



Doncaster
Council

Get Doncaster Cycling Strategy



GET
DONCASTER
CYCLING



Foreword

I am delighted to present the new Get Doncaster Cycling Strategy, a follow up to our previous Cycling Strategy that was adopted in 2013. It has been quite the ride since then, that has seen considerable investment in cycling infrastructure, support and events across the Borough. This has included significant investment into new and existing cycling infrastructure and tracks, both on and off road; provision of additional cycle parking; and of course, the hosting of large scale cycling events such as the Tour de Yorkshire and UCI World Championships.

We have continued to build upon and grow the number of great assets that make us an ideal place for cycling, whether for active travel, leisure or sport. Doncaster is predominantly flat, has access to green routes such as the Trans Pennine Trail and already has a number of good examples of built, cycling infrastructure. We have worked hard to make cycling more accessible, while inspiring more to take part. But we are not done.

We know that improving the places of Doncaster and the provision of opportunities to be physically active are of significant benefit to our residents. Cycling can contribute to this agenda by reducing traffic, noise and pollution and increasing physical activity; positively influencing health, wellbeing and generally improving the environment we live in. We are in the midst of a climate emergency and cycling has an important part to play in addressing this in Doncaster.

Doncaster residents deserve to be happy and healthy and to live in safe, vibrant communities. We truly believe cycling can be used as a platform to influence these factors. However, despite the amount of investment to date, we also recognise further work is required to address the barriers and challenges that still exist, that negatively affect opinions and engagement in cycling.

If we want to see real, lasting change, we must continue with our efforts, be more ambitious and take more 'calculated' risks. It is imperative that we continue to develop and promote cycling as an integral part of Doncaster life, being used for work, pleasure and everything in between.

This Strategy describes our ambitious approach to cycling in Doncaster and I would like to thank everyone involved for their contribution.



Introduction

There is a real buzz around cycling in Doncaster. Recent events and new infrastructure have created a renewed interest in cycling as a sport, leisure activity and a means to get around. The Get Doncaster Cycling Strategy outlines the action needed for Doncaster to take the next steps to becoming a cycling town.

Since its inception, the previous 2013 Cycling Strategy has been used effectively as a steering force for Doncaster and a number of the targets have been achieved or exceeded.

12 Targets:		
8 have been achieved or exceeded		
1 target needs reviewing		
2 targets not being achieved		
1 target cannot be reported on		
Objective 1: Increase the number of people cycling		
Theme (Data source in brackets)	Target 2023	Progress
Cycling to work (Census 2011)	4,500 (2.5%)	Not yet able to report but Active Lives Survey below suggests progress
Percentage "cycling for travel" (Active Lives Survey)	Not set	Survey data shows an upward trend
Increase numbers at Cordon counts (DMBC)	5,586 (70% increase)	Below target *limitations to cordon counts as a reporting mechanism and are a snap shot that are taken at static points along the network, missing routes that are used by cyclists. Fluctuations due to weather
Reverse decline in TPT auto counts (DMBC)	7,500	Exceeding target
Increase Bike it Schools (school data)	50 Bike It schools New target: 20 schools engaged by Active Travel Officer(s)	New Target achieved
Bikeability Schools (school data)	Schools offered	All year 5 & 6 offered
	Pupil % uptake	70% uptake
	Pupil number uptake	530 (new target set for Doncaster Leisure and Culture Trust – see p19)
Objective 2: Improve health and reduce health inequalities by encouraging cycling		
Theme (Data source in brackets)	Target 2023	Notes
Percentage participation (aged 16+) in sport and recreation (Source: see adjacent)	25% participation in sport by 2023 New target needed. Active Lives Survey runs until 2020. National average: 63% participating in at least 150 mins per week (Active Lives Survey, Nov 2017/18)	New target needed
The most popular participation sport (Source: see adjacent)	Cycling to be the most popular participation sport by 2023	Target achieved if walking excluded (as recommended)
Objective 3: Improve cyclists' safety and feeling of safety		



Theme (Data source in brackets)	Target 2023	Notes
Cycle casualties (South Yorkshire Police)	Not exceed baseline	Target achieved. Adjustment to target is suggested.
Objective 4: Reduce cycle thefts and improve parking		
Theme (Data source in brackets)	Target 2023	Notes
Bike thefts (South Yorkshire Police website)	35% reduction in bike thefts (52 per month)	Target achieved though further analysis is suggested.
Cycle parking (DMBC)	No target set but level of use of spaces would be useful	Target is considered to be achieved though future monitoring is suggested.

***Further detail available in the 'Review of the 2013 Cycle Strategy'**

However, there is a general consensus that the previous strategy wasn't ambitious enough, particularly when considering the current motivation to establish Doncaster as a cycling town. And while huge strides have been made, that include hosting high profile events and significant investment into on and off-road infrastructure, there is determination to further increase participation in cycling across the Borough.

Although progress has been made since the last cycle strategy we realise that more can be achieved. There are many people in Doncaster that do not live in places that they can cycle safely and this is attributable to both real and perceived safety.

This Strategy will establish our intended approach to cycling in Doncaster and will address key factors such as;

- Better connectivity
- Safe and enjoyable routes
- Meeting the needs of our communities and residents
- Making Doncaster a better place to live

Benefits of Cycling to Doncaster Residents

- Studies have shown that regular bike users enjoy the general health of someone approximately 10 years younger (British Cycling Foundation). Cycling is a low impact exercise that is less stressful on your joints and can improve balance and co-ordination, so is a potential activity for people of all ages.
- Cycling to school or work provides a healthy way to start the day, is associated with reduced sickness absences and greater concentration levels, and is a less stressful transport mode compared to car travel.
- People who regularly cycle are four times more likely to meet physical activity guidelines and enjoy associated health benefits such as reduced risk of heart disease, type 2 diabetes and strokes. Other beneficial effects include improved mental wellbeing and weight management.
- For Doncaster as a whole, reducing car journeys in favour of cycling has significant environmental benefits - reducing congestion, improving air quality, and creating more vibrant, attractive places. It is also an ideal way for friends and families to explore the borough and beyond.
- Developing bicycle-friendly environments helps boost the local economy, as cyclists visit local shops more regularly, spending more than car users and other mode of transport.



Vision

“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
- Contribute to the resolution of the Climate Emergency that has been declared

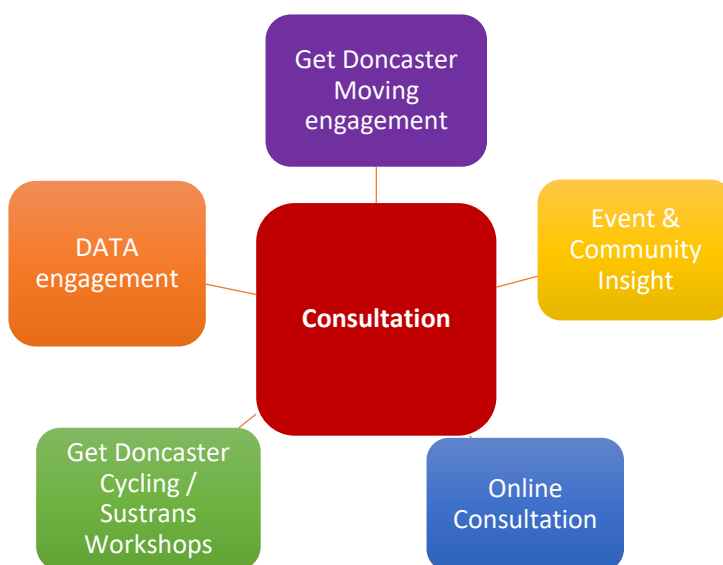
Doncaster Data

- Rates of cycling for leisure and sport in Doncaster are currently above those of the Yorkshire Region
- Rates of cycling for leisure and sport in Doncaster are currently increasing, which may be attributable to Doncaster's success in utilising the Tour de Yorkshire
- Cycling for Travel rates in Doncaster remain below those of Yorkshire and England
- Cycling for Travel rates have fallen over recent years



Consultation

It was identified that significant consultation would be required to ensure the development of an ambitious strategy, that meets the needs of our communities and that can effectively coordinate and initiate the necessary changes for Doncaster to continue on its' journey to becoming a Cycling Town. Over 300 responses were collated to inform this Strategy and proceeding actions.



Workshops were completed with key stakeholders from the general public, cycling community and DMBC partners / departments. Additional responses and information collated from event & community insight and online surveys further explored public perceptions of cycling in Doncaster, contributing to the recognition of joint priorities, potential barriers and facilitators.

The data has been analysed and split across 4 broad themes, although it should be recognised that there is some crossover;

- **Infrastructure**
- **Behaviour Change**
- **Events & Legacy**
- **Securing Local Support (political and community)**

Infrastructure

Implementation of high-quality design standards / guidelines

- It was felt that this would support / enforce construction of cycle friendly infrastructure that is safe and of a high quality.
- While also supporting funding bids and opportunities

Improving the connectivity of the existing cycle network, while maintaining and / or upgrading the quality where necessary

- It was generally felt that the existing cycle network is of a good quality and provides a solid foundation from which to build on; however better connectivity of the network is required to support easily accessible, safe and enjoyable cycling journeys to and from the town centre and across the borough



- Suggestions included;
 - o additional and better signage
 - o removing physical barriers from off-highway trails
 - o maintaining, upgrading and implementing infrastructure schemes to improve connectivity

Safety is paramount and should be considered as part of any infrastructure scheme

- Respondents consistently identified real and perceived danger as key barriers to cycling.
- This was of course related to safety while cycling but also included safe and secure cycle storage

Trialling the implementation of 'place improving' low-traffic neighbourhood schemes

- It was felt that a number of cycling related interventions can contribute to improving the fabric of the places of Doncaster, not simply increasing cycling figures
- The idea of low-traffic neighbourhoods generated significant interest as a means to support opportunities to cycle but also improve the 'feel', safety and health of communities by reducing things such as traffic flows, rat running and pavement parking.

Embedding cycling provision / future-proofing new developments and the importance of joining the 'policy dots'

- It was recognised that cross-sector policy alignment is a key, influencing factor with regard to ensuring cycling provision is, and continues to be, included within new developments.
- The development and adoption of an ambitious Local Cycling & Walking Infrastructure plan (LCWIP) for Doncaster was suggested as an important step to link into existing and emerging policies

Behaviour Change

Positive marketing & communications

- It was suggested that marketing & communications should align and ensure;
 - o cycling information and messages are clear, consistent and visible
 - o a focus on the wider benefits of cycling, contributing to improving the place of Doncaster
 - o while maintaining positive messaging to reduce negativity and conflict between people on bikes and other road users.

Develop schools based engagement and link in with related cycling opportunities

- The importance of providing cycling training to all school children was recognised, however more emphasis was placed on the provision of further opportunities for children to utilise this training
- Suggestions focused on addressing safety concerns and the use of Doncaster assets and routes as part of events / programmes that provide better opportunities for children to cycle outside of the 'training setting'

Increased cycle training for all

- It was highlighted that cycle proficiency and training, encompassing the use of Doncaster assets and routes, is an important aspect of supporting more people to utilise new and existing infrastructure



Implementation of a 'targeted' bike hire scheme

- While a large scale bike hire scheme such as those seen emerging in bigger cities across the UK was discussed, stakeholders highlighted the mixed reviews and success of these schemes, ultimately suggesting they are not economically viable at present
- Providing a 'targeted' bike hire scheme was identified as a possible alternative, perhaps focusing an offer for workplaces
- The exploration of investing in a fleet of hireable e-bikes was also discussed

Implementation of a work place parking levy

- This was raised in workshops on a number of occasions as a policy measure that has the potential to reduce congestion by enforcing a charge on workplace parking, supporting a shift towards sustainable travel while also generating revenue funding to support public / sustainable transport improvements

Events & Legacy

Continue to build upon ambitious programme of national and international cycling events

- There was a significant amount of pride expressed with regard to the high quality cycle events that have been brought to Doncaster and the range of benefits they have provided
- Some concern was raised around 'event fatigue' and the need to vary the scale and specific location of events to ensure they continue to inspire and instil a sense of pride within our communities
- It was also highlighted that events need to;
 - o 'speak' to target wards and demographics
 - o utilise innovative interventions during the event lead up and lead off periods to extend the impact
 - o and continue to develop community engagement, perhaps by linking in with other events / activities that provide more interactivity and opportunities to participate

Ensure events focus on families and sustainable access

- A higher emphasis on family and young people engagement was highlighted and it was suggested that sustainable access / journeys to events and more localised events might help achieve this

Implementation of car free days as standalone or as supporting events

- It was felt that 'car free' days should be explored as a means to provide opportunities for communities to experience cycling within safe, car and traffic free environments; and that this could tie into sustainable access to other cycling and none cycling events and activities

Trialling the use of street closures

- Closing streets to cars was suggested as an intervention that could support the use of cycling; but whether permanent or temporary, the importance of trialling them was acknowledged to determine their effectiveness

Ensure we capitalise on the assets that already exist to help make the case

- The wealth of assets that already exist in Doncaster were consistently purported and taking advantage of them wherever possible was highlighted
- This included when delivering events among the development and connectivity of infrastructure and general promotion of Doncaster to its' residents and beyond



Securing Local Support (Political and Community)

Produce targeted communication and stakeholder engagement plan

- This was identified as key in ensuring that cycling initiatives are supported and their wider benefits understood – emphasising the ‘so what’ always

Improving the place of Doncaster

- In a similar capacity, it was discussed that the wider benefits of improving Doncaster as a place need to be promoted when looking for support to deliver new initiatives
- Wider benefits such as healthier streets and neighbourhoods, improving air quality via reduced congestion, reduced social isolation and economic vitality were amongst the benefits identified

Be brave and challenging

- To elicit lasting and meaningful change, it was felt that Doncaster needs to be brave and challenging when exploring, developing and delivering initiatives
- And we must understand that ‘doing nothing’ may sometimes be easier but can often prevent wider aims being achieved

Continue to consult with your communities

- To ensure that initiatives are relevant and reflective of local aspirations and issues, the need to continue to consult with communities, on a case by case basis was highlighted

Ambitions

In partnership with Sustrans and using national and local evidence, including the findings from consultation with local residents and stakeholders, the following ambitions have been developed.

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



Delivery and review

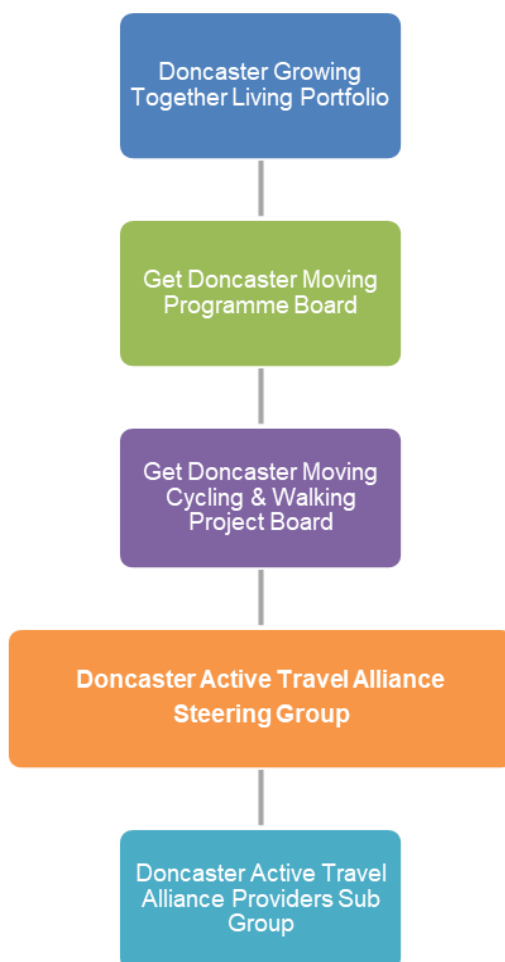
The Doncaster Active Travel Alliance (DATA) Steering Group will be principally responsible for the implementation, governance and monitoring of the recommendations of the strategy.

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.

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.

The figure below sets out the reporting structure for the Get Doncaster Cycling Strategy:

Governance & Reporting





Measuring Impact

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	<i>(Active Lives Survey once per year)</i>
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 events delivered	N/A	6 Local / regional cycling 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 externally 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)



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.

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.



Appendix

Proposed Action Plan

Ambition	Proposed Actions
<i>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</i>	<ul style="list-style-type: none">-Monitor and feed into Sheffield City Region design guidelines-Review and audit the existing on and off-road cycle network-Monitor and feed into future developments (improvements to connectivity and safety)-Review and audit designated advisory routes-Review usage of pedestrianised zones-Develop and submit bid for Transforming Cities funding to enable delivery of circa £20m of active travel infrastructure over the next 3 years (first stream as outlined in previous Transforming Cities Fund Cabinet Paper)- Active travel schemes that have been prioritised based on the Transforming Cities Fund criteria within TCF bid are:<ul style="list-style-type: none">• Doncaster West Employment cycling Connector• Conisbrough Station Accessibility• Cleveland Street/Duke Street/Wood Street Cycling Improvements• Edlington Walking & Cycling Improvements• Balby Walking & Cycling Improvements• Rossington to iPort: Employment Connector Bridge• Kirk Sandall Station Accessibility Improvements• Thorne North Station Accessibility Improvements• Thorne South Station Accessibility Improvements• Thorne Road: Town Moor Cycling Route• Armthorpe Walking & Cycling Improvements• Wheatley Hall Road Walking & Cycling Improvements• West Moor Link/A18 Walking & Cycling Improvements• Doncaster Station to College Walking & Cycling Improvements• Bentley Station Accessibility Improvements• Adwick Interchange Accessibility Improvements• Long Sandall: Clay Lane West Walking & Cycling Improvements• Thorne & Moorends Employment Connector• North Bridge Road to South Parade Cycling Connector



DMBC will work to be at the forefront of cycling interventions and be an example of best practice	<ul style="list-style-type: none">-Review methods of supporting cycling with relation to Doncaster and implement / trial where appropriate-Development of a coordinated marketing & communications programme-Monitor National and Regional landscapes to ensure alignment and access to funding opportunities
<i>Cycling interventions will contribute to improvements to the fabric of Doncaster as a nicer place to live, learn and work</i>	<ul style="list-style-type: none">-Deliver 5 street closures-Promote and review the Sheffield City Region Interactive Map
<i>Cycling events will be delivered that place emphasis on positive social impact</i>	<ul style="list-style-type: none">-Continue to develop and deliver events in Doncaster (working with partners)

*This action plan will be owned by DATA and regularly reviewed and updated