



# **Improved cycling provision for Royal Wootton Bassett Top Priority Routes**

Prepared by Cycle Group, RWB Environmental Group

For consideration by Wiltshire Council and RWBTC

March 2021

*Our objective is to gain support and funding for our recommended top priority cycling infrastructure improvements in Royal Wootton Bassett*

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# 1. Introduction and aims of EcoRWB Cycle Working Group



The cycle working group started in January 2020 and is open to all

We hold monthly online meetings and hope to meet in person soon

We are working to increase cycling in our town to reduce climate change impacts, localised air pollution, traffic congestion and to benefit the health, wellbeing and economy of our community

Our aims:

1. Getting the planned RWB to Swindon cycle link route operational asap
2. Developing safe, signed local routes in RWB
3. Developing safe routes linking RWB with other local communities



## 2a) Current RWB Cycling Infrastructure

- Few shared cycle/walking lanes, poor interconnectivity, high risk points - routes end onto roads
- Cyclists use road network dominated by cars, vans, buses, HGV's, lorries and manage obstructions, like parked vehicles or take their bikes on pavements creating hazards to walkers
- Current cyclists mainly confident leisure & sport cyclists more comfortable cycling on busy roads
- RWB and Swindon cycle lane, planned for over 10 years has still not been started
- Wiltshire Council cycle map for RWB, recently [updated](#), shows improvement proposals, 'on street' and 'quiet street' cycle routes, however, no route marking, signage or cycling focused infrastructure exists on these 'routes'
- Design rationale unclear with abrupt endings and many interventions required to make the routes cycle user friendly and to conform with current government LTN1/20 Design guidelines
- In December 2020, the RWBTC Full Council agreed to support the Eco-RWB Cycle Working Group in route planning to make RWB a more cycle friendly town and to increase cycling
- Laura Gosling, WC Sustainable Transport officer is receptive, helpful and open to working with the cycle group and the town council to identify improvement options for initial design and costing



## 2b) What our 2020 EcoRWB Cycle Survey told us

- Open for 6 weeks, the survey sought to understand the **views of the people of RWB** and immediate surrounding areas
- **281 unique responses** indicated strong support for better cycle infrastructure in the town
- **56% of the respondents either rarely or never cycled** and reasons cited included not feeling safe, the speed of cars, no dedicated cycle lanes and the state of the roads with pot holes etc.
- The majority of respondents (220) said that **dedicated cycle lanes** (preferably away from the roads) would encourage them to cycle more and the **main benefit would be for health and wellbeing**

See Appendix for more detail



## 2c) What the RWB Academy Survey told us



The following question was included in its student survey:

*“Are there any improvements that you would like to see at school or in the surrounding area to make it safer/ easier for you to cycle to school?”*

153 responses were received with the summarised feedback being:

- Safe routes to school/segregated cyclepaths to school and in local area
- RWB to SWI cycle route, RWB to Hook St cycle route
- Secure, weatherproof bike racks and lockable storage
- Safer segregated access to the school site for bikes
- Safer cycling training at school [Bikeability]
- Traffic calming and safe road crossings
- Segregation: Reduction and/or moving ‘school run’ and other traffic from inside school grounds and the vicinity of the school and also from students and others walking to school
- Bring back Lollypop ladies 😊
- Improved signage/designations for cyclists and walkers

## 2d) Wiltshire Council and RWB Neighbourhood plan policy



- **RWB Neighbourhood plan (2017) strategic objectives**
  - **2.1.6 Promotes sustainable transport choices** encouraging walking and cycling both within and outside the town
  - **Section 5.3 Objectives**
    - ❖ To support the development of better public transport, both by road and rail
    - ❖ To reduce traffic congestion
    - ❖ To improve road safety and make better provision for walking and cycling
    - ❖ To ensure that new development in Royal Wootton Bassett has a positive impact on traffic and transport in the town
- **Wiltshire Core Strategy - Strategic Objective 2: requirement of 'Self-containment and reducing the need to travel'**
  - ❖ **CP 60 Sustainable transport:** The policy seeks to plan for developments to be located in accessible locations; reduce the need to travel by promoting active travel alternatives and improving the public transport network; promote demand management measures on the highway network;
  - ❖ **CP 61 Transport and development:** seeking reductions in the use of private cars; and encouraging the use of sustainable transport.
  - ❖ **CP 63 Transport strategies:** ... The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.
  - ❖ **CP 64 Demand management...** will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives



### 3. UK government policy and context



- **Transport is the highest emitting sector of the UK economy**, accounting for **28% of domestic emissions** in 2019, of which **90% comes from Road Transport**.
- **UK Government Vision:**  
**‘England will be a great walking and cycling nation. Places will be truly walkable. A travel revolution in our streets, towns and communities will have made cycling a mass form of transit. Cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030.’**
- **Nov. 20 Ten Point Plan for a Green Industrial Revolution, the National Infrastructure Strategy and the Spending Review** all support increasing cycling infrastructure and speeding up implementation with target to double cycling levels by 2025 (from 2013 levels).
- **May 2020 emergency funding** announcement allocated £2bn active travel package for walking and cycling over 5 years.
- **Gear Change** (July 2020) - the government’s new long-term walking and cycling strategy setting high design standards and principles to help integrate new cycling infrastructure into towns, with thousands of miles of safe, continuous and direct cycling routes. “Cycling and walking should be first choice for journeys”.
- **LTN-1 20 (July 2020) - Cycle Infrastructure Design standards for local authorities.** “We will not fund or part-fund any scheme that does not meet the new standards.”
- **Highway code revision consultation** – proposals to introduce a hierarchy of road users which ensures that those who can do the greatest harm have the greatest responsibility to reduce the danger or threat they may pose to others + other changes to make cycling and horse riding safer, including by changing driving behaviour.

**Meeting targets to double cycling & increase walking save £567 million pa from air quality alone & prevent 8,300 premature deaths each year**



## 4. Our priorities and context



- 1. Put in place Route 1 asap and at the latest before the end 2021*
  - 2. Accelerate the completion of the RWB to SWI route before the end 2021*
  - 3. Create a funded implementation plan for delivery of the other routes within a stated timeframe*
- Developed by an EcoRWB team based on survey feedback, knowledge of cycling the area and expertise from professionals, e.g. Sustrans employees, the following routes and interventions and available on Google maps
  - They provide an overview of what a RWB cycle network could look like and to guide feasibility proposals. They *do not* represent all suggested or necessary interventions
  - They do not include the RWB to SWI route as this is already agreed and slowly working its way towards implementation

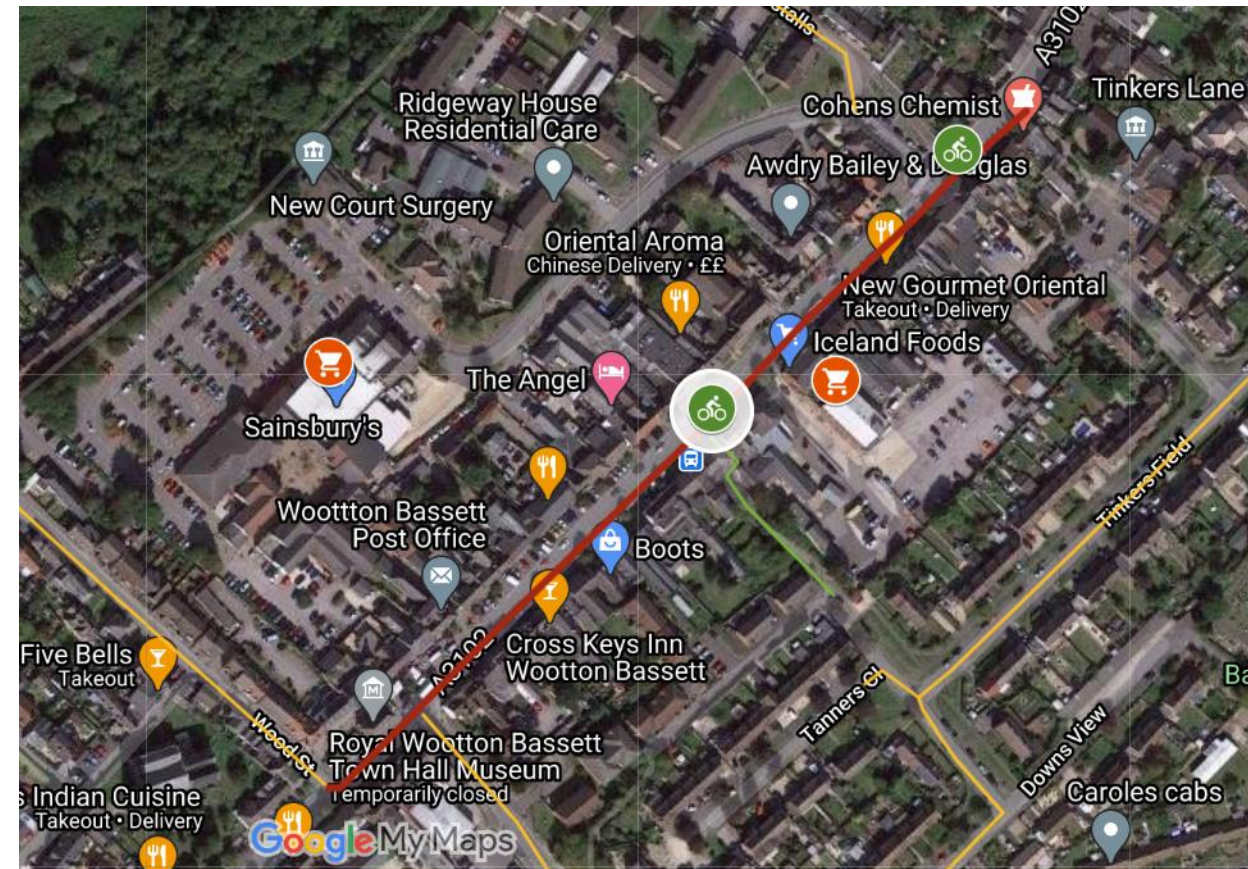
# Core Route – Length of High Street



**Description:** Designated/protected route mainly along south side of High St from Tinkers Lane walk through/beyond the mini roundabout to Wood St.

Includes a North/South crossing linking the end of Coxstalls to near Tinker's Lane

The routes are designed to take people to and from the places they need to get to, therefore the High St is the hub and core route of the proposed network



# Route 1 - High Street to Ballards Ash Sports Ground via RWB Academy and Lime Kiln Sports Centre (1/2)

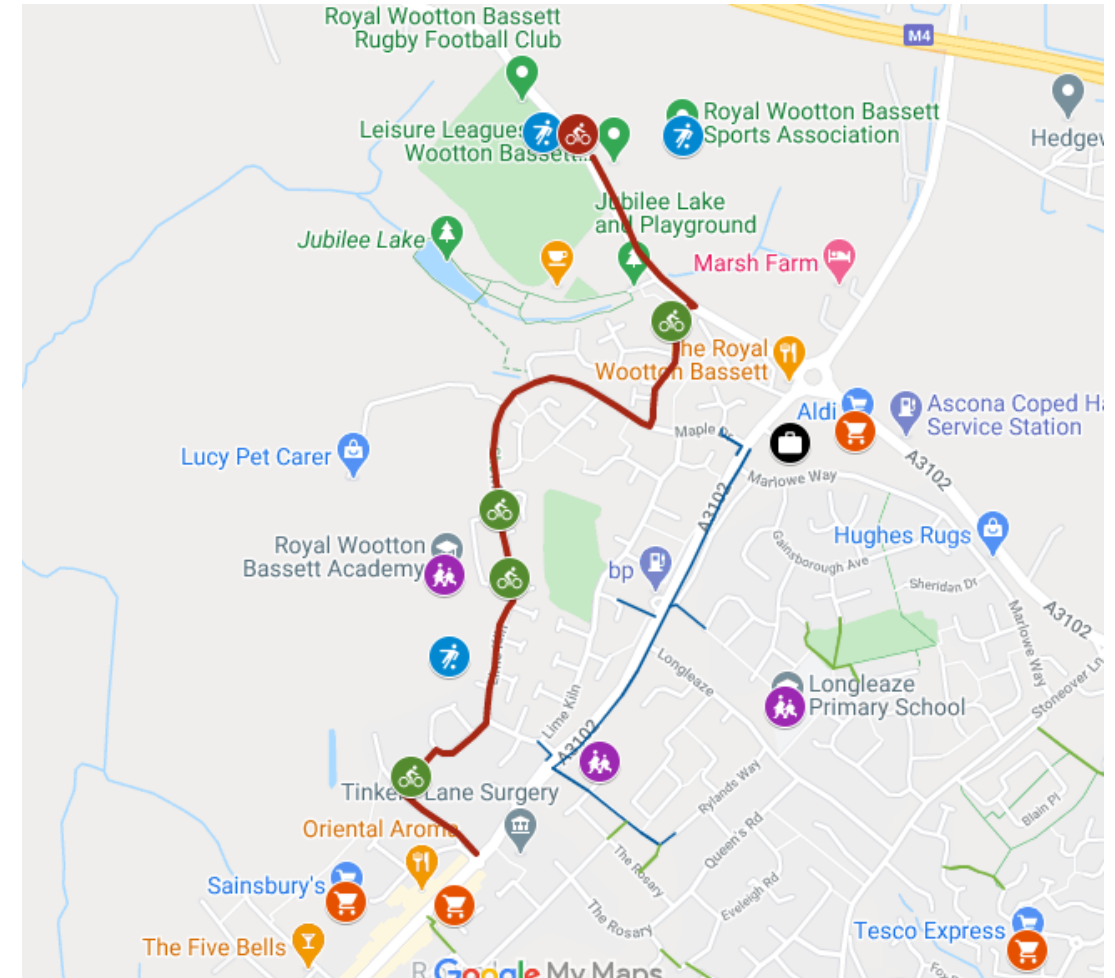


**Description:** This route uses a combination of existing wider footpaths, cyclepaths and road routes where there is potential to build segregated routes/shared sections or to utilise wands to segregate on the existing road surface. Signage and route painting/differentiation are also needed.

Some of the key interventions (but not all) needed along the route, as marked by the green bike icons, are covered on the next slide.

The expectation is that all interventions required are covered by the next stage of detailed design and costing by WC.

We propose this route is the first priority





# Route 1 - High Street to Ballards Ash Sports Ground via RWB Academy and Lime Kiln Sports Centre (2/2)



## Cycle Interventions:

**1) Coxstalls/Sprats Barn lane:** Adapt/reposition, barrier restrictions to increase accessibility for buggies, cycles, etc. while maintaining pedestrian and resident safety on calmed shared use section of path. Potential signage/markings to designate a shared linking path/confirm no motors/restrictions



**2) RWB Academy:** Safe, segregated cycle entrances to the Academy

**3) End of Saffron Close to Crossing:** New section of cycle track that links the end of Saffron Close/Old Malmesbury Road to the crossing and recent cycle path on the other side of B4042 to the Sports Association Grounds.

**4) Link Cycle Lane to Rugby Club:** Extend existing cycle route to link to Rugby Club, with marked crossing back over B4042 or

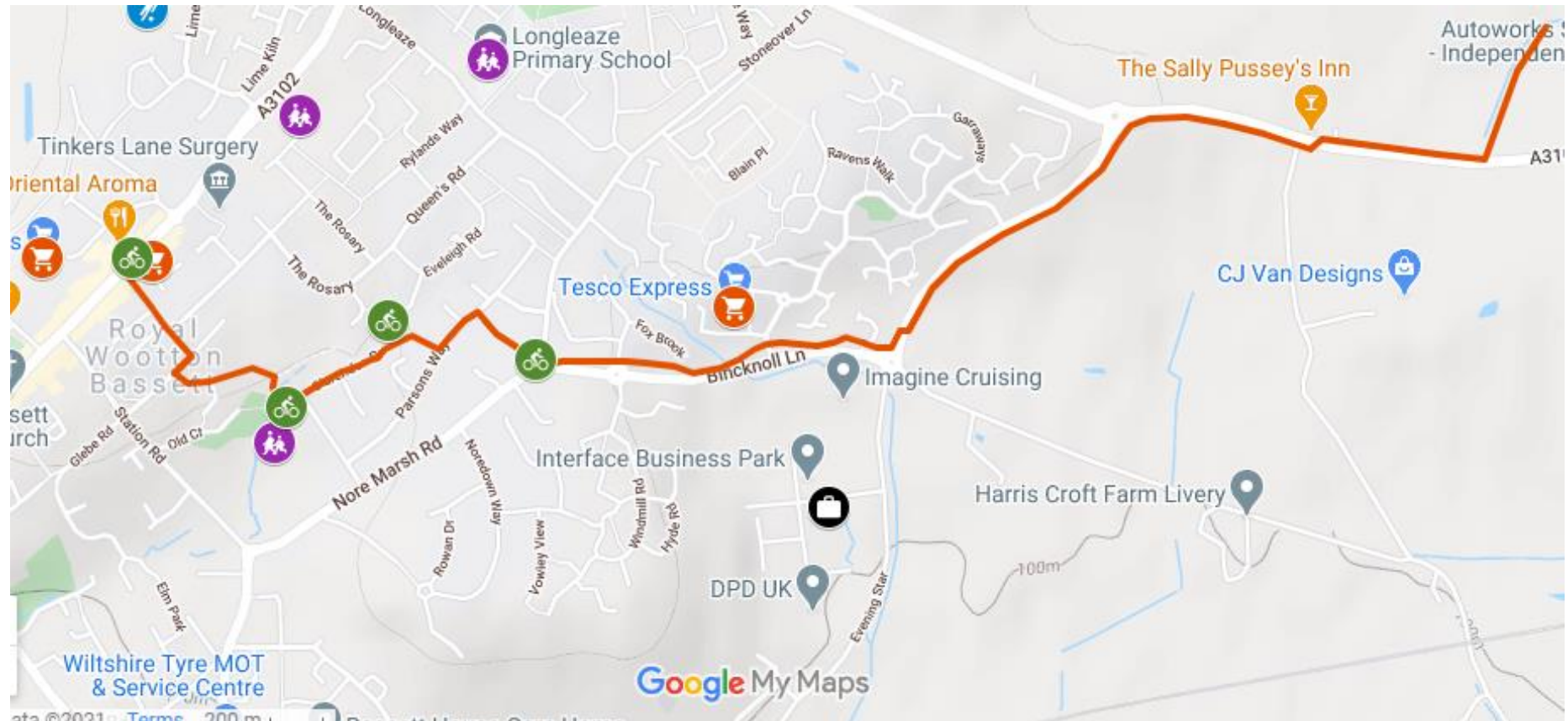
**5) Link to Jubilee Lake and Rugby Club:** New section of cycle track from Saffron Close to access Jubilee Lake and potentially the Rugby club via the backgate

# Route 2 - From SWI/RWB Cycle path to High Street (1/2)



## Description:

Link between the Swindon to Royal Wootton Bassett Cycle path and the High Street via South Woodshaw, The Windmill Road development, Noredown Road, Noremarsh Junior School and park





# Route 2 - From SWI/RWB Cycle path to High Street (2/2)



## Cycle Interventions:

- 1) High St access:** Route along Tanners Close onto new short section of segregated path along part of Sparrow Lane before dismounting for final section through to High St or cycle parking at this location.
- 2) Cycle Lane link between Clarendon Drive and Down's View:** segregated cycle path providing link to High St via quieter residential roads and Noremarsh Park. Adjustment to Noremarsh Junior school corner boundary/gate position to enable space to cycle around corner pinchpoint and safely into school and park.
- 3) Safe crossing and link Bincknoll Lane to Homefield:** Linking existing shared footpath/cyclepath from Bincknoll to Homefield. Ensuring sufficient space on corner, improving crossing and creating cycle path with filtered permeability into Homefield, providing a backstreet route towards High St.
- 4) Potential option for: Widened / Improved link from Clarendon Drive to Everleigh Road and The Rosary:** Shared use path with enhancements for cyclists and pedestrians (priority) linking parts of RWB towards High St with access via Tinkers Lane Surgery



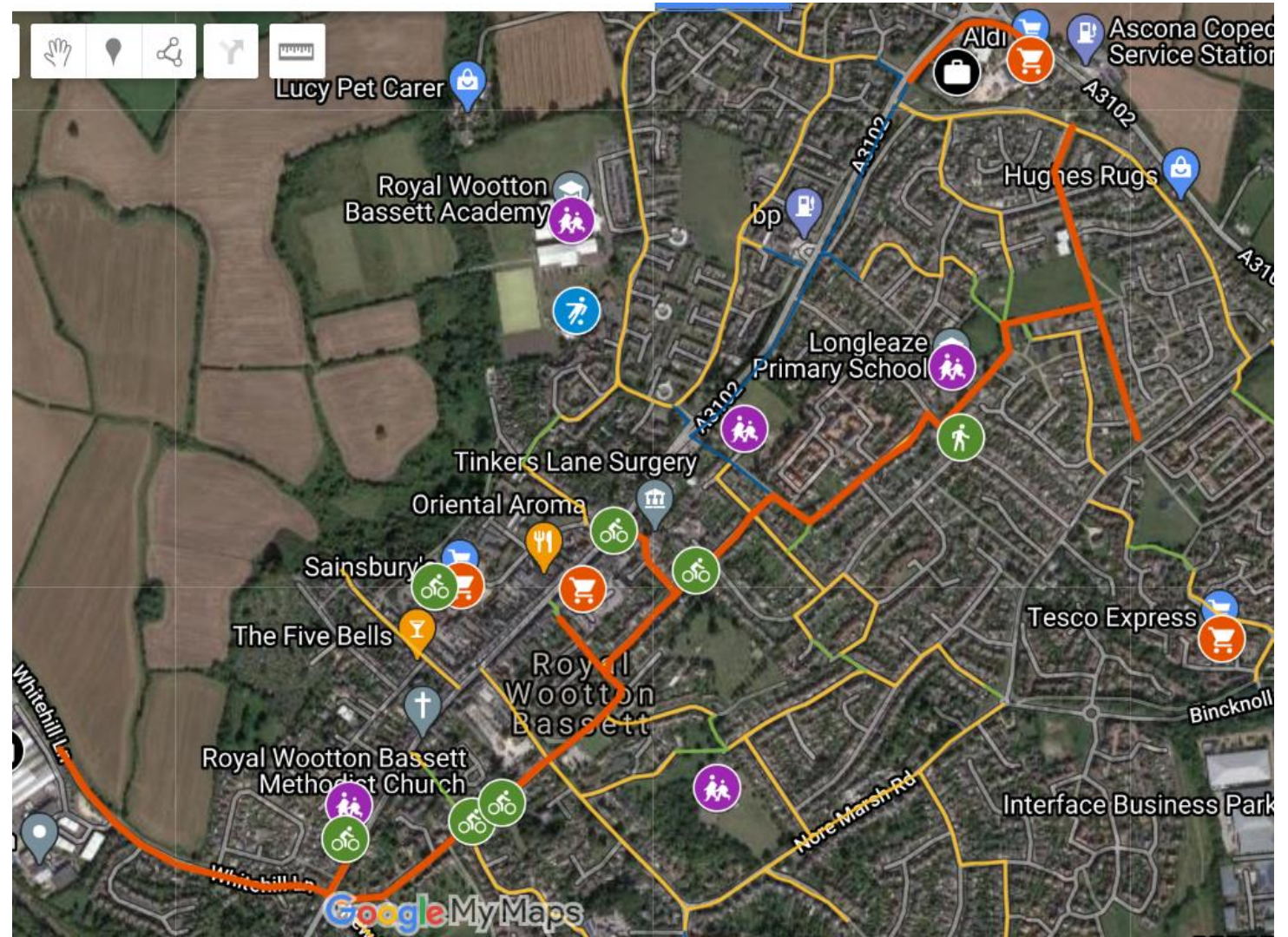


# Route 3 - East - West link via County Infants and Longleaze Primary School (1/2)



## Description:

East to West link connecting Whitehill Lane, County Infants School, Vale View, Glebe Road, High Street and Longleaze Primary School, via existing cycle route section





# Route 3 - East - West link via County Infants and Longleaze Primary School (2/2)



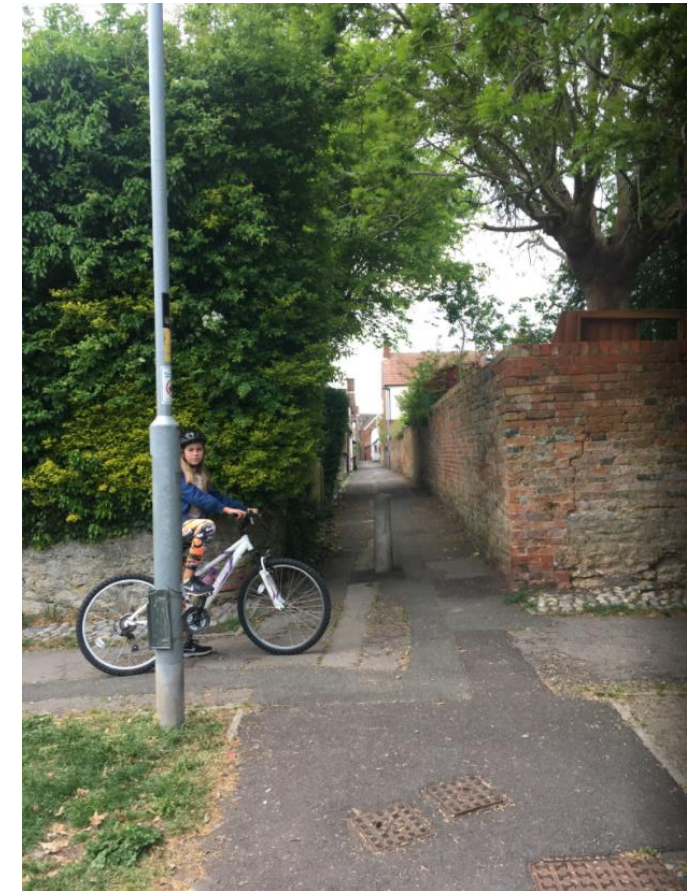
## Cycle Intervention (selected examples):

- 1) Links Infants School gates to cycle routes so people can safely get to school. Improve cycle safety at key crossroad junction.



## 2) Linking Vale View to Glebe Rd:

Widening and designating separate cycle lane, linking Vale View to Glebe Road. Cycle crossing with stop ensuring pedestrian priority to and from Beamans Lane by siting lane on the lower side of the current path, ~2-3m away from Beamans Lane, i.e. this side of lamppost in image. Cycle Ramp across current grassy bank providing cycling access to and from Glebe Road. Intention of this route is to avoid Bassett Hill on a bike and provide an easier, quieter, parallel route to the High St from Infants School and for people living on Bath Road, New Road, Whitehill way, etc. Signposting/Lane designation would help in these areas





# Route 4 – North – South East link via Marlow Way

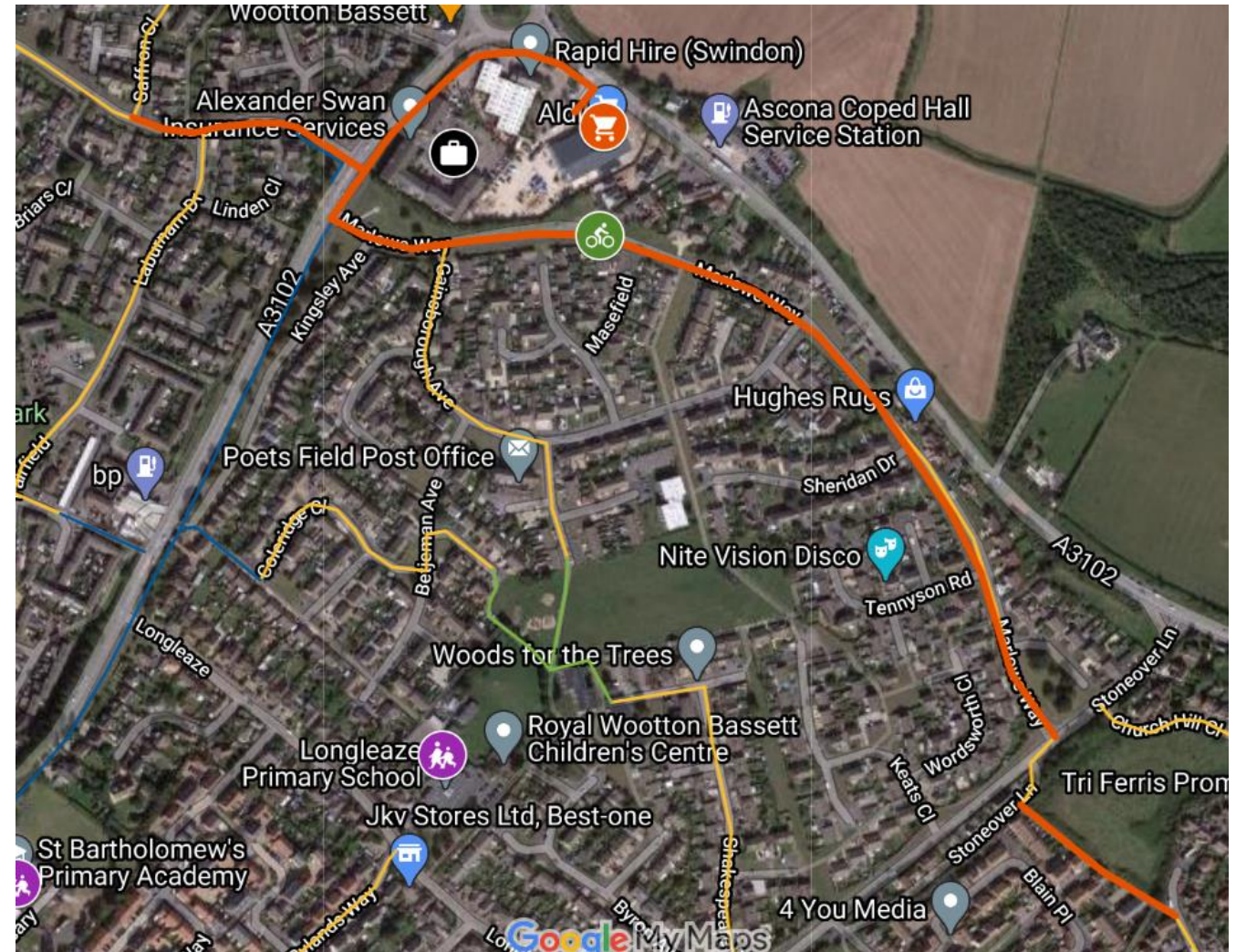


## Description:

Links Route 1 by Saffron Close, crossing A3102 onto Marlow Way, crossing Stoneover Lane and linking to North Woodshaw via new section of cycle path adjacent to playing fields onto Raven's Walk.

Links also to existing cycle route and proposed Northly extension to Aldi (route 5) and East-West link via proposed new paths linking to Longleaze school (route 2).

Creates a circular route which links key residential areas (Poet's estate, Fairfields estate, North Woodshaw) with the rest of the network.



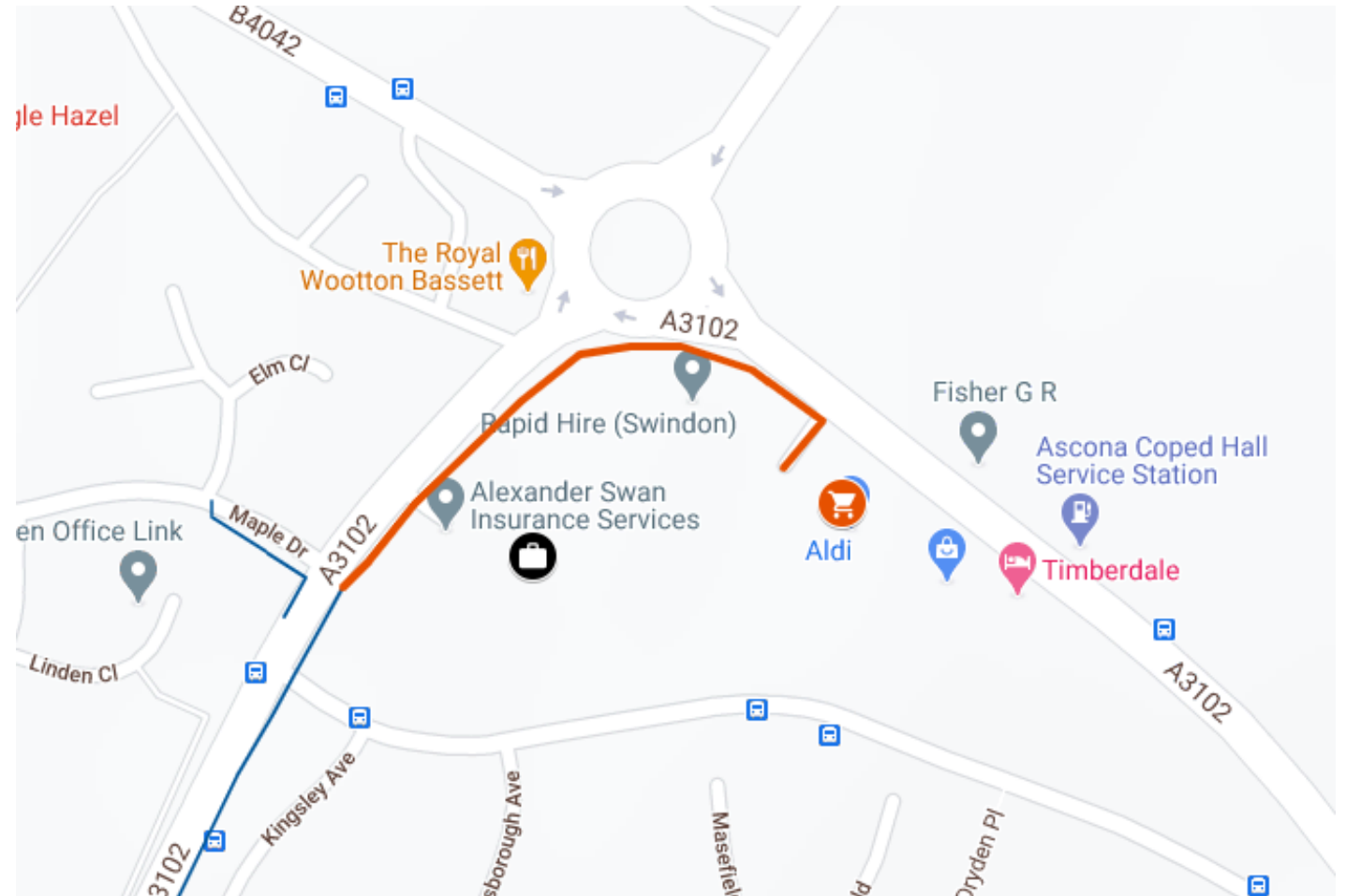
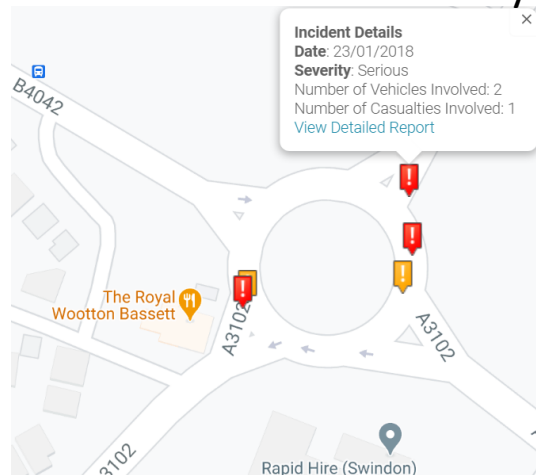
# Route 5 – Link from end of current route on A3102 to Aldi Supermarket



## Description:

Segregated cycle path continuing existing route near to existing footpath past roundabout to Aldi/Rapid Hire/link to potential Hook St route.

(Note – this is the most dangerous cycling location in RWB according to crashmap.co.uk data for cycle incidents - see below for incidents in last 5 years)

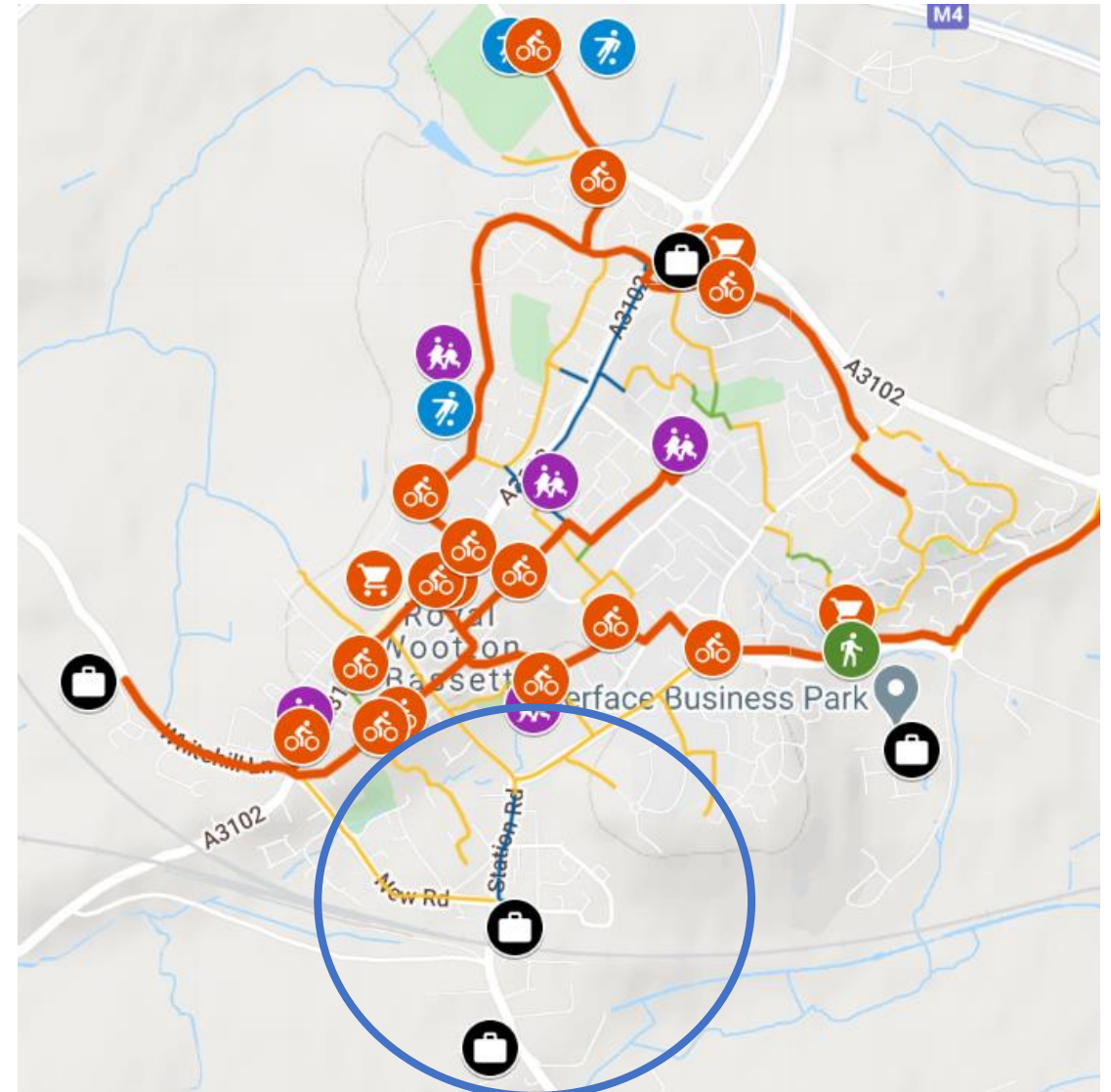




# Overview – what do these routes not do?

We have been unable, so far, to identify very suitable routes for:

- People coming from the South of the town/Marlborough Road area
- Linking Noremarsch Road/Station Road into the network
- Safely exiting the town towards Lyneham
  - (although there is an option for a new route using the temporary road, Marlborough Road, Old Diary Estate and linking through to the Country Park and onto Interface)



# 5. Funding Options



The following funding options are being explored recognising the funding pressures within WC budgets and the fact that additional or matched funding can accelerate progress and enable some routes to get off the drawing board

- WC existing sustainable transport budget
- Community Area Transport Group
- RWB-Cricklade Area Board
- Lobbying for reallocation of proportion of Highways Budget (active travel schemes have much higher Cost/Benefit ratios than road improvements)
- Tranche 2 of the UK governments allocated £2bn active travel package
- Partnerships with local community funding sources such as Entrust landfill tax credits, WWT Braydon Solar Farm community fund, Area 2 funding application, local business community trusts, local business donations (especially where high risk impact, e.g. local logistic operators) etc.

*Please support us to identify other potential sources*

## 6. Next Steps



- Further prioritisation is required
- We would like the input of the Town Council and support further, more detailed, community consultation based on these proposals or next stage designed proposals
- When Covid restrictions allow, EcoRWB cycle group representatives will meet WC sustainable transport team for a tour of top priority intervention sites
  - As per LTN1/20 this should be on a bike/from the perspective of cyclists
  - We invite any RWBTC officer and councillor to tour these sites with us to enhance understanding of the proposals
- If WC are in agreement and able to take some proposals to the next stage, they will pass them onto the Design team for initial design work and costing to assess feasibility

# Appendices



- Priority route Google Mymaps links
  - You can click on the icons and the routes for further detailed information, e.g. click on a green cycle icon, to see a fuller description of the proposed intervention, photos of the site (if available) and other information.
- RWB Cycle Survey 2020 - detail
- References



# Google Mymaps priority route links

Route 1 -

<https://www.google.com/maps/d/edit?mid=1klBwFz8GCAPMi8KSC3EdouziUdDcu-E&ll=51.54371392343483%2C-1.903102281968092&z=14>

Route 2 - <https://www.google.com/maps/d/u/0/edit?mid=10mRRVRmek5LVWs-TA1jHSg5Hco4dEDQH&ll=51.54371568947363%2C-1.903102281968092&z=14>

Route 3 -

[https://www.google.com/maps/d/u/0/edit?mid=1o1blrG3PL9gE5\\_ApqDA-AIhDEw2BEBPQ&ll=51.543703766314806%2C-1.903102281968092&z=13](https://www.google.com/maps/d/u/0/edit?mid=1o1blrG3PL9gE5_ApqDA-AIhDEw2BEBPQ&ll=51.543703766314806%2C-1.903102281968092&z=13)

Route 4 -

<https://www.google.com/maps/d/edit?mid=1rDal1XkGdRj6mx77AFHw6zjPNdHdY-MZ4&ll=51.53978308570039%2C-1.9032595172790034&z=15>

High Street - <https://www.google.com/maps/d/u/0/edit?mid=1vjDFJ8FB9PETY-fbsDs4mSAJqORqOKtr&ll=51.542975682262664%2C-1.9048135313195935&z=17>

# RWB Initial Cycle Survey - Approach



- Survey was open 12 June until 31 July 2020
- Respondents asked to complete survey as if we are out of lockdown.
- Survey was promoted on:
  - Facebook including RWB, Brinkworth and Dauntsey Community groups, RWB Environment Group, RWB Running club, RWB Town Council Noticeboards, Bassett Cycle Shop
  - Press Release - Swindon Advertiser
  - Shops – Tesco's, Gainsborough Stores
  - Posters near footpaths at Church Street and Wood Street
  - RWB Schools
- RWBA survey of pupils in 2020 also included questions on cycling and had 200+ responses

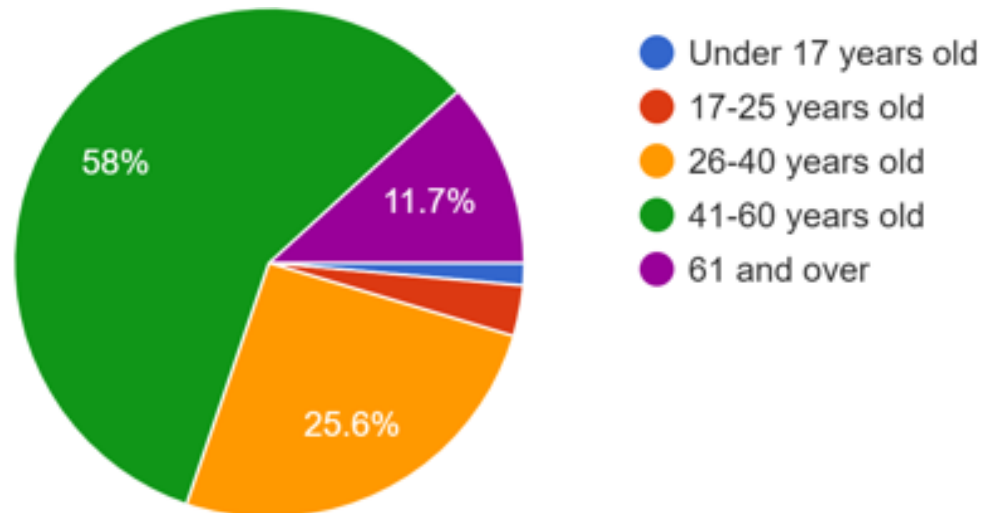
# Cycle Survey Results – Responder profile



- 281 unique responses to the Cycle Survey
- 47% Female and 52% Male

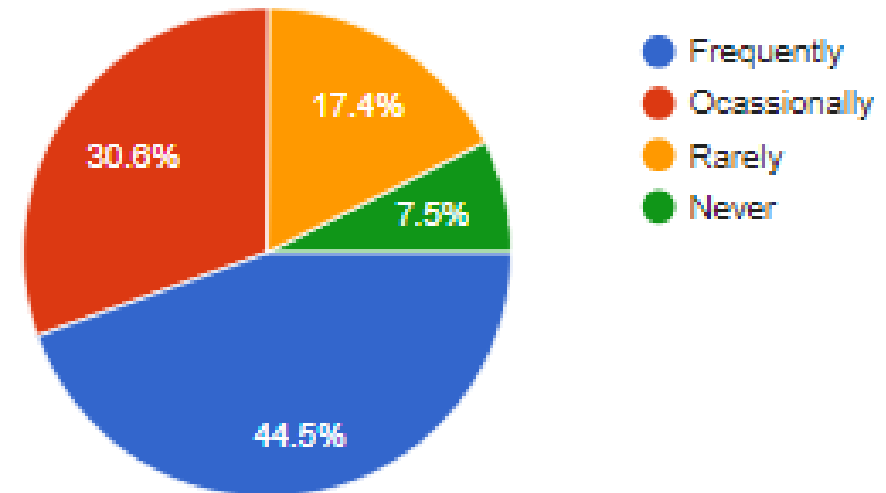
## Age Groups

- ~ 5% responses from under 26 years olds
- A separate school survey was run in parallel



## Do you Cycle?

- 56% never, rarely or only occasionally cycle
- This is important as this is main target group/ confident leisure cyclists mainly ok on roads



# Cycle Survey Results - General



## Why do you cycle?

(Respondents ticked all applicable)

- 84% for Leisure
- 70% for Health
- 47% to get somewhere e.g. work, study, school etc



## If you don't cycle, why not?

(78 responses – main themes below)

- I don't feel safe on the roads around RWB and with young families
- Speed of cars around Town – don't feel safe
- Lack of safe cycle routes
- I was injured knocked off my bike and lost confidence
- I don't own a bike
- Anxious about accidents, I don't feel safe
- Prefer walking due to safety and carrying heavy bag
- Mountain bike only, as roads too busy, fast and dangerous mixing cars, lorries and bikes
- Normally transport items and going a distance
- No cycle path to work
- Town needs more dedicated cycle lanes, cycle boxes at Junctions (as in Bristol) and off-road routes
- J16 and the road leading to it is not cycle friendly
- Road surface too deteriorated now – pot holes

# Cycle Survey Results – Encourage / Promote Cycling



## What would encourage you to cycle more in general? (ranked 1-5)

Top priority reasons:

Approximately:

- 180 respondents – designated cycle paths away from roads (+ 40 marked this as their second priority)
- 40 respondents – designated cycle path lanes on roads (+ 160 marked this as their second priority)
- 20 respondents – better traffic management or speed restrictions
- other reasons included driver education, reference to specific cycle paths (lack of them), e.g. RWB to SWI, safe (and covered) cycle parking, better lighting especially between sports association and The Royal Pub

## Reasons to promote cycling?

Top reasons and assigned it as Priority 1 reason:

Approximately:

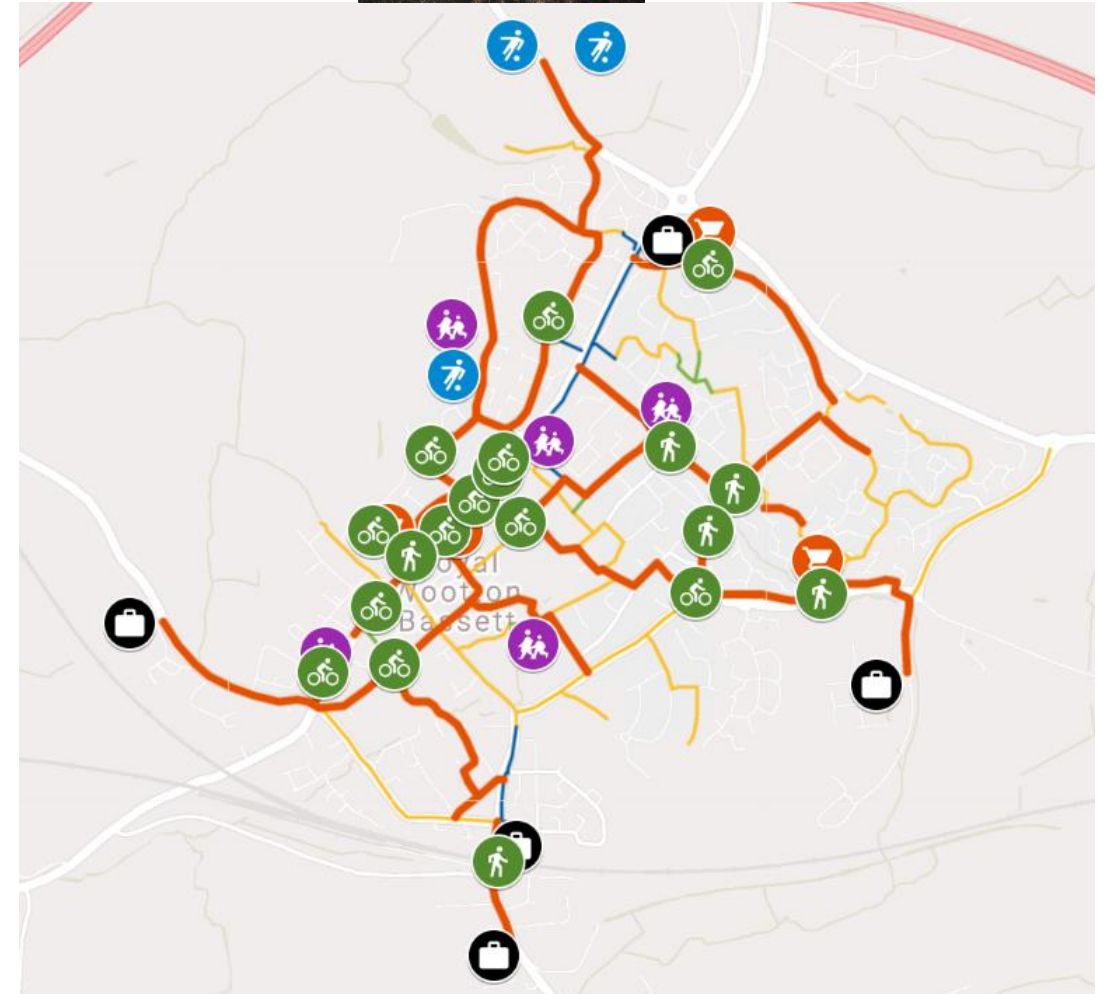
- 150+ respondents – to improve public health and well being
- 50 respondents – for the environment – air quality / climate change
- 30 respondents – to reduce traffic congestion
- 20 respondents – to help with Covid / social distancing
- Other reasons included to encourage and enable independence, to create a cycling culture and to improve tourism as a gateway to the countryside



# Cycle Survey Results – Proposal Map

## Do you agree with the suggestions on the map?

- 160 respondents – fully agreed
- 110 respondents – partly agreed
- 18 respondents – disagreed
- Some respondents were concerned that changing or removing traffic restrictions on some through paths (like Spratt's Barn to Springfield) would cause problems with motorbikes and cars driving through, so careful design is needed as well as engagement on specific proposals (as per LTN1-20)
- We also had some excellent suggestions for very specific improvements, e.g. link from Poet's Estate to Longleaze
- (The most popular request was for route linking RWB to SWI)



# Cycle Survey Results – to Work / Study



## How do you travel to work or study (exc. school)?

(Respondents ticked all applicable)

- 82% by car
- 22% by bike
- 10% walk
- 6% by bus
- 2% by train
- 1% work from home

*There was a wide range of locations that responders travel to for work or study, with approximately half working or studying within a reasonable cycling distance (8 miles)*

## Would better facilities encourage you to cycle to work or study?

- No, they already have good facilities (42%)
- Yes (38%)
- No (21%)

## Which facilities would encourage you to cycle more to work /study?

Approximately and assigned it as Priority 1 reason:

- 50 respondents - Secure bike racks
- 40 respondents – Shower & locker facilities
- 10 respondents - ebike charging points
- 10 respondents - Cycle to work scheme
- Other non facility related reasons included safe routes and too far to cycle

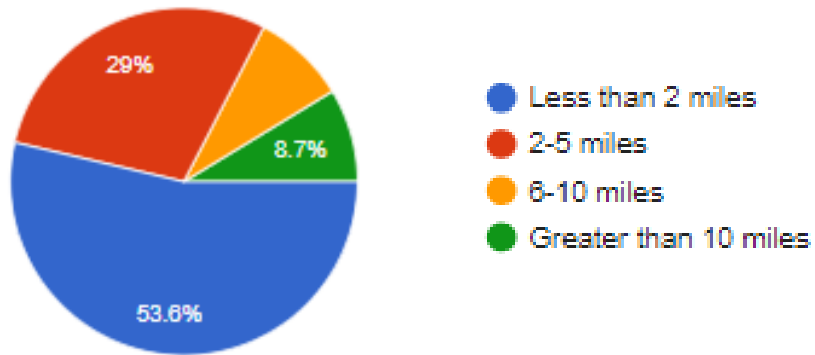


# Cycle Survey Results – School Runs



## How far do you travel in total on school runs)?

(69 responses)



Although 53% travel less than 2 miles and 82.6% less than 5 miles, 61% take the car.

Urban Planning & Mobility @urbanthoughts11 · Nov 8, 2017

School children on bike buses in Nijmegen, NL.  
Efficient, healthy transport of children!

vid @MartijnLi



## How do you usually make the journey?

(Respondents ticked all applicable)

- 61% by car
- 57% walk
- 10% by bike / scooter
- 1.4% taxi
- 1.4% van

# Cycle Survey Results – Shopping & other Services



## Where do you usually go shopping or other services e.g. haircut, doctors, charity shops etc)?

(Respondents ticked all applicable)

- 78% within RWB
- 50% 1-5 miles
- 21% Greater than 5 miles

People tend to travel to Swindon if they go outside of the town for services and shopping.

## How do you usually make the journeys?

(Respondents ticked all applicable)

- 86% by car
- 58% walk
- 20% by bike
- 2.5% by bus



# Cycle Survey Results – Leisure / Sport / Fitness



## Lime Kiln Leisure Centre

- 42% respondents use the leisure centre
- 74% go by car, 49% walk, 26% by bike

## Sports Association & Ballards Ash

- 41% respondents use the leisure centre
- 86% go by car, 31% walk, 20% by bike

## If you go for cycle rides, which main routes out of RWB do you go?

(Respondents ticked all applicable)

- 59% Broad Town Road
- 52% Purton Road
- 51% White hill Way
- 45% Malmesbury Road
- 28% towards M4 Junction 16
- 24% Lyneham Road

## Do you travel to any other places for Leisure, Sport or Fitness?

- 45% respondents travel to other places

Popular examples include (125 responses):

- The Wiltshire
- Link Centre
- Oasis
- Various private gyms in Swindon
- Cotswold Water Park
- The Ridgeway



# References



## **Ten Point Plan**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/936567/10\\_POINT\\_PLAN\\_BOOKLET.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/936567/10_POINT_PLAN_BOOKLET.pdf)

## **Gear Change -**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

## **LTN 1/20 -**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/906344/cycle-infrastructure-design-ltn-1-20.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906344/cycle-infrastructure-design-ltn-1-20.pdf)

## **Highway Code revision**

<https://www.gov.uk/government/consultations/review-of-the-highway-code-to-improve-road-safety-for-cyclists-pedestrians-and-horse-riders>

## **Review of Wiltshire Core Strategy**

<https://cms.wiltshire.gov.uk/documents/s183068/Appendix%204%20Addressing%20Climate%20Change.pdf>

## **RWB Neighbourhood plan**

<https://www.royalwoottonbassett.gov.uk/neighbourhood-planning/>

## **Community Led cycling infrastructure options and ideas development map**

[https://www.google.com/maps/d/viewer?mid=1bFPfXQUwISLvzU\\_qhpkBIGQPI1Vt-ggU&ll=51.54371745551244%2C-1.903102281968092&z=14](https://www.google.com/maps/d/viewer?mid=1bFPfXQUwISLvzU_qhpkBIGQPI1Vt-ggU&ll=51.54371745551244%2C-1.903102281968092&z=14)