some useful data, that we can build on.
- 9.3 Dependent on future funding for major infrastructure (such as Transforming Cities), to ensure development and implementation of the cycling network.

LEGAL IMPLICATIONS [Officer Initials NC Date 31/10/19]

- 10.1 The Council does not have a specific statutory duty to implement a cycling strategy, but it does have a wide general power of competence under section 1 of the Localism Act 2011, to allow it to do so in the terms proposed by this report. The Council has a number of transport related functions and statutory duties, for example under the Highways Act 1980, which will allow it to facilitate some of the ambitions contained with the proposed strategy.
- 10.2 The proposed strategy should assist in the Council's compliance with some of its other statutory duties, such as the duty under the Health and Social Care Act 2012 to improve the health of the local population.

FINANCIAL IMPLICATIONS [Officer Initials RT Date 29/10/19]

- 11.1 There are no financial implications associated with the implementation of the cycling strategy. However, when the individual proposals associated with the strategy are proposed the specific financial implications will need to be considered.

HUMAN RESOURCES IMPLICATIONS [Officer Initials DK Date 30/10/19]

- 12.1 There are no direct HR Imps in relation to this ODR, but if in future staff are affected or additional specialist resources are required then further consultation will need to take place with HR.

TECHNOLOGY IMPLICATIONS [Officer Initials AM Date 4/11/19]

- 13.1 There are no specific technology implications in relation to this report. Any future technology requirements to support the delivery of the proposed Get Doncaster Cycling Strategy would need to be considered by the Technology Governance Board.

HEALTH IMPLICATIONS [Officer Initials CT Date 30/10/19]

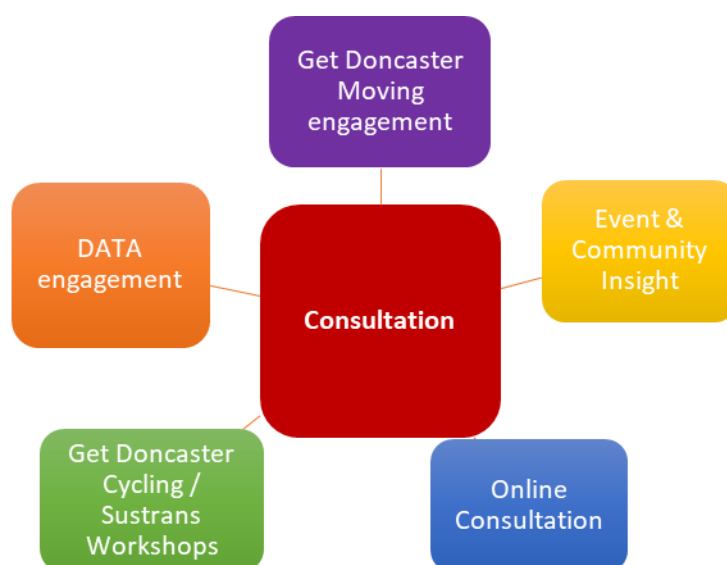
- 14.1 Public Health supports Option 1. Creating safe, attractive and convenient environments can encourage residents to cycle to school, their place of work or shops as well as social cycling thereby improving physical, social and mental wellbeing.
- 14.2 Encouraging shorter journeys by bicycle can help reduce high levels of road traffic that has a negative impact on air and noise pollution and can isolate communities due to perceived road safety.
- 14.3 The Get Doncaster Cycling Strategy will support the Director of Public Health's priorities in particular on increasing the levels of physical activity and reducing the number of residents that do no or little physical activity.

EQUALITY IMPLICATIONS [Officer Initial KP Date 28/10/2019]

- 15.1 Decision makers must consider the Council's duties under the Public Sector Equality Duty at s149 of the Equality Act 2010. The duty requires the Council, when exercising its functions, to have "due regard" to the need to eliminate discrimination, harassment and victimisation and other conduct prohibited under the act, and to advance equality of opportunity and foster good relations between those who share a "protected characteristic" and those who do not share that protected characteristic
- 15.2 An Equality, Diversity and Inclusion Due Regard Statement has been prepared and appended to support this report.

CONSULTATION

- 16.1 The Get Doncaster Cycling Strategy has been developed in consultation with key stakeholders, including the general public, cycling community and DMBC partners / departments. A multi-modal consultation approach was adopted.



- 16.2 Get Doncaster Cycling / Sustrans Workshops – 3 workshops were held with internal and external stakeholders to discuss the state of cycling in Doncaster, facilitators and barriers to cycling, and what our priorities should be moving forward.
- 16.3 Online Consultation – an online survey, promoted by Doncaster Council and through social media was used to inform the Strategy.
- 16.4 Event & Community Insight – event engagement insight work conducted by Leeds Beckett at the Tour de Yorkshire 2018, 2019, along with public cycling survey data collected at the 2018 Town Centre Cycle race were used to inform the Strategy.
- 16.5 Get Doncaster Moving engagement – progress updates were provided at the Get Doncaster Moving Cycling & Walking Project Board and discussions held regarding the Strategy and its implementation.

- 16.6 DATA engagement – internal colleagues from planning, air quality, transport, public rights of way and public health were consulted with over the course of Strategy development and provided feedback, suggestions etc.
- 16.7 Consultation will be ongoing as the Strategy is implemented to ensure the residents' needs are accurately reflected in specific interventions.

BACKGROUND PAPERS

17. Get Doncaster Cycling Strategy, November 2019

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

DATA – Doncaster Active Travel Alliance

GDM – Get Doncaster Moving

REPORT AUTHOR & CONTRIBUTORS

Kerry Perruzza, Senior Transport Planner
01302 735435 kerry.perruzza@doncaster.gov.uk

Tom Courtney, Project Manager
01302 737614 thomas.courtney@doncaster.gov.uk

Rupert Suckling
Director of Public Health

Peter Dale
Director of Economy and Environment