<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>3</td>
</tr>
<tr>
<td>1. Introduction</td>
<td>4-5</td>
</tr>
<tr>
<td>2. National policy and guidance</td>
<td>6-7</td>
</tr>
<tr>
<td>3. Cycling trends in Doncaster</td>
<td>8-11</td>
</tr>
<tr>
<td>4. Key consultation issues</td>
<td>12-16</td>
</tr>
<tr>
<td>5. Making it happen</td>
<td>17</td>
</tr>
<tr>
<td>6. Key Cycling Objectives</td>
<td>18-26</td>
</tr>
</tbody>
</table>

First Draft by TP/AW 1.11.13
Edited & Checked by SK 4.11.13
Amendments TP 4.11.13
Amendments AW 5.11.13
Revisions TP 5.11.13
Checked by AW 6.11.13
Revision SK for publication 8.11.13
Final SK 19.12.13
Foreword

Cycling in Doncaster is on the up, as more people recognise the benefits of cycling – from getting fit and healthy, to the economic advantages of affordable transport.

Doncaster is ideal for cycling for leisure or commuter use with many flat and quiet traffic free routes. Doncaster has a proud history of sporting success with a strong culture of local cycle clubs and local community volunteers who have raised the profile of cycling. We hope that this strong partnership base and community led initiatives will continue to thrive.

The Council wishes to build upon this base by producing a Strategy with key objectives of

- Increasing the number of people cycling and the number of journeys by cycle
- Improving health and reducing health inequalities by introducing cycling into everyday life
- Improving cyclists’ safety and feeling of safety
- Reducing cycle thefts and improving cycle parking

My mayoral priorities include ensuring that Doncaster’s economy develops and thrives through investment in infrastructure and tourism; developing stronger communities by participation and volunteering in local activities and sport; and delivering a clean, safe and attractive local environment to improve access to local places.

This Strategy clearly sets out the positive benefits and trends in cycling which will enable the Council and its partners to demonstrate to funding bodies the need to invest in more cycling facilities across the Borough.

The Strategy sets challenging but achievable targets for the next ten years, but has also been developed as a living document with the flexibility to respond to trends and new initiatives as we progress over the next few years.

We fully support the objectives of this Strategy and look forward to seeing more residents, businesses and visitors cycling in Doncaster.

Ros Jones, Bill Mordue,
Mayor of Doncaster Portfolio: Highways, Street Scene & Transportation
1 Introduction

Doncaster has many of the features that make it a potential cycling town. The terrain is flat and it has a large population within easy cycling distance of the town centre. The Trans Pennine Trail (TPT) crosses the Borough, which, along with many other routes, links communities with work, shopping and leisure opportunities. Doncaster already enjoys higher levels of cycling than other South Yorkshire districts and cycling is on the increase, so there is an emergent cycling culture and growing demand for getting about by bike. There is huge potential for growth and this strategy demonstrates how Doncaster will realise that potential.

There are numerous reasons why Doncaster would be a better place if more people cycled. It would reduce pollution, improve air quality, reduce congestion, improve travel options for people especially those with limited means, improve access to employment opportunities, improve people’s health and reduce illness with a benefit to the NHS. The reason for producing this cycling strategy is to enable Doncaster and its residents, employees and visitors to enjoy more of these benefits.

In so doing, this strategy supports the four Sheffield City Region Transport Strategy (the South Yorkshire Local Transport Plan) goals shown to the right.

The Cycling Strategy will also complement the emerging Sheffield City Region LEP’s Strategic Economic Plan.

The strategy also aims to engender greater partnership working across a range of sectors to deliver coordinated improvements and encouragement for cycling.

And it demonstrates to potential funders that Doncaster gives a high priority to cycling and provides the leadership to make more and safer cycling happen.

However, for many people who would like to enjoy the benefits listed above, the idea of cycling is daunting. Many who either don’t cycle or cycle only occasionally express the following concerns “I’m too old/not fit enough, it’s too dangerous, I prefer to drive, I’ll be slow, nowhere safe to park, what about the weather”. Understanding these barriers and how to address them underpins this strategy and is vital to realising the potential of cycling in Doncaster.

There are two key features of Doncaster’s cycle strategy. Firstly, Doncaster will take a people-centred approach to enabling more people to cycle more often and more

---

1 A number of national surveys have revealed a surprisingly consistent list of concerns about cycling amongst non-cyclists, e.g. DETR Traffic Advisory Leaflet 12/99 “Cycling for Better Health”, Institute of Advanced Motorists,” Cycling Motorists”
safely. This approach started by consulting the people of Doncaster and listening to the specific concerns of individuals who want to change their travel behaviour to include cycling (or more cycling). The strategy sets out the tools to be used to encourage and enable those who want to cycle or cycle more, to make their desired changes. These enabling tools include improvements to the physical environment for cycling, such as greenways and on-street improvements, alongside cycle training, more cycle parking, bike leasing, promotional activities, events and safety measures (so-called ‘smarter choices’). These tools can only work if the people they are aimed at have an underlying desire to change their travel behaviour, so the strategy includes some ways of identifying those who might be persuaded to try cycling (or cycling more), where they want to go and what their purpose is in going there. People, place and purpose (see box to right).

The second key feature is that it is based on evidence of what works. In the UK we have the benefit of evaluations of the Cycling Demonstration Towns project that ran from 2005–2009, the Government’s Active Travel Strategy, published in 2010 and more recently, the All Party Parliamentary Cycling Group has published “Get Britain Cycling”, identifying the measures that are effective at getting more people cycling more often.

The economic benefit of cycle tourism, day trips and events are also important. Cyclists each spend around £15 on a day ride rising to £66 for overnight stays. There are other economic benefits of cycle tourism, including health benefits, cycle events, which attract visitors and jobs in building cycle-related infrastructure.

This national guidance is summarised in the following section of the strategy. This leads into a review of cycling trends in Doncaster. This not only gives a baseline from which to monitor progress, but also provides a measure of the growing demand for cycling. The report then highlights the priorities for action derived from broad-based public consultation. The national guidance and results of local consultation then inform a series of key objectives, which are set out in the subsequent section. Finally the strategy sets out where we want to get to and specifies targets along with policies to achieve the objectives.

This strategy will inform the development of a Action Plan which will be reviewed annually to ensure that progress against the targets is monitored and achievable.
2 National policy and guidance

Cycling has been recognised by successive governments as an important mode of transport. This is partly as a result of public health debates, especially around obesity and about how to tackle the transport sector’s contribution to climate change. A more recent factor has been the growth in cycle use up and down the country, but especially in the capital. This has accelerated since the cycling successes in the Olympics and the Tour de France (TdF) in 2012 and is set to grow even more with the ‘Grand Depart’ of the TdF taking place in Yorkshire in 2014.

There is a large body of international and national research giving insight into how to get more people cycling. Lessons can be learned from other countries, including the Netherlands, Denmark and Germany, which have made the transformation from long-term decline in cycle use in the 1950s and 60s to achieving high levels of cycling today. Most recently, the All Party Parliamentary Cycling Group has taken a wide range of evidence to come up with a series of recommendations to ‘get Britain cycling’. And in England between 2005 and 2009, investment in the Cycling Demonstration Towns showed how to achieve significant growth in cycling. The success factors and recommendations set out in these three documents are summarised in Table 1.

<table>
<thead>
<tr>
<th>Success factor</th>
<th>Document</th>
<th>1 – “Making Cycling Irresistible”</th>
<th>2 – Get Britain Cycling</th>
<th>3 – Making a Cycling Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase and sustained funding for cycling</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Investment in infrastructure and ‘smarter choices’ (promotion of cycling and new cycle routes, training for all ages, information, events and incentives)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>More widespread 20mph areas and traffic calming</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Senior political and executive commitment is key to success</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Requires coordination of effort across various government and local authority departments and others with a potential role in getting people</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
A successful cycling strategy for Doncaster requires senior political and officer commitment, as well as a commitment to sustained funding over the long-term. Senior support is needed to achieve coordinated effort and partnership working across a range of departments and various stakeholders who have a role in making cycling easier, safer and more achievable for more of Doncaster’s residents and visitors.

It will require commitment to high quality cycle infrastructure combined with ‘smarter choices’ initiatives to ensure there is a wide range of cycling opportunities and people are aware of what is available, have the skills needed to negotiate the town’s roads and have opportunities to try out or extend their cycling through a programme of local events. It requires more residential areas with low traffic speeds and / or traffic calming. Other measures known to deliver success in promoting cycling include segregated cycle routes along main roads and at junctions, where cyclists experience most difficulty, improving cyclists’ rights (a national, not a local issue) and ensuring that cycling and active travel generally is a primary consideration in the location and nature of new development. These recommendations come from national and international experience. However, to get this right for Doncaster requires on-going dialogue with local people who cycle and those who might want to cycle at some stage in the future. It also requires on-going partnership working between the various Council departments and all those with an interest and a role in getting Doncaster cycling.
3 Cycling trends in Doncaster

Cycling has been on the increase in Doncaster since the turn of the century, according to annual 'cordon count' surveys carried out across the town. There were more trips by cycle in 2012 than at any time in the past twenty two years. The cordon counts are just one of a number of data sets of cycle use in Doncaster which are collected at the national and local level. A report “Cycling Trends in Doncaster” attached to this strategy details the sources and results. A summary of the key points is outlined in this Section.

3.1 Cycling to work census 2011 Yorkshire

Doncaster was ranked 7th in Yorkshire on the number of people cycling to work. Around 3,200 people (1.5% of the workforce) cycled to work in 2011 compared to 1.6% on average across Yorkshire and less than 1% in South Yorkshire.

3.3 Cycling in Doncaster

Doncaster Council carries out annual counts of all vehicles, including cycles, entering Doncaster in March each year. Whilst the one day 12 hour manual counts are subject to variation, the overall trend since the turn of the century shows an annual increase in cycle usage. Over the 10 years since 2002 cycling has increased by 64% from 2,089 to 3,286 cyclists a day in 2012. See graph below (The fall in 2013 was due to bad weather at the time the count was undertaken).
In addition to the annual March counts, cyclists are also counted at 9 sites in August each year and the results show a similar increase as the traffic count data.

For all the cordon counts the most notable and highest flow of cyclists occurs crossing North Bridge – which was restricted to public transport, walking and cycling in 2002 – this has shown the biggest increase of 43% with 768 cyclists per day in 2013 compared to 536 in 2003. This is a key part of the cycle network as it provides one of the few crossings of the River Don, Canal and railway lines and accounts for over 25% of cyclists entering Doncaster town centre.

3.4 Recreational cycling on the Trans Pennine Trail (TPT)

Automatic cycle count data is collected for each month at two locations on the TPT. Results for the Earth centre counter near Conisborough show that 5,468 cyclists used the path in 2012 compared with 8,765 in 2002, a fall of 62%. However cycling has been very variable over the years between a high of 10,000 and a low of 4,000.

The counts also show cycling is more popular in the summer months with an average of 1,000 using the trail each month compared to 300 a month in the winter.

Studies of the economic benefit of cycle tourism, cycle day trips and cycle events show the average spend per person on a day ride is typically around £15 while for overnight stay spend is around £66 a day. Encouraging more people to cycle along the TPT will have economic benefits for local cafes and accommodation providers.

Active Travel

Doncaster’s Active People Survey data shows that cycling is the second most popular participation sport within the borough. Currently 10% of the adult population 22,900 adults 16+ participate in cycling at least once per month. This is above the regional rate of 8% and England rate of 8.3%. The survey also identified opportunity for growth as 49% of adults wish to do more sport. This would mean cycling could target potential audience of 112,400 adults across the borough

3.5 Cycling to School Data

Cycling to school has also been promoted by providing Bikeability cycle training, cycle parking in many schools and signing schools up to “Bike it”.

There are currently 29 Bike it schools in Doncaster. The overall percentage of pupils cycling regularly to school in Doncaster’s Bike it schools, increased from 7% of pupils before Bike it to 16% after one year of engagement in the project.

Results in schools engaged for two and three years show that increases in cycling levels have been sustained: 39% of students in schools engaged for 2 years regularly cycle to school, with 10% cycling on an ‘everyday’ basis.

The Cycling to School “Hands up” survey was carried out from 2005 to 2010, The data for this period shows that the number of children cycling to school increased
Doncaster Cycling Strategy December 2013

slightly from 611 in 2005 to 633 in 2010. However, because of the rapid increase in the overall number of schoolchildren over this period, the percentage of children cycling to school declined.

3.6 Doncaster Pedal Cycle collision trends

In Oct 2013 the Safer Roads Partnership for South Yorkshire reported on pedal cycle casualties across the four South Yorkshire districts. A summary of the main points regarding cycling concluded -

- Doncaster and Sheffield see more variation in their performance and both saw an increase in totals in 2012 from the 2003 baseline.

- Children are most at risk of being involved in an accident. 16-19 and 30-39 year old cyclists buck the general trend of falling collisions with older age if looked at on collisions per year of age basis.

- Pedal cycle collisions are highest during the period June to October, this would be expected as this is when the weather is at its best and many children are on holiday.

- The vast majority occur in urban / residential settings (both in terms of speed limit and road classification).

- The increase in cycling (within inner cordon centres) appears to correspond with an increase in cycle collisions. However, this does not necessarily make the risk any higher if the two variables are combined into a rating instead of just looking at the collision / casualties as an absolute number.

- The average number of cycle collisions in Doncaster for the period 2010 to 2012 is 105 per year.

Doncaster – shown on the red line above - has seen very little movement in pedal cycle collisions since the low of 73 in 2005, with the total in 2012 being slightly lower
after the high of 115 in 2011. The Killed & Seriously Injured total dropped slightly in 2012 and there has been one fatal collision in both 2011 and 2012

**Level of cycling and relationship with casualties – Risk Rating**

Using a 3 year rolling average for both casualty and cycling trip totals and taking the 2007* figure as a baseline to index at 100, it would appear that the actual risk of cycling in South Yorkshire has reduced even though the absolute casualty figures are very similar to the 2003 figure.
4 Key consultation issues

In October 2013 Doncaster Council undertook a range of consultation events to seek cyclists’ views on cycling. The full results are presented in the Supplementary Consultation Report. The key events were a daytime town centre drop in session, an online survey on the Council web site and in bike shops, and a stakeholder evening meeting with key organisations and groups with an interest in cycling. 162 people responded to the surveys of which most respondents’ cycle for exercise or health reasons (41%).

The key issues emerging from this survey were:

The best things about cycling in Doncaster (responses getting 10 mentions)

1. Flat/not too hilly 44
2. Keeps fit/healthy/healthier /feel good 27
3. Economical/saves fuel /free/saves money 22
4. Dedicated cycle paths/cycle paths /greenways/trails /TPT 22
5. Rural roads/country lanes 17
6. Off road cycle tracks 16
7. Trans Pennine trail 16
8. Some cycle paths/ways 15
9. Bridleway Loversall - Bessacarr 13
10. Nice countryside/outdoors 13

The topography of Doncaster being flat is considered the best thing for cycling by respondent’s which the council can build on this natural advantage but not influence very much. The benefits of cycling keeping people fit and its economy are the next most mentioned items which can be promoted to non-cyclists. Cycle paths, Greenways and the Trans Pennine Trail are the 4th best thing about cycling in Doncaster which is a useful indicator of the Councils and other partner’s activities over the years. Rural roads and country lanes is ranked the 5th best thing. This illustrates an appreciation of the picturesque countryside in the Borough, providing a good base from which to increase cycling through events and leisure route maps.

The worst things about cycling in Doncaster (responses getting 10 mentions)

1. Not enough cycle lanes/no cycle lanes / lack of continuity of lanes 56
2. Driver behaviour /roads unsafe /unsafe drivers/unaware of cyclists 47
3. Bad road repairs/ poor road surfaces/potholes/maintenance 46
4. Not enough cycle parking/secure parking/bike theft 3 times this year! 37
5. Not enough/lack of cycle paths/tracks /ways by busy roads /in Tickhill 28
6. Too much traffic 27
7. Bad design of roads and cycle schemes 14
8. Cycle routes not joined up /poor quality /incomplete 13
9. Cyclists on footway /speeding on pavements 12
Lack of cycle lanes, poor driving, bad road surfaces, lack of cycle parking and not enough cycle paths by roads were the top 5 worst things mentioned by respondents.

All of these things are in the remit of the Council and other partners to influence through infrastructure, education, enforcement and training projects and programmes.

**Cyclists Top 5 priorities for Doncaster from 11 recommendations in the Get Britain cycling report.**

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Audit think bike developments and transport schemes</td>
<td>79</td>
</tr>
<tr>
<td>2. Cycle lanes on road</td>
<td>75</td>
</tr>
<tr>
<td>3. Greenways</td>
<td>63</td>
</tr>
<tr>
<td>4. Junction improvements</td>
<td>61</td>
</tr>
<tr>
<td>5. Cycleways by the road</td>
<td>58</td>
</tr>
<tr>
<td>5. Safe crossings of busy roads</td>
<td>57</td>
</tr>
</tbody>
</table>

Most of the priorities for cyclists are infrastructure based apart from the top priority which is an audit process to ensure cyclist’s needs are built into new developments and transport schemes. As Cycleways by the road and safe crossings got very similar responses they have been awarded joint 5th priority.

**Other suggestions for improving cycling**

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure cycle park with CCTV</td>
<td>5</td>
</tr>
<tr>
<td>Better signing of routes/dedicated routes /town centre</td>
<td>4</td>
</tr>
<tr>
<td>Regular events/close roads /weekends</td>
<td>2</td>
</tr>
<tr>
<td>Build a velodrome</td>
<td>2</td>
</tr>
<tr>
<td>More cycle parking</td>
<td>2</td>
</tr>
<tr>
<td>Publicise cycle routes/ create 10k/20k leisure routes /a circular route</td>
<td>2</td>
</tr>
</tbody>
</table>

Secure cycle parking and better signing of cycle routes got the most frequent comments.
Cycling Stakeholders meeting

A stakeholders meeting was held on the 23rd October. Two workshops were held with 14 attendees.

A “Planning for Real” Cycle Mapping workshop using post it notes to map areas which are considered good for cycling, those areas that need improving and those areas considered poor for cycling. These were marked on colour coded post it notes on the Doncaster cycling map and 70 issues were raised.

An audit of cycle events and promotion activities currently taking place and ideas for 2014 when the Tour de France will be departing from Yorkshire

Cycle mapping workshop – main issues

The full lists of comments are contained within a separate consultation report along with a map of their locations. In summary the mapping showed that generally that the centre of Doncaster is considered poor for cycling due to traffic, driver behaviour and some poor junctions whilst the TPT, Greenways and country lanes around it are considered good.

Areas considered good for cycling – 12 areas mentioned, the highlights being

| Bessacarr to Rossington path                                   | Good surface and well signposted |
| Greenway east of B&Q to A60                                      | Good wide path, good new infrastructure |
| Sandal Beat woods Armthorpe Pit top                             | Lots of paths to promote cycling to youngsters |

One attendee summed up Doncaster’s cycling offer well when describing it as having “A good variety of all types of cycling from flat roads to challenging technical off road routes”

Areas that need improving – 16 in total

| Armthorpe Road cycle lanes                                      | cycle lanes too narrow |
| Netherhall Road cycle lanes                                     | cycle lanes too narrow and poor surface |
| Cycle paths - general comment                                   | That start and finish & not go to destinations |
| TPT Sprotbrough to Dearne Bridge                                | Variable quality surface can be impassable in winter |

Areas considered poor for cycling – 30 in total

| A638/Leger Way/ Racecourse Roundabout                          | Poor on road cycle lane access and on road entry exit & traffic too quick/dangerous/very poor crossing at key access to town centre |
| Nutwell Lane - Old Cantley to Armthorpe                         | Too narrow for cyclists, is it a cycle path not clear? curved edges on sides not good for road bikes |
| Bawtry Rd A638 to Bawtry Traffic signals at various locations   | Traffic islands pinch points/traffic calming pinch points cause problems for cyclists Reported as not detecting cyclists so not changing |
It was significant that each of the 6 groups taking part in the exercise mentioned the Racecourse Roundabout at Leger way as a poor cycling area.

**Cycle events workshop**

This workshop revealed that there is a thriving programme of grass roots activity and events, but an aspiration to achieve so much more. The workshop identified the gaps in provision and some activities / events that might be developed in order to broaden participation in cycling (of all kinds). The full list of existing and planned cycling events is shown in the Consultation Report background paper.

There is a range of events and activities currently organised by Doncaster Council, local cycling shops, local cycling clubs, the Cyclist's Touring Club and Sustrans, mainly taking advantage of the areas rural country roads and the greenways:

There was general agreement that there was a need for more entry level rides and other activities aimed at those new to, or returning to, cycling. With the Tour de France starting from Yorkshire in 2014 there is a once-in-a-lifetime opportunity to promote cycling, not only sports cycling, but cycling as a means of getting around, leisure cycling and cycling as a family activity. Many events and bids are planned in the run up to the 2014 Tour de France.

In addition to these activities and events it was suggested that Doncaster needs somewhere safe for families to ride, with well way-marked cycle paths, such as the former pits at Armthorpe and Bentley and at Sandal Beat Wood. Doncaster cyclists would benefit from an area that can be used as a closed circuit for youth sports cycling development. There was also some discussion of a possible British Cycling ‘Sky Ride’ an entry level ride on roads closed to traffic, aimed at encouraging people to start cycling.

**Social Media Comments**

A number of comments about cycling in Doncaster were posted or tweeted on social media sites in response to questions posted on them. The full list is shown in the Consultation report but some key comments are:

**Good cycling aspects** – the Route from the North to the Town centre.

**Improving cycling** - suggestions include allowing cycling through the Town centre at quiet times and more continuous cycle paths without stops and starts.

**Poor cycling aspects** – a number of safety issues were raised including making the Racecourse roundabout safer for cycling.

**National Highways Transport (NHT) survey – cycling aspects**
The Council takes part in the annual NHT survey which asks residents their views on a range of subjects including cycling. The survey is carried out through a random postal survey of 3,000 Doncaster residents and the results can be compared against other authorities across the country. The results for Doncaster are broadly in line with metropolitan authorities.

The top 3 least satisfied areas are

- cycle parking (44% satisfied)
- cycle route information (e.g. signing & maps) 45%
- cycle training 46%

The top 3 most satisfied areas are

- bridleways for riding or cycling 57%
- condition of cycle routes 56%
- provision of safe crossing points 54%

It would seem that these survey results do not generally match up with the results of the cycling survey. The differences could be because the cycling survey is based on cyclists experience of cycling in Doncaster while the NHT survey is a wider base of people many of whom will not have cycled so will not have direct experience of the questions asked.
5.0 Making it Happen

5.1 Governance & working with partners
The Council can only deliver the Strategy by working in partnership with a range of stakeholders, user groups and the community. The Council will establish a cycle forum to ensure that all people with an interest in cycling have an opportunity to be involved. A Steering group will be established within the Council to focus on delivering the policies within the Strategy and setting an annual work programme. A governance review will take place in early 2014 to formalise the structure, terms of references and resources.

5.2 Resources
Each year the Council spends up to £500,000 on cycling capital projects, which is approximately ¼ of the Local Transport Plan allocation made to Doncaster. The Council will continue to utilise funding from the Sheffield City Region Transport Strategy to fund the policies outlined in the Strategy. An annual capital programme will be developed for approval by the Council and South Yorkshire Integrated Transport Authority. In addition to LTP funds the Council will seek funding from a wide range of sources:

- Central government funding bids such as “cycle ambition funds”
- Existing and future rounds of Local Sustainable Transport Funds
- Developer contributions
- Internal Corporate resources
- Stakeholders and charities

A work programme, with identified schemes and earmarked funding, will be developed by spring 2014 to enable a capital programme be set for delivery during 2014/15. The programme will be reviewed on an annual basis, but will also contain longer term commitments to enable larger projects to be delivered in phases.

5.3 Design guidance
National guidance on cycling exists in LTN 2/08 Cycle Infrastructure Design, LTN 1/12 Shared use routes, the Design Manual Roads & Bridges and Manual for Streets. In addition the Council will prepare local design guidance to enable scheme designers and developers to deliver cycle schemes that satisfy user requirements. This will include establishing a cycle audit of all new transport schemes and developments. The guidance will be produced by spring 2014.

5.4 Communication Strategy
A key part of the Strategy will involve the use of “smarter choices” through marketing, training, events and media exposure. A communication plan will be developed to promote cycling using a variety of media. The Council will maintain publication of the existing cycle map. It will provide up to date information on the Council website & in social media.

5.5 Monitoring
The Council will continue to carry out annual cordon count surveys. Automatic counters are installed to measure daily usage of the TPT and the Southern Greenway. Consideration will be given to expand the number of automatic sites to key cycle routes. An annual review of cycle accidents and an annual report on progress against the Strategy targets will be produced.
6.0 **Key Cycling Strategy objectives**

The preceding sections have identified strategic approaches to achieving more and safer cycling, the trends in cycling in Doncaster and the priorities identified by those who got involved in the consultation. This section brings these strands together to outline four core objectives, which are to

1. Increase the number of people cycling and the number of journeys by cycle
2. Improve health and reduce health inequalities by introducing cycling into everyday life
3. Improve cyclists safety and feeling of safety
4. Reduce cycle thefts and improve cycle parking

For each objective there is a brief description of where we are now, where we want to be, (including targets) and a list of policies to be pursued to achieve the objective.

---

### Objective 1 - Increase the number of people cycling and the number of journeys by cycle

**Baseline - where we are now?**

Cycle to work – 3,200 people (1.5% mode share) of the workforce from the 2011 census

Cordon counts – 3,286 cyclists in 2012 - a 64% increase over 10 years

Cycle for leisure - 5,468 cyclists a year in 2012 - a decline since 2003.

Cycle to school – currently 29 Bike it schools. 800 children trained during 2013/14.

**Target for cycling to work.**

- Travel to work, the target is to increase this from the current 3,200 (1.5%) to 4,500 (2.25% mode share) for the next census in 2021.
- The target is to achieve a 70% increase on the cordon count to 5,586 cyclists by 2023.

**Target for cycling for leisure on the TPT**

- Reverse the decline in use and aim for 7,500 users a year by 2023

**Targets for cycling to school:**
• All Y5 / Y6 Doncaster school pupils are to be offered Bikeability cycle training, with a target uptake of 70% by 2023.
• Increase the number of Bike it schools to 50 by 2023.

These targets will be achieved by implementing the following policies;

**Policy 1.1- Implement a programme of on-highway cycle routes, including cycle lanes, crossings and Advanced Stop Lines (ASLs)**

Road layout and traffic danger were a high priority of those responding to the consultation even amongst experienced cyclists suggesting that the road designs and conditions are not that cycle friendly. Well-designed and wide cycle lanes can significantly improve driver awareness of cyclists and give cyclists more space, improving the quality and perception of their journey. ASLs reduce cyclists exposure to pollutants as they ensure that cyclists don’t queue at traffic signals behind the exhaust pipe of standing vehicles. They assist cyclists making turning manoeuvres by taking them to the front of the queue, which also reduces the possibility of cyclists going straight on being in collision with left-turning vehicles (a common type of accident involving cyclists). A review will be carried out into locations where cyclists report that current traffic detection methods don’t detect cyclists.

The design of these routes will be dependent upon the principles established within local design guidance (to be developed shortly), but will conform to the ‘hierarchy of measures’, taken from the national guidance in Local Transport Note 2/08:

![Hierarchy of measures](image)

Implementation will be based on a review of evidence and focus on situations where one or more of the following applies:

• those routes and junctions in the gaps between existing cycle routes;
• those providing direct access to major trip generators, such as the town centre and major employment centres, i.e. those with greatest existing and potential usage;
• those identified by multiple consultees in feedback from the public and other stakeholders;
• where scheme opportunities arise, for example links to new developments or in response to a school or workplace travel plan; and
• roads or junctions with a known cycle accident history.

For example, using these criteria, providing a crossing at Leger Way, adjacent to Racecourse roundabout, linking the Bawtry Road cycleway with Bennetthorpe on user’s desire lines has been identified as one of the main priorities for short term implementation.

**Policy 1.2 Implement a programme of off-carriageway cycle routes (greenways)**

Traffic-free paths are particularly important in encouraging new and returning cyclists to get out on a bike and gain more confidence. They improve health and well-being by increasing levels of physical activity and providing access and vibrancy to green space. They provide the cycling equivalent of nursery slopes for people learning to ride a bike and they broaden the range of travel options for people to choose from. Subject to satisfying the ‘hierarchy of measures’, (see above), implementation will be prioritised following a review of evidence and focus on situations where one or more of the following applies:

• gaps in the existing network of greenways;
• those providing direct access to major trip generators, such as the town centre, major employment centres, tourist attractions i.e. those with greatest existing and potential usage,
• those identified in feedback from the public and other stakeholders
• where scheme opportunities arise, for example links to new developments or in response to a school or workplace travel plan;
• routes that would provide a safe and direct alternative to roads or junctions with a known cycle accident history.

**Policy 1.3 Promote cycling to school**

Promoting cycling to school is essential to ensuring that future generations get the cycling habit and develop the skills to become confident cyclists. The major benefit of this is to help more young people achieve the recommended level of physical activity to benefit their health and reduce the likelihood of becoming overweight or obese, with all its attendant health risks. A further benefit is to reduce traffic congestion around schools, which can improve road safety.

To do this successfully requires a combination of measures that address all the major barriers to cycling to school, often a mixture of infrastructure and ‘smarter choices’ measures. We will continue to work with our partner Sustrans to deliver Bike it to develop a cycling culture within schools; we will deliver Bikeability cycle training to level 2 or, where appropriate level 3, we will expand the provision of secure cycle storage in schools and where possible identify safe routes to school. In addition, a pool of bikes will be used across Doncaster schools to ensure that every child has the opportunity to take advantage of Bikeability whether or not they own or can afford one. As the evidence from the Cycling Demonstration Towns shows, it is the combination of approaches that works best.

**Policy 1.4 Promote cycling to work**
The Council and its partners will work with major employers to build upon the current ‘Cycleboost’ programme that provides bike loans, training and incentives for employees to try cycling to work. Employers without adequate cycle parking will be encouraged to provide it with the Council providing the cycle stands and advice about security, with the employer paying for installation. As part of the planning process new developments will require an employee travel plan which will set out specific targets for cycle use to that particular development and the measures that will be required to achieve the targets.

**Policy 1.5 Audit existing routes and review maintenance regime**

Feedback from cyclists suggests that some routes have poor design standards and features and are poorly maintained, including problems of overgrown vegetation, stop start nature of paths, lack of priority at side roads, poor signage, poor lighting, poor surface (in some instances) and the complete absence of winter gritting. An audit of existing routes will be conducted and a programme of maintenance and improvement will be pursued, in order to achieve the benefit from the asset.

**Policy 1.6 Make new developments and transport projects cycle-friendly**

In the case of new development, this will be achieved by a combination of planning conditions, a travel plan, design guidance, section 106 contributions; section 38 or section 278 agreements. All projects that may have an impact upon cycling will require a cycle audit. The audit will ensure that cycling is accommodated within the project as a safe and convenient travel option and will take the needs of cyclists into account at all stages of the design process. A recent example being the provision of new cycle facilities as an integral part of the A6182 White Rose Way dualling scheme.

---

**Objective 2 Improve health & reduce health inequalities by encouraging cycling in everyday life**

**Baseline - where we are now?**

The Active People survey indicated that the average participation in sport and active recreation (which would include recreational cycling) for people aged 16+ in Doncaster is 55% which is lower than the average for Yorkshire and England.

While the proportion of Doncaster people undertaking 30 minutes of physical activity three times a week increased from 17% in 2005/06 to 20% in 2010/12 this was still below the average for England of 22%.

However, Cycling is second to swimming as Doncaster’s most popular participation sport with a participation rate of 10%. This is higher than the Yorkshire and England average of 8%.

**Measure and Targets - where do we want to get to?**
Achieve a 25% average participation in sport and recreation for people aged 16 and over by 2023.

Make cycling the most popular participation sport in Doncaster

These targets will be achieved by implementing the policies set out under Objective 1 plus the following two policies. Doncaster Council will:

**Policy 2.1 Actively promote cycling in the Community**

The same principles that underpin cycling to work and to school will be applied to local cycling within neighbourhoods. That is developing an understanding of ‘people, place and purpose’, addressing the known barriers to cycling and combining infrastructure with ‘smarter choices’. Infrastructure will include providing new cycle parking at local and district centres and this will be combined with a community-based ‘Cycleboost’ project that will provide the support needed to enable people to start cycling and cycle more often. Community Cycleboost will include the free loan of a bike and equipment, along with bikeability training or bike buddying and guidance on route choice and basic bike maintenance.

One key to success is engaging those people who want to change their travel behaviour to include cycling. This will involve partnership working with a range of local statutory and voluntary agencies to make the ‘offer’ known to a wide range of potential participants. This might, for example, involve GPs and health workers signposting people to the opportunities being provided.

The Council will continue to produce the Borough Cycle map and will organise a range of events to promote the benefits of cycling. In particular, the opportunities that will arise as part of the 2014 Tour de France Grand Depart from Yorkshire.

**Policy 2.2 Provide a range of events including entry-level rides with pathways to increased participation**

Again, this policy starts from the analysis of barriers to cycling and what people say stops them from cycling or cycling more. For some the reason for not cycling is simply that they have never learned to ride a bike. Learn-to-ride sessions have proved popular elsewhere and have a good success rate at moving participants on to individual Bikeability training. For many people, cycling becomes more appealing when they have the benefit of riding with others, as this provides help with route planning and instils confidence that they will get help if something like a puncture happens. Such rides are particularly appealing for families, enabling parents and guardians to ride with children. British Cycling has piloted this kind of entry-level ride and the evaluation suggests many participants are encouraged to cycle more and become independent cyclists after taking part, with many going on to cycle for everyday purposes, such as commuting. Doncaster Council will work in partnership with various local voluntary and cycling organisations, including the St. Leger Rotary Club, to provide this service.

There are many bikes that don’t get used partly because their owners don’t know how to maintain them. Providing ‘Dr Bike’ events in the town centre can help to overcome this problem. People are able to bring their bike to have a diagnostic check and minor adjustments to get the bike roadworthy again.
A growing number of local cycling clubs offer club cycle rides for novices. Doncaster Council will work in partnership with these clubs and their governing body British Cycling to enable people to make the step up from entry-level rides and leisure cycling to novice club rides.

Many of these activities can be targeted at communities with high incidence of obesity and poor health outcomes, with signposting to this service from health professional working in those communities.

**Baseline - where we are now?** Road accidents resulting in injury to cyclists have shown a very slight increase over the past ten years. However cycle use has increased at a faster rate over this period than accidents, so the cycle accident rate has gone down.

Given the annual variation, a baseline of the 3 year average 2010-12 will be utilised at 105 cycle collisions.

**Measure and Targets - where do we want to get to?** Our target is to ensure that the number of cycle casualties do not exceed the 2010-12 baseline by 2023. Given that the Strategy predicts a 70% increase in cycling this equates to a reduction in the cycle accident rate.

**Policy 3.1 Deliver a programme of improvement schemes at cycle hotspots**

In 2012, 104 cyclists were injured in reported road traffic accidents and national studies suggest that many more went unreported. Consultation revealed a number of locations where cyclists feel intimidated by the combination of traffic speed, volume and road layout. Some of these are at key locations on cyclist’s desire lines.

A programme of improvement schemes will be implemented to make cycling at cycle hotspots safer. Schemes within the programme will be prioritised with reference to:

- Locations where cyclists are known to have been involved in injury accidents
- Locations identified by multiple consultees in feedback from the public and other stakeholders

The principles for how cycle hotspots will be addressed are set out in the hierarchy of measures (see Policy 1.1 on page 20)

**Policy 3.2 Deliver a driver and cyclist education programme**

Doncaster Council will work with South Yorkshire Safer Roads Partnership to deliver a ‘think bike’ driver education programme. One element of this will be to offer bus, lorry and van drivers free one-to-one bikeability cycle training, so they get a cyclists’
eye view of the road. Similarly we will work with South Yorkshire Police and local bus operators at key cycling events (e.g. Bike Week) to enable cyclists to get a driver’s eye view from the cab of large vehicles, so they can see where there are blind spots. Free one-to-one Bikeability cycle training will be offered to all Doncaster residents and employees, with a target uptake of around 300 participants per year. Experience of providing people with cycle training to Bikeability level 3 has proved very effective (and cost-effective) at providing participants with the skills to ride safely in traffic. The offer of free one-to-one cycle training sessions will help to address people’s perceptions of poor safety and reduce pavement cycling (see below).

**Policy 3.3 Encourage and incentivise cyclists’ use of safety equipment**

Doncaster Council will work with South Yorkshire Police and the South Yorkshire Safer Roads Partnership to encourage the use of fluorescent / reflective safety clothing, good quality bike lights and cycle helmets. South Yorkshire Police have run schemes where people who are given a fixed penalty notice for riding without lights after dark get a good set of bike lights on paying their fine. There will be a campaign each autumn to offer free hi-visibility vests to cyclists. We will work with local cycle retailers to offer discounted helmets to customers buying a new bike or getting their bike serviced.

**Policy 3.4 Review cycling on footways and in pedestrian areas**

Consultation responses suggest that cycling on footways and in pedestrian areas is an issue of concern. Doncaster Council will work with South Yorkshire Police to undertake a campaign to reduce conflict between pedestrians and cyclists on footways. There will be a campaign of issuing fixed penalty notices to people riding irresponsibly on the footway, offenders will be given the option of paying the fine or undertake a free one-to-one Bikeability cycle training course. This is a similar scheme to offering speed awareness training to drivers caught speeding). Post-scheme evaluations have shown that Bikeability cycle training reduces the amount of pavement cycling amongst trainees.

Consultation also revealed issues around cyclists in pedestrian areas. Some people oppose cyclists using pedestrian areas; some cyclists see the pedestrian areas as barriers, which force them to use busy main roads. There are some pedestrian areas in Doncaster town centre that could potentially provide access for cyclists, where motor vehicles can access but cyclists are not allowed. Given the body of experience of allowing cycling in pedestrian areas in other town and city centres (e.g. York’s ‘footstreets’), Doncaster Council will review whether to allow cycling on some of these routes through the town centre outside the main shopping hours.

**Policy 3.5 Cycling information and education campaigns**

To help people find safe cycle routes to work and to school, Doncaster Council will undertake Bikeability surveys to map the roads and paths around schools and workplaces to show the Bikeability levels required to use them. This will help people to choose the easiest and/or safest route to their school or place of work. This policy
is closely linked with policies 1.3 and 1.4. Information campaigns will also be designed to encourage the uptake of free Bikeability cycle training and the use of available maps to help people to choose their own safe routes.

**Objective 4 - Reduce cycle thefts and improve cycle parking**

**Baseline - where we are now?** There are currently about 80 bike thefts a month in Doncaster. Roughly half are taken in burglaries at home.

**Measure and Targets - where do we want to get to?**

Our target is a 35% reduction in the theft of bikes by 2023

**Policy 4.1 A review of the design and location of cycle parking**

A review of the design and location of cycle parking will be conducted to ensure that all sites have as a minimum requirement either good natural surveillance or CCTV coverage.

The provision of secure cycle stands will be extended in the town centre, in suburban and rural centres and at key interchanges based on the principle of providing a small number of cycle parking racks or stands at frequent intervals.

**Policy 4.2 An education programme to get bikes locked securely using good quality locks**

Many cyclists are using poor quality locks, securing their bike inadequately (i.e. to itself, rather than to the rack) or in some cases, not locking their bike at all. In partnership with local cycle retailers, Safer Doncaster, South Yorkshire Police and Doncaster Council will embark on a major campaign to educate cyclists to invest in better quality locks and how to use their cycle lock to the best effect. One way to achieve this is to administer handlebar strips, indicating to the owner that their bike was not adequately parked for one of the following reasons:

- Bike not locked
- Poor quality lock used
- Lock not used to best effect
- Bike not locked to cycle rack

The strips will also highlight the availability of the secure town centre bike park and be a voucher towards the purchase of a discounted bike lock at participating cycle retailers.

**Policy 4.3 Security marking of bikes**

Security marking of bikes can aid the detection and recovery of stolen bikes and therefore reduce cycle theft. The aim is to property mark a large proportion of bikes in Doncaster and to get most new bikes to be sold with Immobitags or similar. These
tags are linked to a website and members of the public can register other belongings alongside their tag. Cycle tags will be provided and fitted free of charge at events occurring in cycle theft hotspot areas and at regular town centre events. The Council will work with local cycle retailers to encourage more of them to fit bike tags to all new bikes sold.

**Policy 4.4 Encourage use of the town centre bike park and investigate the provision of more lockable cycle storage in the town centre**

The current bike park in Doncaster town centre operated by the Hayfield Wheelers at Wood Street provides secure cycle storage for short- and long-stay bike parking. The use of this will be encouraged by a promotional campaign on the back of handlebar strips (see policy 4.3)

Alongside the scheme to get more employers to provide secure cycle storage for their employees (policy 1.4), the provision of secure, lockable, cycle storage will be investigated at a number of locations in the town centre, with the possibility of a secure bike park in the markets area. This recognises that fact that some premises within the town centre will not have space to provide on-site cycle storage for long-stay employee parking.