Active Travel Plan
Supporting Local Transport Plan 2011 - 2026
# Active Travel in Wokingham

To work with partners to promote walking and cycling as a health-enhancing physical activity for all of our residents and as a viable alternative to travelling short distances in cars

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Objective 2</th>
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<tbody>
<tr>
<td>We will work in partnership with businesses to encourage walking and cycling to centres of employment</td>
<td>We will actively encourage walking and cycling to schools, colleges and other education facilities</td>
<td>Improve and encourage active travel access to town and local centres, public open spaces and public transport interchanges</td>
<td>Work with partners and key stakeholders to promote the benefits of active travel to reinforce public health messages</td>
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<td>Develop partnerships with businesses to guide, develop and deliver targeted and deliverable Travel Plans that include incentives for walking and cycling</td>
<td>Undertake targeted promotional activities to encourage more pupils to walk and cycle to school</td>
<td>Make it easier to get into town and local centres by improving all forms of transport access, including walking and cycling</td>
<td>Work with health partners to promote active travel to reduce the overall levels of coronary heart disease</td>
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<td>Initiate travel to work behaviour change by promoting the economic, cost, time and health benefits of walking and cycling</td>
<td>Engage with schools, parents and teachers to identify opportunities for encouraging active travel</td>
<td>Establish criteria for cycle parking in residential areas including cycling provision in new homes</td>
<td>Use active transport as an opportunity to increase activity levels in young people</td>
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<td>Make improvements to pedestrian links and enhancements to cycle routes and infrastructure</td>
<td>Promote safety and sustainability by undertaking cycle training at primary schools</td>
<td>Develop branded routing and mapping indicating both walking and cycling routes</td>
<td>Undertake safety reviews and work with partners to reduce the overall number of deaths, casualties and injuries on the Borough’s roads</td>
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<td>Deliver a school related walking and cycling programme focused in on safety improvements</td>
<td>Outline an acceptable design of shared space and cycle provision in urban and rural areas</td>
<td>Consult with local communities including Town &amp; Parish Councils to identify barriers to active travel and new opportunities to deliver initiatives that address specific</td>
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<td>All major businesses and corporations in the Borough have succeeded in implementing a working and practical travel plan</td>
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<td>We have increased:</td>
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<td>i) the numbers of pupils walking to primary school by 10%</td>
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<td>ii) The numbers of pupils walking and cycling to secondary school by 10%</td>
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<td>100% of schools have a well maintained and effective travel plan.</td>
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<td>We have provided bikeability cycle training to 1000 primary school children per annum</td>
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<td>We have made it easier for pedestrian movements in town and local centres (e.g. Wokingham, Woodley, Earley, Twyford) by removing obstacles where appropriate</td>
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<td>We have implemented effective station travel plans that are regularly monitored and reviewed for effectiveness</td>
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<td>The overall Wokingham Borough cycle network has been expanded to incorporate all strategic development locations</td>
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<td>We have increased child participation in healthy lifestyle activity programmes by 15%</td>
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<td>We have increased the number of older people participating in physical activity by 30%</td>
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<td>Numbers of accredited healthy schools have increased to 100%</td>
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<td>At least 60% of children in the Borough travel to school by walking and cycling</td>
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<td>More residents are actively involved in enjoying the countryside through health walks and recreation</td>
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1. **Introduction**

1.1 Active Travel refers to an approach to travel and transport that focuses on physical activity, walking and cycling. Given that in the UK over 50% of car journeys are shorter than 3 miles, there is scope to replace car journeys with more active forms of travel. Walking and cycling are very simple ways of incorporating physical activity into daily activities.

1.2 Encouraging residents to consider healthy and active travel options are good for boosting health and when replacing short journeys by car, they can also reduce congestion levels and CO₂ emissions. Walking or cycling can be a quicker and lower cost alternative to the car or public transport for many short journeys and are often the easiest ways for most of us to become more physically active.

1.3 However, there are several barriers that prevent people walking and cycling more. They can be actual physical barriers, but they can also just be habitual or perceived barriers. Most people know that more physical activity and a healthier diet are good for them and that walking and cycling are easy ways to keep active. Despite this, simply having a car often means it becomes an automatic choice for many short, everyday journeys.

1.4 Levels of cycling and walking in Wokingham Borough have seen some modest improvements in the last 10 years, and there is now a clear policy drive from national and local Government to support more walking and cycling as part of a healthy lifestyle. There is potential for the Council and its partners to support this process by further developing our existing walking and cycling networks in the Borough and promoting their use to all our local communities.

1.5 The strategic objective for the development of this plan is to increase the levels of active travel across Wokingham Borough and positively influence resident’s dependence on the private car for short journeys. To achieve this objective the following set of four mechanisms will be applied:

1. We will work in partnership with businesses and developers to encourage walking and cycling to centres of employment
2. We will actively encourage walking and cycling to schools, colleges and other education facilities
3. We will improve and encourage active travel access to town and local centres, public open spaces and public transport interchanges
4. We will work with partners and key stakeholders to promote the benefits of active travel to reinforce public health messages

1.6 This plan concludes with an action plan which has financial implications to deliver. These actions will only be undertaken when the opportunity, funds and resources become available.
2. National and local policy

National Policy


2.2 Chapter 5 of the White Paper is entitled ‘Active Travel’ and explores the impact of increased local active travel and improved local environment for walking and cycling. The paper cites local authority examples of walking and cycling excellence. The white paper reflected many of the ambitions previously published in the 2010 Active Travel Strategy2.

2.3 In 2010 Central Government published an Active Travel Strategy to get more people to include walking and cycling into their everyday lives and to become more active. Activity and travel are being co-promoted across the Government by the Department of Health, Department for Transport and the Department of Energy and Climate Change, because poor health and obesity, traffic congestion and access to services and the environment all present significant challenges for national Government.

2.4 The combined aims of the Government departments are to:

- Promote better public health and well-being by increasing levels of physical activity, particularly among the most inactive people in our society
- Increase accessibility and reduce congestion
- Improve air quality and reduce carbon emissions

2.5 The 2010 strategy highlights that the UK has some of the lowest rates of walking and particularly cycling in Europe. Only 2% of trips in England are cycled, whilst in the Netherlands the figure is 26%, and some towns and cities across Europe have even higher levels.

2.6 In response to nationally declining rates of walking and cycling, the 2010 strategy highlights successful local examples where a coordinated approach to active travel has delivered dramatic improvements: 18% of all journeys in Cambridge are cycled, London has seen cycling double in less than a decade and Darlington has achieved a 13% increase in walking and 113% increase in cycling in just three years. Clearly, a combination of investment in infrastructure and supporting information

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1 Department for Transport 2011 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen
2 Department of Health 2010, Active Travel Strategy
and promotional activity can help generate significant increases in active travel across towns and cities.

2.7 Encouraging more people to be active in their travel helps to support many national objectives. More active travel can bring business benefits – a healthier, more active workforce means reduced absenteeism and increased productivity and reduced congestion means better journey time reliability. It can benefit less active groups in particular – walking and cycling are simple, low cost and effective ways for some of the most inactive people in society to incorporate physical activity into their daily lives. It can also be good for the environment – journeys made on foot or bike rather than by car will reduce emissions and can make for a more pleasant local environment.

![Figure 1 Active Travel Business Benefits](image)

**Local Policy**

2.8 Wokingham’s third Local Transport Plan (2011-2026)\(^3\) sets the policy framework for the development of an active travel plan. Given that in the UK over 50% of car journeys are shorter than three miles, there is scope to replace car journeys with more active forms of travel. In the Council’s third Local Transport Plan we have developed a specific active travel goal in support of the overall vision for transport in the Borough. This is set out below:

“To work with partners to promote walking and cycling as health-enhancing physical activities for all of our residents through providing:

\(^3\) Wokingham Borough Council, Local Transport Plan 2010 - 2026
• Connected, convenient, safe and signed pedestrian networks across the Borough to enhance existing networks
• New cycleways integrated with the existing cycle network
• Improved cycle parking at stations, businesses and schools”

2.9 To guide the development of active travel across the Borough, we have three over-arching policies which are set out in the Local Transport Plan (LTP) as:

Policy AT1: Increasing opportunities to walk and cycle
We will actively encourage integrating walking and cycling routes and facilities into key destinations including:
• Retail, leisure and social facilities
• Public transport interchanges
• Schools, colleges and other educational facilities
• Employment Areas

Policy AT2: Recreation and Active Travel
Improving access to public open spaces and country parks will help to encourage walking and cycling as leisure activities

Policy AT3: Active Travel for all
To provide walking and cycling opportunities that are inclusive for residents with mobility, visual and hearing impairments and other disabilities

Policy SCDM1: Partnership Working
The Council will work with public, private and voluntary partners to deliver improvements to the Borough’s transport network.

Policy SC/DM6: School Travel Plans
We will work with all schools in Wokingham Borough to develop and maintain effective Travel Plans that will help improve the safety and health of school children.

Policy SC/DM7: School Travel Awareness Campaigns
We will work with schools and other relevant stakeholders to facilitate school travel awareness campaigns.

Policy SCDM8: Road Safety Awareness Campaigns
The Council will continue to run and develop road safety awareness programmes. These will be targeted at vulnerable road users and groups most
likely to be involved in accidents.

**Objectives for Active Travel development**

2.10 In support of the local policies developed in our third Local Transport Plan (LTP3), the Council has developed objectives with targeted outcomes which include the development of new infrastructure, promotion and targeted marketing leading to behaviour change, increased levels of walking and cycling. The objectives set for active travel form the basis for the development of a themed action plan. This can be found at end of this document.

2.11 The four objectives for the Wokingham Borough Council Active Travel plan are:

1. To work in partnership with businesses to encourage walking and cycling to centres of employment
2. To actively encourage walking and cycling to schools, colleges and other education facilities
3. To improve and encourage active travel access to town and local centres, public open spaces and public transport interchanges
4. To work with partners to promote the benefits of active travel to reinforce public health messages
3. Local evidence review

3.1 The existing cycle and walking network in Wokingham Borough consists of a mixture of ‘on’ and ‘off’ carriageway facilities. National cycle route 4 runs through the heart of the Borough connecting Reading to Maidenhead, following the A4 Bath Road. Wokingham Borough has approximately 3km of on-carriageway cycleway, 40km of off-carriageway cycleway and over 500km of footway.

3.2 Much of Wokingham Borough is broadly level and does not suffer from steep gradients and is therefore conducive to active travel. The current cycle network provision forms the basis for a network linking some of the main employment locations, such as Thames Valley Business Park and the centre of Reading. Reading and Bracknell are the only significant origin and destination points for cyclists travelling to and from Wokingham Borough for work. However there are a number of issues with cycling in the Borough which are categorised as follows:

- Lack of dedicated road space and convenience
- Gaps in the existing cycle network, which do not facilitate cycling trips
- High volumes of vehicular traffic on relatively narrow roads
- Safety concerns especially for children (Real & perceived)
- Vehicles speeds
- Limited parking facilities for bikes at stations, employment places and schools
- Restrictions on cycle transportation by bus and rail operators
- Issues around the illegality of cycling on footways leading to conflict with pedestrians
- Issues with cycling regarding security and risk of theft
- Provision of changing facilities at work
- The existing standard of cycling surfaces including broken glass, litter and dog excrement

3.3 Footway in urban areas of the Borough are generally surfaced, lit, and connected by a range of crossing points. Walking in more rural parts of the Borough can often be more problematic as there is a limited footway provision or the travel distances required to access a school are not conducive to walking. However the rural walking network is well documented in our Public Rights of Way Improvement Plan 4 (RoWIP).

3.4 Levels of car ownership in Wokingham Borough are high, 1.6 cars per household at the last census. The result is that car travel is now considered the primary means of transport for many local journeys, contributing further to local traffic congestion at peak times. Community consultation has identified that congestion is one of the top priorities for

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4 Wokingham Borough Council Rights of Way Improvement Plan 2011
transport in the Borough. Congestion is a direct result of over reliance on cars for all journeys.

Local Transport Plan consultation

3.5 Our third Local Transport Plan (LTP3) required the Council to undertake a wide ranging public consultation exercise to establish priorities for policy development. The consultation attracted a response of over 1,500 completed questionnaires and comments from a diverse range of respondents.

3.6 In order of priority, the four top transport challenges facing the Borough were identified as:

1. Ensuring that public transport is affordable and accessible
2. Reducing congestion on our roads
3. Fixing potholes and improving the condition of roads and footways
4. Encouraging people to travel by bus, train, cycle or walking instead of by car

Local perception survey

3.7 In 2010 the Council commissioned IPSOS MORI to undertake a survey of residents’ opinions on all aspects of highways and transportation within the Borough, including walking and cycling. The survey, known as the National Highways and Transportation (NHT) survey, formed part of a national programme allowing the results to be benchmarked against those of other local authorities. Residents were asked about their satisfaction with walking and cycling facilities across the Borough including those associated with public rights of way. A summary of the main findings of the survey are as follows:

- Over half of the residents surveyed in Wokingham Borough walk at least 2-3 times a week, whilst the majority cycle less than once a month, if at all
- The Council perform within the top quartile of authorities for the overall satisfaction with pavements, footways and local public rights of way
- Generally the Council perform well within the provision of walking facilities and infrastructure and is the best performing urban unitary authority for clear pavements
- Residents are least satisfied with the provision of cycle routes and facilities, with the Council rated the worst performing urban unitary authority for providing cycle routes where needed, cycle information, cycle facilities at junctions and cycle signs

Travel to work
3.8 Travel plans are a package of measures designed to encourage sustainable healthy travel options, normally to schools, places of work and residential areas. Although the development of travel plans is not exclusively reliant on active travel options, they do have a role to play in encouraging more people to walk and cycle as an alternative to using a car. The Council has developed a policy framework for the use of travel plans adopted as individual policies in LTP3. LTP3 develops policies for the use of travel plans at schools, in the work place and as part of the residential development process.

3.9 To further assist the development of travel plans, the Council has produced two travel plan guides which cover the work-place travel and the development of new residential areas. Both documents include specific measures designed to encourage walking and cycling.

3.10 Active travel and travel plan options that encourage walking and cycling are further supported through the Council’s Smarter Choices Delivery Plan. The Smarter Choices Delivery Plan sets out the economic and environmental benefits of developing travel plans and includes an action for their wider use and delivery through the current LTP time frame.

3.11 Wokingham Borough Council is a steering group partner in the development of Thames Valley Park business travel plan. Thames Valley Park (TVP) currently accommodates around 20 businesses, with about 9,000 employees on site. The larger companies at TVP include Oracle, Microsoft, BG Group, and ING Direct. The development of the travel plan includes measures to facilitate more active methods of travelling to work. The travel plan includes measures such as cycle loans and the provision of changing and showering facilities to make active travel more comfortable, but also includes wider measures where the Council can assist. The Council has supported the process by providing information on the wider cycle network and making small changes to signing and infrastructure.

Travel to school

3.12 There are currently 60 local authority schools in Wokingham, attended by some 23,000 pupils. This includes 50 infant and primary, eight secondary and two special schools.

3.13 Research has shown that the school run accounts for around 10% of vehicular traffic in the morning peak hour (0800 – 0900). In 2010, one third of children travelled to schools in the Borough by car. Reducing this number of car-based journeys to school could significantly contribute towards reducing peak hour traffic congestion in and around schools and across the wider highway network. It is estimated that 16% of school carbon emissions stem from journeys to and from school by staff and pupils and travel on school business.
3.14 Promoting safe and healthy journeys to school is a priority for the Council which is reflected in the policies adopted in LTP3. Policy SC/DM6 states the Council will continue to work with all schools in Wokingham Borough to develop and maintain effective travel plans that will help improve the safety and health of school children. The inclusion of this policy in LTP3 enables the Council to build upon the work started as part of the second Local Transport Plan.

3.15 School travel patterns have been measured annually as part of the national school census. Data collected in January 2011 from this census indicates that 48% of all school pupils across the Borough walked to school and that 6% of all pupils across the Borough cycled to school. In Wokingham Borough there has been an average increase in numbers of pupils walking to school, 1% year on year since 2009.

3.16 The schools census data also shows a difference between the travel patterns of primary and secondary school children; in Wokingham, 54% of primary school children walked to school (compared with 57.6% nationally), and 43% of secondary school children walked to school (compared with 42.9% nationally); 1% of primary school children (compared with 1% nationally) and 12% of secondary school children (compared with 2% nationally) cycled to school. Encouraging 12% of secondary school children to cycle to school has been a particular success of the School Travel Plan programme and it is the intention of this plan that these numbers are transferred through to young adults using cycling as a means of travel.
4. Opportunities for development

Local Opportunities

4.1 There are a number of current and future opportunities to develop and enhance the uptake and sustained use of active travel across the Borough. The councils adopted Core Strategy\(^5\) provides the framework for the development of almost 13,000 new homes in the years up to 2026 which must include walking and cycling promotion and infrastructure. Alongside the new housing development there is also an opportunity to improve walking and cycling through the redevelopment of Wokingham town centre and Wokingham station. Further to the developments within the Borough boundaries there are also the opportunities to develop walking and cycling routes and synchronise active travel programmes with Reading and Bracknell Forest Councils.

Adopted Core Strategy

4.2 As defined in our Core Strategy, the Borough will accommodate almost 13,000 new homes in the years leading up to 2026. Most of the new homes are to be in four Strategic Development Locations (SDLs) these being:

- 1,500 new homes in North Wokingham
- 2,500 new homes in South Wokingham
- 3,500 new homes at Arborfield Garrison
- 2,500 new homes at South of the M4 (Shinfield, Spencers Wood and Three Mile Cross)

4.3 Concentrated development of new homes and businesses in the four SDLs will enable the Council and its partners to shape the way that new residents travel to and from work, school and leisure and recreational facilities. The four SDLs will provide the Council with a new platform to encourage the provision of new walking and cycling infrastructure links that are underpinned through their prospective developers in their residential travel plans. The SDLs will have sustainable transport built into the fabric of the developments, thus providing the essential and vital infrastructure that is needed in the long term to underpin sustainable and active travel behaviour.

Opportunity to develop new links

4.4 As part of the development of this Active Travel Plan, we have undertaken an indicative mapping process shown in figure 2 below to indicate where active travel opportunities exist that could be linked to new development. In particular when new routes are developed they should be linked to the existing network and to major trip attractors such as town centres, employments areas, schools and leisure activities

\(^5\) Adopted Wokingham Borough Council Core Strategy January 2010
including green open spaces. Figure 2 shows future possible active travel routes linking the four planned Strategic Development Locations designated in the adopted core strategy. The arrows show the new indicative routes that could provide sustainable links to existing and new employment, educational, health, residential and shopping locations, including the neighbouring town centres of Reading and Bracknell.

Figure 2 Indicative opportunities for new active travel routes

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Wokingham Town Centre Redevelopment

4.5 There exists an excellent opportunity to shape and encourage new active travel patterns as Wokingham town centre is redeveloped and regenerated. The regeneration process will give rise to new footways within the town centre, as the regeneration process gets underway. The regeneration will create the opportunity to establish dedicated cycling and walking routes for access, as well as encourage new pedestrian flows in newly constructed areas of Wokingham.

4.6 Improved access that delivers active travel in and around the redeveloped town centre must be linked to all other planned new development. The redevelopment of the town centre, combined with housing development in the SDLs and other large development sites provides an opportunity to greatly extend the current footway and cycleway.
Wokingham Station

4.7 The redevelopment of Wokingham station and the new access arrangements will facilitate the development of the integrated station travel plan. South West Trains and Network Rail have shown commitment to encourage cycling and intend to integrate new secure cycle storage as part of the station’s redevelopment. To ensure that walking routes to and from the station are as simple as possible, the redevelopment of the station should be integrated with the town centre redevelopment plans, ensuring that there is a clear and attractive walking and cycling route to the town centre and beyond.

Opportunities with Reading and Bracknell

4.8 Wokingham is a relatively small highways authority area, with many journeys extending from our Borough into the neighbouring boroughs of Reading and Bracknell. Census data indicates that there are over 35,000 work trips originating from Wokingham Borough everyday. The most popular destinations for residents travelling to work are listed as Reading and Bracknell. There exists an excellent opportunity to work with both Reading and Bracknell Forest Councils to improve walking and cycling links in forthcoming years.

4.9 Reading Borough Council are committed to addressing traffic flows into the centre of Reading and have detailed a strategy of ‘infrastructure and intervention’ in their current Local Transport Plan. Their commitment to infrastructure and intervention extends as far as Winnersh Crossroads, well into Wokingham Borough. Reading’s Local Transport Plan provides commitments to exploring the opportunities to improve sustainable travel in Woodley, Earley and along the A329 corridor as far as Winnersh.

4.10 In March 2010 Reading Borough Council published intentions to develop a cycle hire scheme, similar to the existing scheme operating in London. The plans contain ambitions to extend the cycle hire scheme into Wokingham Borough to link with shopping areas in Woodley and Earley as well as linking businesses located on the boundaries of Reading Borough.

4.11 On the eastern edge of Wokingham Borough there exists an opportunity to overcome a significant barrier to walking and cycling at Coppid Beech roundabout. The roundabout junction has become a barrier for pedestrians and cyclists travelling between Wokingham and Bracknell due to the level of fast moving vehicles entering and exiting the roundabout. The opportunity to overcome this can be delivered through housing development sites located in the borders of both authorities. On the Bracknell side of the A329, Bracknell Forest is developing new homes at Peacock Farm and has plans to further develop homes in an SDL at Amen Corner. The improvement of a link across this junction will
be beneficial to Wokingham residents wishing to travel to Bracknell for employment, educational and leisure purposes and vice versa.
5. **An active travel plan for Wokingham Borough**

5.1 Active Travel combines the positive and complementary benefits of both walking and cycling. Like central Government, the Council aims to develop and deliver this plan in partnership with public and private bodies such as Town and Parish Councils, the NHS, local schools and businesses. As stated in LTP3 increases in congestion climate change and obesity all present the Council with significant future challenges. With reductions in public spending and greater pressure on local authorities, measures to increase cycling and walking can contribute more than ever to addressing these challenges.

5.2 Integrated walking and cycling programmes addressed through the development of the LTP3 can encourage more active, healthy and sustainable lifestyles and deliver significant environmental benefits, offering high value for money.

5.3 Active travel can contribute to:

- Reducing congestion and improving journey time reliability
- Maximising access to employment opportunities and key services
- Providing low cost transport
- A healthier and more active workforce, which can lead to reduced absenteeism and increased productivity
- Reducing harmful transport-related carbon emissions and improving local air quality, particularly in peak travel periods
- Promoting enhanced mobility and independence for vulnerable groups, such as the young, who may not be able to drive, older people and those with disabilities
- Reducing transport-related social exclusion and improving accessibility for everyone to local services and social activities
- Improved road safety by providing cycle and pedestrian training and enhancing the provision of cycling infrastructure
- Creating more sustainable, attractive and safer communities
- Improved health and wellbeing through more active lifestyles, reducing the risk of developing major chronic diseases, such as coronary heart disease, high blood pressure, stroke and type 2 diabetes

**Delivery of Objectives and Adopted local policies**

5.4 The delivery of the objectives can be categorised into three key themes for development, these being:

1. Infrastructure interventions, intended to provide a clear route network for cyclists and pedestrians
2. Active travel enabling information, activities and interventions
3. Behaviour change marketing to raise awareness of, encourage and sustain walking and cycling
Together these three key themes can deliver the council LTP3 goals, providing benefits such as improved health; increased accessibility to jobs, education, health and leisure; safer neighbourhoods; environmental improvements and financial savings. They provide the framework for the Council and its partners to design deliver and implement the active travel plan across the Borough.

**Key Theme 1: - Infrastructure interventions**

| Key theme:-- Improving the walking and cycling network Infrastructure interventions, intended to provide a clear route network for cyclists and pedestrians |

To encourage residents to consider the use of active modes of travel, street design must ensure that the needs of pedestrians and cyclists are met, as well as accommodating the movement of motor vehicles. Manual for Streets and Wokingham Boroughs Design Guide’s key recommendations are that increased consideration should be given to the ‘place’ function of streets.

Infrastructure tailored to meet the needs of pedestrians and cyclists will underpin our success of this plan. The road user hierarchy, outlined in Manual for Streets, will help to deliver safe and welcoming environments and scenic streetscapes that support the aspirations of the Active Travel plan and the LTP3. The Council is conscious that effective spatial planning and implementation through the development of the adopted Core Strategy and associated master plans and supporting documents will assist in facilitating this.

As stated in LTP3 we will use the development and the delivery of new infrastructure to further integrate the existing walking and cycling network with all new development planned for the Borough, thereby ensuring that active forms of travel become more commonplace and are built within new communities from the outset. This will help to promote more active travel choices to jobs, shopping, leisure facilities and services by walking and cycling.

**Wider active travel network integration across the Borough**

It is important that walking and cycle networks are based around trip generators to optimise use. As part of the development of this plan, the Council will review and revise the existing cycle network, both at the local and strategic level, in order to ensure greater use, better connectivity and better usability. This will ensure that all Council departments can consider opportunities for cycle and pedestrian interventions and improvements whenever other work is undertaken or when funding opportunities arise.

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6 Manual for Streets 2, Department for Transport 2010
5.10 The existing walking and cycle network provision forms the basis for a useful network linking some of the main employment locations, such as the Thames Valley Business Park and the centre of Reading. Through the development of this plan the Council will seek to further integrate new and existing green space, quiet rural roads, the Rights of Way Improvement Plan and routine maintenance regimes, to maximise the effectiveness the existing network.

5.11 The Council will look to provide connections that link cycle and pedestrian friendly areas to green space where possible, to offer a network of attractive routes for current and new active travellers. Integrating transport and green infrastructure planning could see walking and cycling routes placed through existing green spaces and in rural areas, increasing the attractiveness of walking and cycling. Improving access to green space and using existing green space more intensively encourage more residents to consider active travel and reinforce the perception of safety. Incorporating the Rights of Way Improvement Plan\(^7\) (RoWIP) into infrastructure plans will connect facilities such as parks and open space with a network of footpaths providing improved links between people and wildlife.

5.12 In addition to providing further routes, it will be important to maintain our existing network to provide a high quality environment that is conducive to walking and cycling. LTP3 Policy HW6 outlines the importance of effective maintenance to encourage walking and cycling. Additionally routine highways maintenance works also offers the Council an opportunity to look at providing additional facilities for pedestrians and cyclists.

5.13 The pedestrian environment and public domain are important, not only to active travel users but to the whole of society. A high quality public domain and attractive, practical street furniture can help improve perceptions of the area, encourage more walking and cycling and improve people’s quality of life and wellbeing. Such measures can have a real economic impact on local retail centres, which may see increased footfall due to the high quality pedestrian environment. In other places, highly trafficked roads can create a barrier to pedestrians and cyclists wishing to cross the road. This plan supports:

1. The development of high quality street furniture to enhance the public realm
2. Where possible, a reduction in street clutter to simplify and reduce obstacles for users and other enhancements to the public realm
3. Ensuring that all uncontrolled crossings meet current guidance and best practice including tactile paving, pedestrian islands and refuges and.
4. Provision of controlled crossings (pelicans, toucan crossings and where appropriate in rural areas ‘Pegasus crossings’) on high

\(^7\) Wokingham Borough Council Rights of Way Improvement Plan 2009
speed/high capacity roads where appropriate or where there is a potential safety issue for vulnerable users.

**Safety and Active Travel**

5.14 Many residents are concerned that walking and particularly cycling can be dangerous undertakings. Safety concerns are often cited as reasons why people choose not to cycle or, for example, not to allow children to walk to school.

5.15 The Council does recognise that vehicle speed can be a major and perceived hazard for both pedestrians and cyclists and that cycling is more attractive and safer if the other vehicles on the road are travelling at a lower speed. There are many areas across the Borough where the local roads have lower speed limits (30mph), have historically been traffic calmed and are therefore more conducive to cycle use and pedestrian activity. We will look to link together these routes to provide a safe network that would be particularly attractive to newer cyclists.

5.16 We aim to make the main roads more cycle-friendly accepting that this will be of more interest to the experienced cyclists. We know that cycling injuries tend to cluster at junctions and appropriate measures will be introduced where accident data shows that there is a concern, reinforcing the need to concentrate on junction improvements.

5.17 In addressing safety concerns for pedestrians we will continue to undertake pedestrian audits to identify pedestrian improvements that have the potential to increase the number of journeys made on foot and create safer neighbourhoods. Conducting pedestrian audits will help to identify small scale measures that can be undertaken relatively easily and can also be used to identify the need for more extensive measures, such as new pedestrian crossings, street furniture rationalisation and public transport interchange improvements.

5.18 All of the above measures are endorsed and recommended in the joint DfT and Department of Health ‘Transport and Health Resource’ as ways of mitigating the risk of collision. There is also focus on understanding the local circumstances to fully address risk and this is an area that will be reflected more in individual or area based projects and implementation plans. The development of locally developed active travel projects will also be enhanced through locally specific signing and route marking. In October 2011 the DfT published Signing the Way a review of signs and signing that better allows pedestrian and cycle schemes to be delivered in a way that was more reflective of local circumstance.

**Route marking**

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8 Transport and Health Resource :delivering health Local Transport Plans, DfT/DoH January 2011
9 Department of Transport Signing the Way: Traffic Signs Policy October 2011
5.19 For both walking and cycling, it is important that users can interpret the physical environment in an easy and safe way. It is also important that the network information makes routes clear to all other users including motorists. This is particularly important for walkers and cyclists. The Active Travel Plan recognises these issues and therefore supports ways of ensuring pedestrian and public spaces are user-friendly. This includes safe integrated travel for pedestrians, cyclists and motorists. Therefore, the Active Travel plan supports:

1. The provision of cycle and pedestrian signage for users to find access to key services. This could include the use of the latest signage technologies, school zones, signage that draws pedestrians’ and cyclists’ attention to safer and quicker routes. It will also consider the best type of information, e.g. route branded time or distance pointers
2. Provision of a comprehensive network of active travel routes though the Borough. This may include work with partner groups, organisations and local communities when they are looking at their own signage to their sites
3. The Rights of Way network through the provision of signage and information to raise awareness of these off-road routes within Wokingham Borough
4. Provision of signage to denote cycle parking spaces
5. A pedestrian environment that is accessible to all users

Key Theme 2:- Active travel-enabling information, activities and interventions

Key Theme:- Active travel-enabling information complementing infrastructure interventions, intended to provide targeted information on walking and cycling to overcome barriers

5.20 In addition to improving the infrastructure, supporting individuals to overcome barriers to active travel includes providing opportunities, information and the ‘know-how’ to take up cycling and walking.

Cycle Training

5.21 Cycling is a skill for life which can easily be attained through appropriate training. Child cycle training aims to promote the benefits of cycling to future generations whilst adult training can help to improve confidence, or can assist those who have never cycled before to develop new skills. In addition to learning how to ride a bike safely on the road, cycle maintenance training increases confidence and teaches new skills, which can help save money on repairs and increase the lifespan of a bike.
5.22 Wokingham Borough Council currently provides a ‘Bikeability’ primary school cycle training scheme. This is a programme that is jointly funded by Cycling England and trains up to 1000 year 5 and 6 pupils per year. In continuation of this project we will seek future funding so that we continue to provide training for all school pupils across the Borough.

Active Travel Safety Training

5.23 The Council run a number of travel awareness and safety campaigns that promote safe walking and cycling, complementing the overall ambition to get more people active. The travel awareness and safety campaigns encourage active travel to help improve the health of children in the Borough and enable them to develop road safety skills and awareness.

5.24 Travel Awareness Campaigns that the Council run include:

- Cycling training
- The provision of School Crossing Patrollers
- A ‘Walk on Wednesdays’ campaign for local authority schools to encourage children and young people to consider regularly walking to school at least once a week
- The continued promotion of the annual ‘Walk to School Week’
- Active First - a reward scheme developed by the council for children who walk or cycle to school regularly
- Road Safety talks and theatre

Access to bikes, training and employment

5.25 Wokingham Borough Council in partnership with Age Concern Berkshire, intend to develop a social enterprise, recycling old and unwanted bicycles. The aim of the social enterprise is to develop skills and training in young people who are not currently in education or employment. The old bicycles will be provided to the project by Microsoft, the University of Reading and Thames Valley Police and the Council will coordinate their refurbishment and sale. The project also aims to provide bikes at a greatly reduced cost to residents who are unemployed or earning the minimum wage, where a bike could ensure that they could travel to work each day, as cycling provides a low cost alternative to driving or using public transport.

Further Activities to address Walking and Cycling barriers

5.26 The barriers and needs of people walking and cycling can vary. For some residents it is important to focus on short, local trips as they may be the only active travel trips they make. For others, starting with shorter trips is a step to journeys further afield leading to utility trips like commuting. The types of measures that have proven successful include:
Organised bike rides and walks targeted at particular age groups or sectors;
Walk to School activities
Events like workplace travel fairs and attendance at health/environmental/community events that allow direct access to our target audience and face-to-face discussion of barriers and opportunities
Provision of incentives like pedometers, cycle computers and reflective arm bands to encourage people to take part in walking and cycling activities like workplace pedometer challenges
Dr Bike sessions for people to have their bike problems diagnosed and fixed
Cycle or walking buddy schemes

5.27 Implementation of these activities can be supported by a range of officers across different sectors – Bike It Officers, School Travel Advisors, ride and walk leaders from health and voluntary sectors, travel planning champions/coordinators as well as local authority officers.

Information

5.28 High quality information that encourages and helps people to walk and cycle is an important part of the overall package. This includes access guides, cycle maps, walking calorie maps, and guides to independent walking and cycling routes.

5.29 Traditionally transport information is provided through printed maps and timetables, which can be branded and tailored to provide information about specific modes or routes. The Council will continue to produce traditional printed information to publicise and define the cycle network and walking related activity, but will also move to supplement this information with web-based information and publicity.

5.30 The use of social media to provide information can be more cost effective when tailored and directed to the individual user. For example, the information requirements of young people wishing to walk or cycle to school, college or recreational activities will be very different from those of a business wanting to encourage active travel as part of the development of their travel plan or retired residents wanting information on locally accessible services.

5.31 Web based publicity has the added benefit of giving locally developed schemes a nationally recognised brand. The Change4Life website contains information on the inclusion of active travel as part of everyday life. This nationally promoted brand can be tailored down to produce local information and maps for active travel schemes such as the Walk4Life section of the website.
### Key Theme 3:- Targeting Behaviour Change

**Key Theme:-** Using the current transport planning system and national publicity events to give structure to behavioural change, using innovative and targeted marketing techniques to raise awareness of, encourage and sustain walking and cycling.

5.32 Communications and behaviour change marketing for walking and cycling will sit equally alongside the plan’s infrastructure interventions and information provision measures. Activity will also focus on targeted marketing and smarter choices to key audiences, as identified in our Smarter Choices Delivery Plan.

5.33 Communications and behaviour change marketing are effective tools for encouraging active travel when employed as part of a travel plan. As stated in the Smarter Choices Delivery Plan, “a travel plan is a package of schemes aimed at promoting sustainable travel as part of new or existing development, with emphasis on promoting healthy and sustainable transport options”, in this case walking and cycling.

5.34 The Council recognises the importance of travel plans and further information on the effective deployment of their use in new residential development. The plans for work place, schools, further education locations and access to stations are detailed in the Smarter Choices Delivery Plan and the Council’s website in the adopted work plans and in school travel plan guidance.

5.35 The use of travel plans needs to effectively promote active travel by raising awareness of existing and new walking and cycling infrastructure by using targeted marketing techniques to promote national and local events such as National Bike Week, World Car Free Day, Walk to School Week or Wokingham Health Walks.

### Working in Partnership

5.36 Transport is an interlinking theme that impacts on quality of life, health, economic prosperity and the environment. Therefore, it is essential that partnership working is a core aspect of delivery and promotion of walking and cycling initiatives across the Borough. Working in partnership is important, as partners can bring a range of new skills, funding opportunities and transparency to local decision making, as well as a cost-effective way of delivering services.

5.37 Partnership working has become increasingly important for the Council in addressing walking and cycling journeys to schools, colleges, residential areas and journeys to work as local walking and cycling trips do not respect local authority boundaries. Historically Wokingham Borough Council has worked with neighbouring authorities to promote walking and cycling routes that cross boundaries. The Council will work...
to build upon already established partnerships and to develop new ones with a range of public, private, and voluntary organisations in order to improve transport networks in the Borough.

5.38 The development of this plan will include initiatives such as:

- Work with neighbouring local authorities to develop cross boundary branded walking and cycle routes
- Continue to work with bodies such as Sustrans, the CTC, schools, colleges and local businesses to develop bespoke maps, information and infrastructure
- Consult with local communities including Town & Parish Councils to identify barriers to active travel and new opportunities to deliver initiatives that address specific local active travel issues
- Seek community volunteers, such as ‘Sustrans Rangers’ who may be keen to assist with delivering local schemes, such as community mapping and publicity and reporting maintenance issues on cycle routes and footpaths in their local areas
### 6. Action Plan

<table>
<thead>
<tr>
<th>Objective</th>
<th>Recommendation</th>
<th>Actions with timescales</th>
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| **Objective 1:** We will work in partnership with businesses to encourage walking and cycling to centres of employment | Increase opportunities to walk and cycle to employment centres | Work in partnership with businesses to:  
  - Identify local trip generators and attractors  
  - Assess the opportunities for change locally  
  - Identify resources to support change | Undertake a review of existing business travel plans to demonstrate successes and economic benefits of encouraging active travel  
  - Develop a targeted programme of measures that encourage active travel for local journeys and peak time journeys which reduce the pressure on the highways network | Establish an active travel network that supports the economy by reducing the effects of congestion |
<p>| | Undertake a borough wide audit of pedestrian wide cycles facilities that link business centres to residential areas | Undertake a route branding exercise that includes mapping and signing for both cycling and pedestrian routes that support the development of business travel planning initiatives | | Develop a comprehensive foot and cycle way network linking existing and new development business centres |
| | Use new development as an opportunity to improve the whole active travel network | Ensure that new development includes a robust travel plan that is compliant with the latest adopted WBC residential travel plan and work place travel guidance | Work with communities, planners and developers to ensure that all new development encourages active travel and conforms with walking and cycling best practice | Use of section 106 agreements and/or Community Infrastructure Levy to support active travel to deliver a comprehensive network of linked walking and cycle ways |
| | Encourage walking and cycling to increase activity levels in young people | Initiate a programme of innovative, fun and targeted ways of engaging with young people to travel actively | Work with schools, colleges and universities to change behaviour and challenge the perception that the ownership of a car is a necessary right of passage | Develop an active travel network that is attractive enough to ensure the young people continue to walk and cycle. |
| | Increase the number of pupils cycling to school | Promote themed events such as ‘Walk to School’ and ‘Bike Week’ | Improve current cycle ways through way making and colour coding | Maintain commitments to cycle training (1,000 pupils per year) |</p>
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<td>To reduce congestion caused by parents driving children to school</td>
<td>Establish parent led walking buses at primary schools</td>
<td>Improve walking and cycling facilities including, cycle parking, marking routes to school maps, footprints painted on footways, and waiting shelters</td>
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<td>Maintain WBC’s commitment to working with community wardens distributing Park Smart leaflets to parents highlighting better places to park, education to children, and enforcement of parking zones outside schools</td>
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<td>Provide high visibility clothing for schools where walking and cycling is actively encouraged</td>
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<td>Work with schools, pupils and parents groups to undertake a survey of perceived risks associated with active travel in Wokingham</td>
<td>Develop information and media to raise awareness of the specific needs of other more vulnerable road users (including bus and HGV drivers, etc.)</td>
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**Objective 4:** Work with partners and key stakeholders to promote the benefits of active travel to reinforce public health messages

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<td>Brand walking and cycle routes across the Borough</td>
<td>Establish a route branding protocol, which includes way marking and is sensitive to both urban and rural locations.</td>
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<td>Objective 4:</td>
<td>Develop a programme of works to sign and mark all routes including Borough wide, neighbourhood and rural routes.</td>
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<td>Delivery of new walking and cycling infrastructure linking SDL locations to employment, educational, health, residential and shopping locations, as highlighted in figure 2.</td>
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<td>Encourage all residents to incorporate active travel as part of their journeys</td>
<td>Develop a targeted programme of interventions based on active travel promotion with health, sports and leisure partners.</td>
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<td>Development of partners input into community and social enterprise projects that encourage greater levels of walking and cycling.</td>
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<td>Develop and implement infrastructure and programmes that support more local active travel, as set out under other objectives in this action plan.</td>
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<td>Making more use of minor rural roads and the current rights of way network for cyclists and walkers</td>
<td>Establish and adopt standard design for rural cycleways, including developing:</td>
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<td>Undertake a pilot scheme in a rural location to assess the effectiveness of improved design standards.</td>
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<td>Establish a prioritised list of active travel schemes for inclusion into the yearly programme.</td>
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<td>Review current maintenance regimes to encourage increased levels of walking and cycling</td>
<td>Review current practices and maintenance regimes to encourage active travel.</td>
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<td>Empowering local communities and volunteer groups to undertake some aspects of maintenance.</td>
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<td>Provide a well maintained and inclusive safe active travel network.</td>
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<td>Use best practice to improve visibility to urban cycle and footway standards</td>
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<td>Undertake a pilot scheme on an urban corridor to assess the effectiveness of improved design standards.</td>
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- removal of 'clutter'
  - Way marking
  - Lighting
  - Landscaping and tree planting