

Sustainable Modes Strategy Action Plan

Accessibility Strategy

Maintaining and improving, where feasible, accessible routes to and from essential services (LTP Policy TP1)

Action: Ensure that all footpaths and cycleways in the Borough are well surfaced, well lit, clearly signposted and safe for all users, particularly those with impaired mobility, through prioritised annual maintenance based on regular audits, responding to public feedback and Local Access Forum

Action: Use developer contributions such as Section 278 and Community Infrastructure Levy, working with Parish Councils to improve and add new footpaths and cycle routes, particularly where they link to shops and services

Action: Work with bus operators to ensure adequate service provision and easily accessible buses around the Borough, and investigate innovative alternative solutions to providing transport where there are gaps in the network, and in the market

Ensuring Bracknell Town Centre is a focus for journeys within the Borough (LTP Policy TP1)

Action: Increase and maintain frequency of bus services serving Bracknell Town Centre, including evening services introduced to coincide with Lexicon opening

Action: Promote and market the alternative ways to travel into Bracknell Town Centre by working in partnership with The Lexicon, bus and rail operators, BFC Public Health team, with a particular focus on the benefits of doing so (e.g. healthier, cheaper, more time to socialise and enjoy leisure time)

Action: Ensure cycle parking provision is of good quality, quantity and condition in the town centre, and that it is safe and secure to encourage and facilitate existing and new cyclists

Providing an accessible public transport network (LTP Policy TP1)

Action: Maintain compliance of all buses and trains with Disability Discrimination Act (DDA)

Action: Ensure bus station and bus stops are as accessible as possible for those with mobility issues, and use any maintenance opportunities to make adjustments where necessary

Ensuring sustainable transport provision from new development

Action: Support new residential and commercial development that is closer to public transport, services, shops and other local amenities

Action: Work with developers to ensure an effective provision for sustainable travel within or associated with new developments, through S106 / S278 agreements, or Community Infrastructure Levy

Action: Maintain regular contact with major businesses on Bracknell's business areas through the Travel Information for Businesses publication, and Travel Plan process

Action: Ensure Travel Plans are kept up-to-date and commitments are adhered to through regular monitoring

Action: Seek funding through Local Enterprise Partnership (e.g. Growth Deal), DfT or other relevant channels for projects aimed at increasing uptake in sustainable modes by Bracknell Forest's workforce

Action: Encourage businesses to offer incentives for sustainable travel, and provide support for any travel initiatives they run

Improve the walking and cycling infrastructure (LTP Policy TP1)

Action: Improve the quality and safety of cycle and walking routes, along with signage, cycle parking, and associated facilities to make walking and cycling more natural choices

(See Walking and Cycling Strategy for further detail)

Better integration of transport and land use planning to reduce the need to travel (LTP Policy TP1)

Action: Support new residential and commercial development that is closer to public transport, services, shops and other local amenities

Action: Work with developers to ensure an effective provision for sustainable travel within or associated with new developments, through S106 / S278 agreements, or Community Infrastructure Levy

Implementing key road capacity improvements and developing a series of corridor route strategies to ensure a co-ordinated and forward thinking approach to network improvements (LTP Policy TP1)

Action: Review effectiveness of corridor junction capacity works and make any necessary adjustments to their operation and responsiveness

Action: Study options for Downshire Way A322, the A3095 corridor and other strategic corridors as further capacity constraints emerge

Action: Continue to explore opportunities for improvements to smaller, individual junctions where capacity, efficiency or safety concerns are identified

To address real and perceived concerns regarding personal safety when using transport infrastructure (LTP Policy TP1)

Action: Ensure that personal safety is a core consideration in all new developments, infrastructure designs or modes of transport, using appropriate measures to mitigate and new technology (such as lighting and monitoring) where applicable to provide a safe and pleasant environment

Action: Where safety concerns are identified, explore the measures available to improve the situation and work with partners such as the police or relevant landowners where necessary

Partnership working with interested parties including voluntary groups and local businesses (LTP Policy TP1)

Action: Continue to promote 'Travel Information for Business' to new and existing workplaces in the Borough to ensure they are aware of the range of sustainable travel options available

Action: Explore ways in which the charity and voluntary sector could help improve access for younger, older and disadvantaged residents

Smarter Travel Strategy

Encourage the implementation, monitoring and renewal of Travel Plans

Action: Require and monitor implementation of travel plans in new development and from existing employers in the borough

Action: Continue to develop School Travel Plans, encouraging annual reviews in co-operation with the Borough's schools

Action: Secure Travel Plans for other key facilities such as healthcare, retail and higher education

Action: Provide information and resources, running campaigns and incentive schemes for those developing travel plans

Promote public transport options

Action: Make bus travel easier and more attractive, continuing investment in real-time information, smarter ticketing and travel cards

Action: Work with operators to improve buses and on-board facilities

Action: Work with businesses in Southern and Western Business areas to establish a formal bus service which is funded in partnership with those premises served

Action: Work with rail operators to secure investment and improvement in the 4 Bracknell Forest Stations in new franchises

Action: Ensure online information and journey planner is up-to-date and easily accessible

Action: Ensure connectivity between bus and rail services, and integration with all other modes

Managing the highway network and providing up-to-date journey information

Action: Increase use and application of Intelligent Transport Systems (ITS) technology at key junctions, using traffic lights, CCTV monitoring and real time information to maximise network efficiency

Action: Explore opportunities to use 'crowd-sourced' travel data, to provide real-time information to road users through satellite navigation

Action: Continue to use social media to keep road users up-to-date with any roadworks or incidents on the highway network

Promoting and incentivising multiple-occupancy journeys

Action: Work with local businesses, schools and residents to promote car sharing in partnership with Liftshare

Action: Encourage and incentivise car sharing with dedicated parking spaces for car sharers at workplaces

Action: Investigate potential for 'hard measures' to encourage car sharing, such as 2+ vehicle lanes

Promoting and facilitating car clubs:

Action: Take a positive approach to accommodating any car clubs who wish to locate in Bracknell Forest, particularly as part of new higher density developments

Action: Promote existing car clubs in Berkshire (e.g. Reading and Slough)

Action: Encourage businesses to evaluate potential for staff use of pool / company vehicles

Promoting fuel efficient driving techniques

Action: Encourage residents and businesses to drive more efficiently, using Energy Saving Trust tips and advice

Action: Encourage, and where practical, facilitate fuel efficient driving workshops in businesses

Promoting the use of alternative travel choices for short local trips

Action: Encourage more active travel through the Walking and Cycling strategy (and understand the perceived and real barriers to walking and cycling)

Promoting and facilitating greener fuel vehicles and technology

Action: Install new charge points in new town centre car park as part of Bracknell regeneration

Action: Publicise and promote existing electric vehicle charge points in Bracknell and Berkshire

Action: Further update parking planning policies to require new housing, retail and business developments to include passive charging provision as a matter of course

Action: Encourage major businesses and employers in Bracknell Forest to update their fleet vehicles to electric or low emission vehicles

Action: Monitor and review funding opportunities as they arise, and investigate potential large-scale projects which could be implemented across Bracknell Forest or Berkshire

Walking and Cycling Strategy

Marketing cycling and walking as a healthy, sustainable and attractive travel choice

Action: Through research and travel planning with residents and businesses, identify the potential for walking and cycling in Bracknell by determining the groups who are most likely to switch

Action: Develop promotional campaigns which are targeted at best reaching these groups, incorporating a range of different mediums as appropriate to the audience, for example Facebook and Twitter, local media or leaflets

Action: Coordinate marketing and promotional activities with the programming of cycle infrastructure projects to raise awareness and publicise improvements and new cycling opportunities.

Action: Utilise the opportunities provided by walking / running or cycling events to encourage more people to take these up as a regular activity

Action: Continue to engage with schools to monitor and update school travel plans and encourage participation in Bikeability and initiatives such as 'walk to school' and 'cycle to school' week

Action: Review the materials provided to developers in support of travel plan preparation to ensure these correspond to the latest good practice guidelines

Action: Improve the presentation of the Council's cycling information and maps across a range of formats

Action: Work with Berkshire councils and other partners to improve the availability and quality of information to support walking and cycling, for example events or cross-boundary route maps

Improving where feasible, walking and cycling infrastructure

Action: Work with the Local Enterprise Partnership, cycling charities and local communities to identify strategic cycling routes and priorities for investment

Action: Where off-road cycle routes are not viable, identify how measures to make more space for cyclists within the existing carriageway can be incorporated within highway improvement or maintenance works

Action: Work with planners and property developers to identify how the needs of cyclists can be reflected within the planning and design of streets within new development areas

Action: Identify priority routes for signage improvements, focusing particularly on those which are most frequently used by walkers / cyclists and / or offer greatest potential for growth in cyclist numbers

Action: Work with developers, housing associations and other local partners to increase the availability of secure residential cycle storage

Action: Engage with employers, schools and colleges to provide and improve secure and sheltered parking and facilities for cyclists

Action: Work with Network Rail and Train operating companies to increase secure and sheltered parking availability at busy stations and interchanges

Ensuring the needs of pedestrians and cyclists are fully considered within new developments

Action: Work with developers to support the planning and coordinated delivery of cycle facilities as part of major new development and regeneration initiatives

Action: Explicitly consider the needs of pedestrians and cyclists as part of safety audits for new development schemes

Action: Work with developers to ensure that adequate provision is made within new developments (including residential cycle parking and cycle-friendly roads)

Improving green infrastructure to make walking and cycling more attractive

Action: Identify gaps in the rights of way network, with particular focus on off-road cycling opportunities (bridleways / multi-user paths)

Action: Exploring opportunities to upgrade footpath status and condition where practical

Action: Look at ways to improve links to 'The Lookout' from Bracknell, Ascot and surrounding towns

Action: Improve links and opportunities for leisure and utility cycling around Northern Parishes

Improving safety for pedestrians and cyclists

Action: Identify opportunities to design out safety problems on links and at junctions, including the potential use of innovative new infrastructure

Action: Improve lighting and visibility along sections of path and cycleway that are otherwise dark and secluded, improving social safety and potential to walk and cycle at night (particularly as new Town Centre development boosts 'night-time economy' in Bracknell)

Action: Work with Berkshire Safer Roads on schemes and initiatives which encourage cycle and pedestrian safety, or make other road users more aware

Rights of Way

Given the Rights of Way Improvement Plan has its own detailed individual action plan, those actions are not included in this strategy summary, but can be found at <https://www.bracknell-forest.gov.uk/sites/default/files/documents/rights-of-way-improvement-plan-rowip2.pdf>