

Renfrewshire Cycling Strategy

2016 - 2025



A WORD FROM OUR CHIEF EXECUTIVE AND CYCLING CHAMPION

The aim of this cycling strategy is simple: to get more people in Renfrewshire cycling more often.

The strategy supports many of the aims of the council's business plan and Renfrewshire's community plan. Achieving these aims will bring many benefits for Renfrewshire's residents, its communities, its environment and its economy.

By encouraging people to be more active, cycling can help to improve the health and wellbeing of people of all ages.

Getting more people cycling will also help to achieve our vision for a greener Renfrewshire by cutting vehicle emissions and reducing congestion on our roads.

By making further investment in our network of cycle routes and making them easier to access, more people will see cycling as an attractive and convenient way of commuting and making short and medium-distance journeys at low cost.

Promoting cycle routes into Renfrewshire's countryside and historic towns and villages can also bring economic benefits by providing new opportunities for local businesses.



As Renfrewshire Council's first Cycling Champion, I look forward to encouraging colleagues at the council and our community planning partners to support these aims and to seeing more people who visit, live and work in Renfrewshire travelling by bicycle.

Sandra Black

Chief Executive, Renfrewshire Council

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Chapter 1 - Introduction

Why do we need a Cycling Strategy for Renfrewshire?

1. INTRODUCTION: WHY DO WE NEED A CYCLING STRATEGY FOR RENFREWSHIRE?

“Working together to make Renfrewshire a fairer, more inclusive place where all our people, communities and businesses thrive.” The Renfrewshire Community Plan 2013 – 2023: Vision statement

1.1 Cycling for Renfrewshire

With higher levels of cycling come a wealth of benefits, both for individuals and for society. People can benefit from improved physical health and mental wellbeing, and enjoy a means of getting around that is quick, convenient and low-cost. Communities benefit through reduced congestion, improved air quality, and more liveable places. Conditions for other road users would also be improved from more people cycling, with reduced congestion, and less competition for parking spaces.

In Renfrewshire, 24 per cent of local carbon emissions relate to transport. Furthermore, at a time when the rising cost of fuel is increasingly a concern for many people, it makes sense to develop new walking and cycling routes that offer genuinely attractive alternatives to car transport. These are some of the reasons why Renfrewshire Council is committed to encouraging more people to cycle – and walk - more often, in line with the aims set down in the Scottish Government’s Cycling Action Plan for Scotland 2013. Cycling also supports several of the high level objectives set out in Renfrewshire’s Community Plan.

The Glasgow and Clyde Valley City Deal represents a great opportunity to develop and renew the area – this will create excellent opportunities for new high-quality infrastructure, and strengthened links between communities. Over the next ten years, there will be new cycle and pedestrian links between Paisley and Renfrew town centres, Inchinnan Business Park, the Glasgow Airport Investment Area and the Clyde Waterfront. A new opening-bridge will join Renfrew and Yoker, with provision for all modes; and there will be new bridges crossing the White Cart river. Furthermore, ‘Green Network’ enhancements will create strategic active travel links between Braehead, Renfrew and Paisley. A range of other interventions to improve infrastructure and improve access to Glasgow airport will bring with them the opportunity to plan for enhanced active travel facilities at the design stage. This City Deal

Renfrewshire at a glance:

- **Population: 175,000**
- **Paisley – Scotland’s largest town – 79,000**
- **Renfrewshire Council and NHS Greater Glasgow and Clyde are the two largest employers**
- **Renfrewshire produces more than one third of all Scotland’s manufactured exports**
- **73% of Renfrewshire’s working age population are employed**
- **The average number of persons per household is 2.1**

Infrastructure Fund, covered in more detail in Chapter 7, will be transformational for Renfrewshire and the surrounding region.

1.2 Active Travel

Active travel is the collective term for both walking and cycling as a means of travel, as opposed to public transport, or private motorised transport. Most of the trips that people make include an element of walking, be it walking to the bus stop, railway station or car park; and cycling can be suitable for this too.

While this Strategy is predominantly a Cycling Strategy, many of the high level objectives we seek to meet through promoting cycling can also be met by increased levels of walking; and several of the measures in this document will also benefit pedestrians.

A transport system and urban environment that is more cycle-friendly is also more pedestrian-friendly, as well-designed improvements to cycling infrastructure (dropped kerbs, better lighting on off-road paths, crossing points, etc.) very often directly benefit pedestrians, wheelchair users, joggers or dog-walkers. Furthermore, synergies between walkers and cyclists strengthen the business case for increased investment in infrastructure, in terms of numbers of users, not to mention the social inclusion and environmental and placemaking aspects.

“Outdoors For You – the Renfrewshire Outdoor Access Strategy 2016 – 2026” is being developed in parallel with the Cycling Strategy, and the objectives and actions have been co-ordinated so that the two are complementary. “Outdoors For You” will aim to promote health and wellbeing, improve

connectivity between people and places, increase economic benefits, and promote and aid responsible access for people and nature.

1.3 National, Regional and Local Policy

Cycling generally takes place on a local scale, and therefore cycling development takes place at a local level. All over Europe, however, there is a growing recognition that cycling contributes to transport, health, social equalities and environmental outcomes, and that a growth in cycling levels is essential to facilitate the forecast growth in cities in coming decades. It is for these reasons that the Scottish Government has set such ambitious targets for cycling. As the largest urban area in Scotland, developing cycling in the Strathclyde Partnership area is essential for meeting national, regional and local policies.

The following page shows some of the national, regional and local policy and guidance documents that have informed this Strategy, and to which the Strategy will aim to support.

Scotland's 5 Strategic Objectives:

WEALTHIER AND FAIRER – enable businesses and people to increase their wealth and more people to share fairly in that wealth.

SMARTER – Expand opportunities for Scots to success from nurture through to lifelong learning ensuring higher and more widely shared achievements.

HEALTHIER – Help people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to healthcare.

SAFER & STRONGER – Help local communities to flourish, becoming stronger, safer

GREENER – Improve Scotland's natural and built environment and the sustainable use and enjoyment of it.



- | | |
|--|---|
| <ol style="list-style-type: none"> 1. National Transport Strategy January 2016 2. Cycling Action Plan for Scotland 2013 3. Scottish Planning Policy 4. Let's Get Scotland Walking 5. Cycling By Design 6. A Catalyst for Change – the RTS for the West of Scotland | <ol style="list-style-type: none"> 7. SPT Regional Transport Strategy Delivery Plan 2014 – 2017 8. A More Active Scotland 9. Designing Streets 10. Let's Make Scotland More Active 11. Renfrewshire Local Transport Strategy 12. Renfrewshire Outdoor Access Strategy, 2004 |
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1.4 The Role of Cycling in our Community

Health and Wellbeing

The World Health Organisation recommends that adults undertake at least 150 minutes of moderate activity or 75 minutes of vigorous activity (or a combination) a week. Health Scotland reports that physical inactivity is the fourth leading cause of death as a contributor to diseases such as heart disease, stroke, diabetes and cancers worldwide. It is also related to other leading risk factors - e.g. high blood pressure, high cholesterol and high glucose levels - and to the increase in childhood and adult obesity. Clearly, cycling to work can help these targets to be met, by building exercise into people's daily lives. Wellbeing is harder to quantify, but studies show that people who cycle regularly enjoy a greater sense of wellbeing. The latest Census showed that the number of people in Renfrewshire enjoying good or very good health was lower than the Scottish average, albeit only slightly.

People-centred Places

Modern urban designers (such as Jan Gehl, John Dales, and Carmen Hass-Klau) now recommend a greater focus on people, as opposed to the motor car, in cities and town centres. If more people walk and cycle, streets are quieter and more relaxed, places to linger rather than travel through, and less dominated by cars. This can also bring benefits to local retailers.

Experience elsewhere has shown that people are more likely to stop and greet each other if they meet while travelling by bike or on foot, than if they are cocooned in the private space of a car.

Active travel can therefore also contribute to stronger communities. And this is particularly important at a time when Paisley is preparing its City of Culture bid.

Improved Access to Education, Work and Services

In Renfrewshire, 34.4 per cent of households have no access to a car or van, according to the 2011 Census. Scottish policy recognises that it is important to reduce social inequalities and promote a fair and inclusive society. If jobs and services are easily accessible on foot, by bike or by public transport, it increases the available labour market and customer base for businesses, and vice versa. Having access to a car should not be a prerequisite for access to social, educational or economic opportunities.

Reducing Congestion

Cycling is a more efficient means of transport in terms of road space than journeys made by car. Up to ten bikes can be parked in one car parking space. Positioning cycling as an integral part of our transport system, and making it an attractive option for short and medium journeys, is part of a wider objective of improving the resilience of the transport network for all modes. Renfrewshire's demand management policies in recent years have constrained traffic growth; nevertheless congestion is experienced in Paisley, Renfrew, Lochwinnoch and Johnstone, not to mention the A737 and between Junctions 26 and 29 on the M8. (For example, the annual average daily flow in 2015 on the A737 between the A761 and the B789 at Johnstone was 42,801 vehicles, according to Transport Scotland data.)

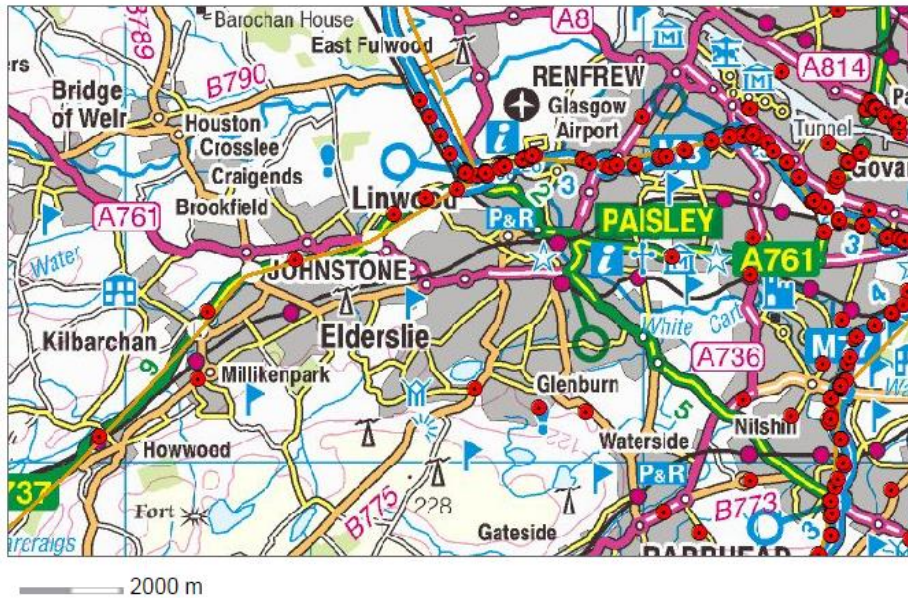


Figure 1. Automatic Traffic Counts sites in Renfrewshire (Transport Scotland)

Reducing Carbon Emissions

The Scottish Government’s Climate Change Delivery Plan (2009) has set ambitious targets for reducing CO₂ emissions, aiming for a 42 per cent reduction by 2020, as well as an almost complete decarbonisation of road transport by 2050. While there are improvements in the efficiency of motorised transport modes, even electric-powered vehicles are emission-free only at the point of use. To have even a chance of meeting these targets, a far greater proportion of journeys will have to be made on foot or by bike in coming years. Last year, Renfrewshire Council signed up to its third Carbon Management Plan, which contained a target to reduce its carbon footprint from 2008/ 2009 levels by 36 per cent by 2019 / 2020. While substantial

progress has already been made towards this – with a 28 per cent reduction achieved by 2014, more remains to be done. In terms of transport, the Council aims to move towards a newer, greener fleet, and also reduce staff mileage by five per cent.

Improving Air Quality

As well as being virtually CO₂ free, walking and cycling give rise to zero NO_x emissions, and thus achieving modal shift to active travel can contribute to

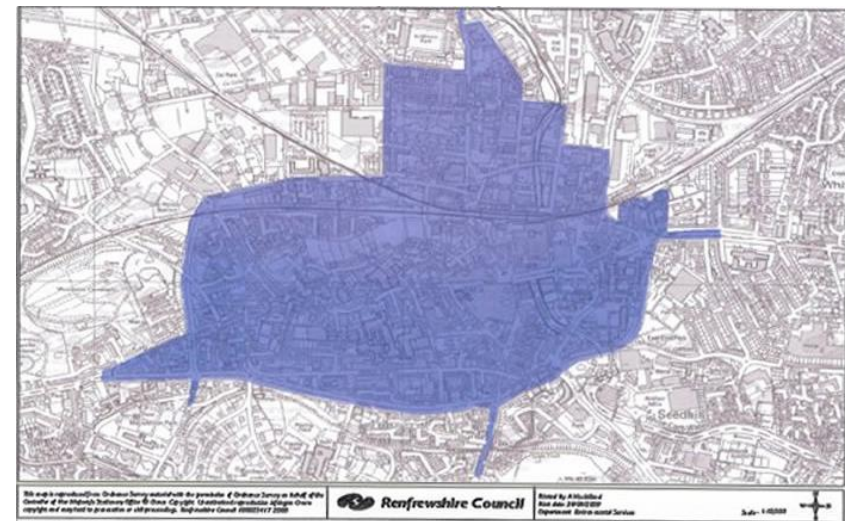


Figure 2. Paisley Town Centre AQMA

improved local air quality. Paisley Town Centre has been declared an Air Quality Management Area in respect of NO₂ and PM₁₀s, and thus it is important to make progress in this area.

Promoting a Strong Local Economy

While the wider social and economic benefits of active travel can be difficult to quantify, an Economic Assessment of Investment in Walking and Cycling published by the UK Department for Health in 2010 demonstrated that the median benefit:cost ratio for cycling projects in the UK was 19:1. The return on investment is therefore considerable; and the more extensive and integrated the network, the more these benefits can be realised.

Strategy Document Structure

This Strategy sets out how we are planning to realise these benefits and can be outlined as follows:

- ❁ **Chapter 1** provides the rationale for a Cycling Strategy in Renfrewshire, in terms of benefits, and fulfilling Scottish Policy and Outcomes.
- ❁ **Chapter 2** sets out the Strategy's Vision and Objectives.
- ❁ **Chapter 3** provides an overview of the existing cycling trends in Renfrewshire, including data from the 2011 Census and findings from public consultation.
- ❁ **Chapter 4** sets out the process followed in developing the strategy: reviewing the cycle network; considering the outcomes of the public and stakeholder consultations; and analysing current and potential demand.
- ❁ **Chapter 5** describes ways in which infrastructure can be improved to develop, enhance and extend the cycle network in Renfrewshire, such as provision of parking and end-of-journey facilities, public transport integration, wayfinding, effective maintenances, and adhering to best practice in design standards.

- ❁ **Chapter 6** looks at softer measures for promoting cycling through leading by example; improved wayfinding and route marketing; working with employers and community groups; and providing training and encouragement to young people.
- ❁ **Chapter 7** sets out an approach for implementing the Cycling Strategy, in collaboration with Renfrewshire Council's key partners, as well as the Action Plan by which the Objectives will be met – it includes actions on: Leadership; Cycle Parking; Infrastructure and Network Development; Public Transport Interchange; Marketing and Promotion; Young People and Cycling; and Monitoring and Evaluation.
- ❁ **Chapter 8** sets out Renfrewshire's targets for 2025, and how these will be monitored and tracked, using automatic counters, and data from the Census 2011, Sustrans, Police Scotland's Stats 19 database, and the Scottish Household Survey, etc.

Chapter 2 - Renfrewshire's Vision and Objectives for Cycling

What are we trying to achieve?

2. THE VISION FOR CYCLING IN RENFREWSHIRE: WHAT ARE WE TRYING TO ACHIEVE?

Cycling Action Plan for Scotland 2013

“By 2020, 10% of everyday journeys taken in Scotland will be by bicycle.”

The Renfrewshire Community Plan 2013 – 2023

“Working together to make Renfrewshire a fairer, more inclusive place where all our people, communities and businesses thrive.”

The Renfrewshire Local Transport Strategy 2007 – 2017

“The Vision for Renfrewshire is that people can improve their health and travel to where they want to get to within a set timescale using all modes including walking, cycling, public transport or their car for essential trips; business can operate effectively and efficiently creating prosperity and job opportunities; visitors are attracted to enjoy the tourism and leisure facilities; and all this is accommodated without compromising our future environment and at best value to the Council.”

The Renfrewshire Cycling Strategy 2016 – 2025

“By 2025, there has been genuine ongoing commitment and leadership from Renfrewshire Council in supporting and encouraging cycling. The network is improving and extending steadily, according to best design guidance principles, with clear links to public transport hubs, schools, other key destinations and between communities. Employers and residents alike realise the benefits of cycling; people of all ages and background feel confident cycling on the network; and there is a culture of mutual respect amongst all road users.”

Our Objectives for Cycling in Renfrewshire

The following objectives have been developed to guide the delivery of the Cycling Strategy and, in doing so, support the delivery of the Local Transport Strategy, the Community Plan, and the Cycling Action Plan for Scotland.

Core Objective

By 2020, to have achieved 3 per cent of all journeys to work being made by bicycle; and 7 per cent by 2025.

While this is a fairly ambitious target, given current low levels of travelling to work by bike in Renfrewshire, 33% of all people in employment - excluding those who work at home - work less than 5km from their place of work, so it should be possible to make real and substantial progress toward this.

We recognise that this is lower than the national target, but it is important that targets reflect the local context to be realistic and achievable.

Objective Two

Keep cycling high in the agenda, through sustained and collective action, within Renfrewshire and with its partners.

Key Actions:

- Strong leadership, and appointment of an influential cycling champion.
- Training in delivery of cycling schemes for all staff involved in the delivery of cycling (cycle specific schemes or wider road/development schemes).
- Review of all road/development schemes to identify opportunities for cycling.
- Establishment of a cycling forum to facilitate stakeholder engagement.
- Maximise collaborative working with institutional partners (NHS, SPT, Renfrewshire Leisure etc.).
- Lead by example by making Renfrewshire Council a cycle-friendly employer.
- Set up an ongoing monitoring programme to measure progress and areas for improvement.

Objective Three

Make cycling safe and attractive to people of all ages and backgrounds, and for a wide range of transport and leisure journeys.

Key Actions:

- Upgrading of the existing cycle routes to *Cycling by Design* standards or better.
- Develop new routes, to *Cycling by Design* standards or better, in order to provide an off-road and on-road cycle network that is coherent, will link communities, and that is attractive to all types of user.
- Where the network is on-road, on low traffic routes, identify suitable areas for the implementation of 20mph speed limits.
- Increase cycle parking, including sheltered parking, at key locations such as transport hubs, town centre, public buildings, and schools, etc.

Objective Four

Promote, through a range of media and methods, everyday cycling as an attractive and beneficial means of transport. Promotion should be aimed especially at short trips and in particular at young people.

Key Actions:

- Develop a brand for the promotion of the cycle network in Renfrewshire, which can be used on a range of material and events now and into the future.
- Work with schools to further promote Cycle Friendly School status, Bikeability Level 2 training, and safe routes to schools.
- Encourage employers to become “cycle friendly employers” by setting up travel plans, improving cycle parking provision, bike-to-work schemes, etc.
- Update and publicise “Out there on Bikes – 10 Routes around Renfrewshire”.
- Maximise opportunities of mass participation events and recreational activities.

Chapter 3 - Cycling In Renfrewshire

How are we doing?

3. CYCLING IN RENFREWSHIRE: HOW ARE WE DOING?

3.1 Existing Levels of Cycling

While Renfrewshire’s cycling levels may be fractionally higher than some of its neighbours, it still remains historically and nationally very low, and well short of the target set for Scotland for 2020, as this graph of recent Census data shows:



Figure 3. Current Cycling Levels in Renfrewshire

Moreover, according to the latest Scottish Household Survey (2014) data, only 0.4 per cent of people consider cycling to be their usual mode of travel to work, compared to 2.6 per cent of Scots.

The data for Renfrewshire’s young people may be slightly better. According to the Sustrans annual ‘Hands Up’ class room survey, 2.5 per cent of primary and secondary school children cycle to school (and 47 per cent walk).

Given that the national target is to have ten per cent of all everyday journeys to be made by bicycle by 2020, according to the CAPS 2013, there is a need to achieve a significant ‘step change’ in the growth of cycling in Renfrewshire.

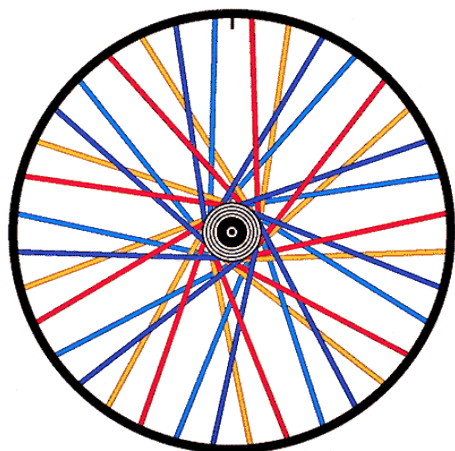
3.2 What do People Working or Living in Renfrewshire Think of Cycling?

Who did we Engage with?

A programme of public and key stakeholder consultation was held in October and November 2014 to help Renfrewshire Council better understand the views of people who cycle regularly, people who cycle occasionally, and people who never cycle.



IN RENFREWSHIRE, 2 IN 3 PEOPLE TRAVEL TO WORK BY CAR OR VAN. COMMUTERS ARE 75 TIMES MORE LIKELY TO DRIVE – OR BE DRIVEN – TO WORK THAN TO CYCLE! (CENSUS 2011)



Red line: The **public** provided insights about what are the local priorities for the area.

Blue line: **Employers** advised on business attitudes, and the scope to provide facilities.

Yellow line: **Current cyclists** provided a wealth of detailed local knowledge about the state of the network

Blue line: **Local organisations and community partners** provided perspectives from, for example, economic regeneration, community health, tourism, etc.

All of these viewpoints have helped to create a more rounded strategy based on different inputs and viewpoints.

How did we Engage?

The consultation took the form of:

- 🌐 an online survey of the public;
- 🌐 and online survey of businesses;
- 🌐 a workshop with local residents;
- 🌐 and workshops with key stakeholders; and
- 🌐 face-to-face meetings.

The public survey received 352 responses over a four week period. A total of 63 per cent of the participants were **male**, and 36 per cent were **female**; eight per cent of the participants were over 65 years of age, and four per cent were **under 25**. Around 87 per cent of all those who responded **had their own bicycle** and 21 per cent of respondents **cycled to work**. The business survey generated 18 responses from a range of small, medium and major employers.

Why are People Cycling?

The public survey highlighted that the most common journey purposes for cycling among respondents were for **leisure** (40 per cent) or for **travel to work** (26 per cent). Respondents also stated that they chose to travel by bicycle because it provides **good exercise** (36 per cent), and because it is a **pleasant means of travel** (36 per cent). Nine per cent of people cited choosing to travel by bike because it was **quick**, and a further nine per cent because it was **low cost**.

What Strengths do People see for Cycling in Renfrewshire?

A Strong National Network

The area enjoys a number of underlying advantages to support the growth of cycling. One of the strengths that was highlighted in the consultation was the National Cycle Network. Approximately a fifth of all survey respondents were regular users of the two National Cycle Routes, cycling at least part of each route at least once a week.

National Cycle Network (NCN) Route 7 is a 601 mile national route that runs from Sunderland to Inverness, and the section that runs through Renfrewshire also forms part of the EuroVelo 1 route that runs from Portugal to Norway along the Atlantic coast. Within Renfrewshire, this signed route links up Kilbirnie, Lochwinnoch, Howwood, Johnstone and Paisley; regionally, the routes link with Ayr, Troon, Irvine, Kilwinning, Kilbirnie, the SECC, Partick, Clydebank, Dumbarton, and Balloch, to name but some destinations.

NCN “Forth and Clyde” Route 75 runs the same route as NCN7 from Glasgow to Johnstone, and then forks westwards toward Port Glasgow, Greenock and Gourock, via Bridge of Weir and Kilmacolm. East of the SECC, the route runs through Central Glasgow, then heads towards Edinburgh via Coatbridge and Airdrie.

These two national cycle routes form an effective “T”-shaped foundation across Renfrewshire upon which to build a regional and local network.

These two routes runs right across Paisley Town Centre and serve some of the largest settlements in Renfrewshire, with many major destinations within 500m of the routes (University of West of Scotland, high schools, Royal Alexandra Hospital, railway stations, etc.)

The routes are used by wide range of users: sportive and everyday cyclists, walkers, joggers and dogwalkers.

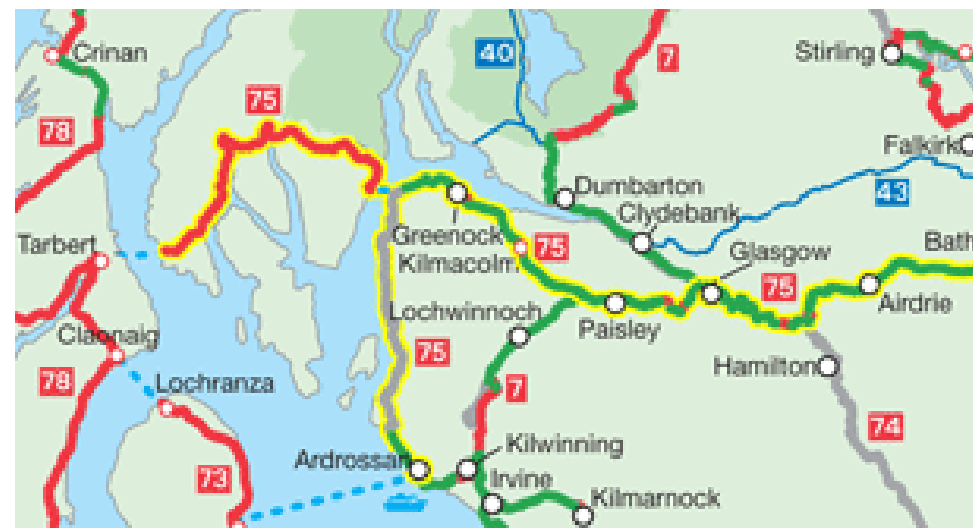


Figure 4. The National Cycle Network in Renfrewshire and beyond

The Potential for Leisure Cycling

Renfrewshire has many scenic areas, with gently rolling hills well suited to leisure cycling. There was particular feedback from consultation that the cycle network is a place to spend leisure time, and to access key recreational resources across the area. However, it was noted that improvements could be made and, therefore, this strategy will aim to deliver on this potential.

Growing Local Support for Cycling

Local community partners recognise the potential that cycling has to improve quality of life. With financial support and expertise available from

the Scottish Government, the Strathclyde Partnership for Transport (SPT), Sustrans, and Cycling Scotland, there exists a valuable opportunity to deliver the desired step change in cycling levels.



What Weaknesses were Highlighted?

As well as highlighting the positive aspects of cycling opportunities in Renfrewshire, feedback from consultation also showed that there is a lot of room for improvement.

Existing Provision for People who Cycle

The public were asked how they rate existing provision for people who cycle in Renfrewshire. The surface condition of roads and cycle routes was highlighted as a major issue, as were: lighting; cycle parking availability and

security; route options; signage; and less so, the ability to take bicycles on trains, and the availability of changing facilities.

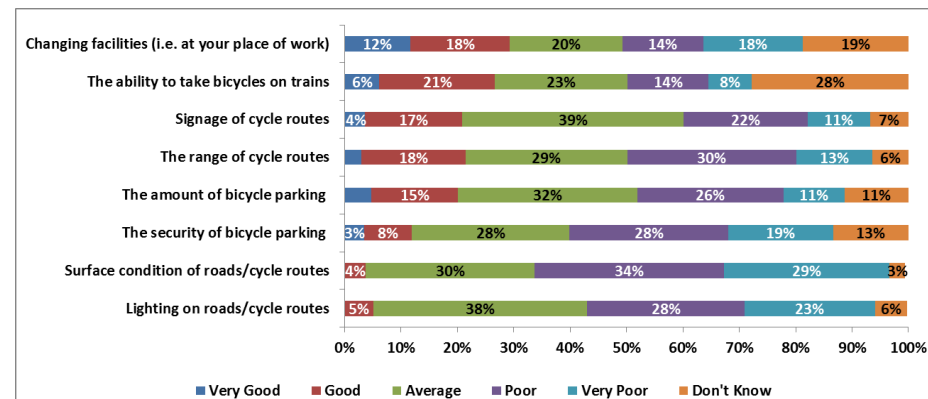


Figure 5. Existing Provision for Cyclists, Graded Very Good to Very Poor

Barriers to Cycling

In terms of barriers to cycling, the following factors were highlighted by respondents:

- ⊗ Safety concerns (including driver behaviour and lack of safe facilities)
- ⊗ Condition of roads and cycle routes (including surfaces, lighting and overhanging vegetation)
- ⊗ Lack of on-road cycle lanes
- ⊗ Lack of off-road, traffic-free cycle routes
- ⊗ Bad weather
- ⊗ Traffic congestion

From this feedback, it is clear that creating an environment where people who cycle feel safe and comfortable will be an important part of promoting every-day and leisure cycling in Renfrewshire.

With regard to the evaluation of the existing cycling facilities – while good in places, existing infrastructure is described as inconsistent and sub-standard in many areas. For there to be a truly attractive, comfortable and convenient network, the existing network will need to be upgraded and expanded.

Specific local issues (e.g. gaps in the network, particular problem areas for road quality etc.) were gathered during consultation. This information has been used to inform the network improvement actions of this Strategy.

Chapter 4 – Developing the Strategy

What is needed to increase cycling levels in Renfrewshire?

4. DEVELOPING THE STRATEGY: WHAT IS NEEDED TO INCREASE CYCLING LEVELS IN RENFREWSHIRE?

It is essential to develop a Cycling Strategy with a funded improvement programme that helps meet the short term needs of the local community, while also pushing towards meeting national best practice and creating an effective environment for cycling in the future. In order to do this effectively, the Strategy has:

- considered the wants and needs of local people by carrying out **public and stakeholder consultation** exercises;
- analysed **existing and latent demand on the network**, e.g. via the mapping of local trip attractors, and the review of census data; and
- carried out a **review of the existing cycle network**, including a high level review of the networks connectivity and quality, and consideration of major local issues.

4.1 Recommendations from our Consultation with the Public

The consultation exercise helped us to understand how we need to develop the coverage of the network into the future, identify areas of local improvements to the network, and understand how people want to be supported in their cycling activity.

The public survey highlighted a number of improvements that would **encourage people to cycle more often**, with the five top options identified as:

- More dedicated off road/traffic-free cycle routes
- More on-road cycle lanes
- Improved road/cycle route surface condition
- Better lighting of road/cycle routes
- Improved security of existing parking facilities

“Travelling out of Johnstone town centre towards Deafhillock roundabout – two difficult junctions with the added misery of dreadful road surfacing, street furniture and narrow roads.” – Renfrewshire Resident

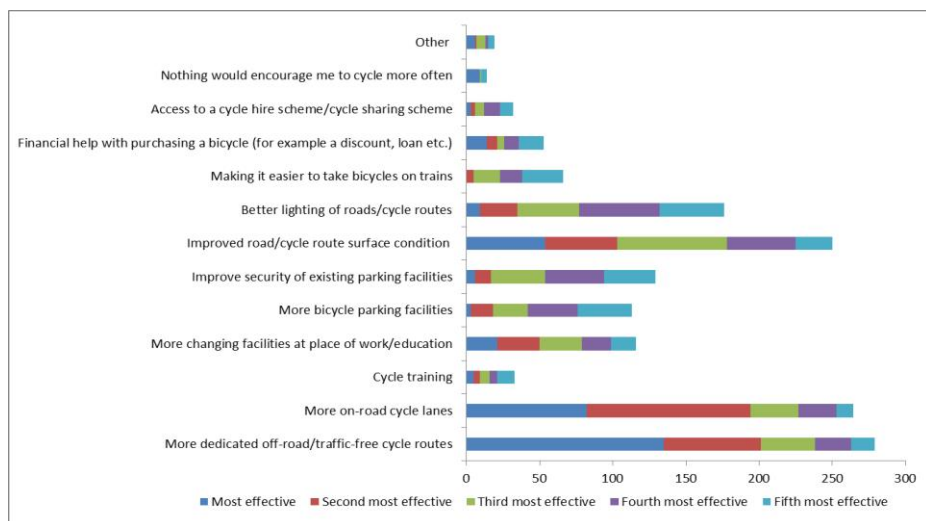


Figure 6. Answers to: 'Would any improvements encourage you to cycle more often?'

It is clear from the consultation exercise that providing and improving cycle lanes and paths in Renfrewshire is a key priority. A number of recommendations for **new or improved routes and links** were put forward. While specific routing suggestions were also taken into consideration; the recommendations can be broadly grouped as follows:

- 🌐 Links to the National Cycle Network (e.g. Houston).
- 🌐 Links to leisure centres and recreational sites (e.g. Linwood On-X, Paisley Lagoon, Clyde Muirshiel Regional Park).
- 🌐 More direct routes between communities (e.g. from Georgetown to Bishopton).

- 🌐 Improved connections to Glasgow International Airport (e.g. from Inchinnan, Erskine, Paisley town, Bishopton, and the NCN).
- 🌐 Enhanced connections to the Renfrew Ferry.
- 🌐 A direct link from Paisley to the new Queen Elizabeth University Hospital.

Participants were also invited to identify **cycling blackspots** that they were aware of; these have been captured and used to develop the improvement actions included in this strategy.

In Chapter 5, this strategy sets out a proposed network, with immediate, mid-term and long term infrastructure proposals. It may take many years to complete, but with perseverance, continued investment, and a methodical approach, a high-quality network is achievable.

4.2 Recommendations from our Consultation with Key Stakeholders and Businesses

Engagement with key stakeholders highlighted the following areas as opportunities for improving cycling conditions in Renfrewshire:

- 🌐 Develop better **signage and wayfinding**.
- 🌐 Better **integration of cycling with public transport**– e.g. better cycle signage to public transport hubs, improved facilities at rail stations, and better access links.
- 🌐 **Redesigned or re-designated existing infrastructure** – e.g. by converting wide footways to shared use paths, installing advanced stop lines at junctions, or creating some 20mph speed limit areas or zones where people who cycle would benefit.
- 🌐 **Improved partnership working**: internally within Renfrewshire Council, and also with others, such as the Chamber of Commerce, Renfrewshire Leisure, VisitScotland, and local cycling clubs etc.
- 🌐 Greater focus on **cycling education in schools**, and after-school clubs, etc. Some schools are near cycling routes, and this should be exploited.
- 🌐 Stronger **links with leisure and tourism**, building on resources such as Gleniffer Braes and Clyde Muirshiel Park (e.g. developing mountain biking), and accommodation and attraction resources across the network (e.g. development of a network of Cyclist Havens).

- 🌐 Appropriately timed use of **promotion and behavioural change** initiatives – e.g. initiating promotion and training activities to match with key cycling infrastructure and facility improvements.
- 🌐 Ensuring access to **sufficient funding** – It was suggested that between £5 and £10 per head should be spent on cycling per annum in Renfrewshire; the Edinburgh model of spending 5% of the total transport budget – and then increasing this by 1% year on year – was also recommended.
- 🌐 The importance of making better use of possibilities provided by **new developments**, and the accompanying Section 75 funding, to co-ordinate improvements to local cycling facilities.
- 🌐 There should be a **commitment to work with third sector organisations** who are invaluable in securing community involvement and effecting positive, meaningful change.

“If Renfrewshire Council made pool cars available for business use, it would increase the number of days I could cycle to work, as I need a car for appointments.” – Renfrewshire Council employee

4.3 Analysing Demand on the Network

A vital step for developing an effective cycling improvement programme is to look at the travel demand for everyday purposes and identify those trips which could be made by cycling, both now and in the future. The map alongside (Figure 7) shows the location of existing and potential future key trip generators: residential areas; rail stations; educational facilities; retail centres; major employment areas, including major business parks, etc.; and major committed planned developments.

Consultation results were also used to highlight the key travel desires of existing and potential users.

Connecting such destinations is one of the key considerations in the development of the Network Upgrade Action Plan presented later in this Strategy.

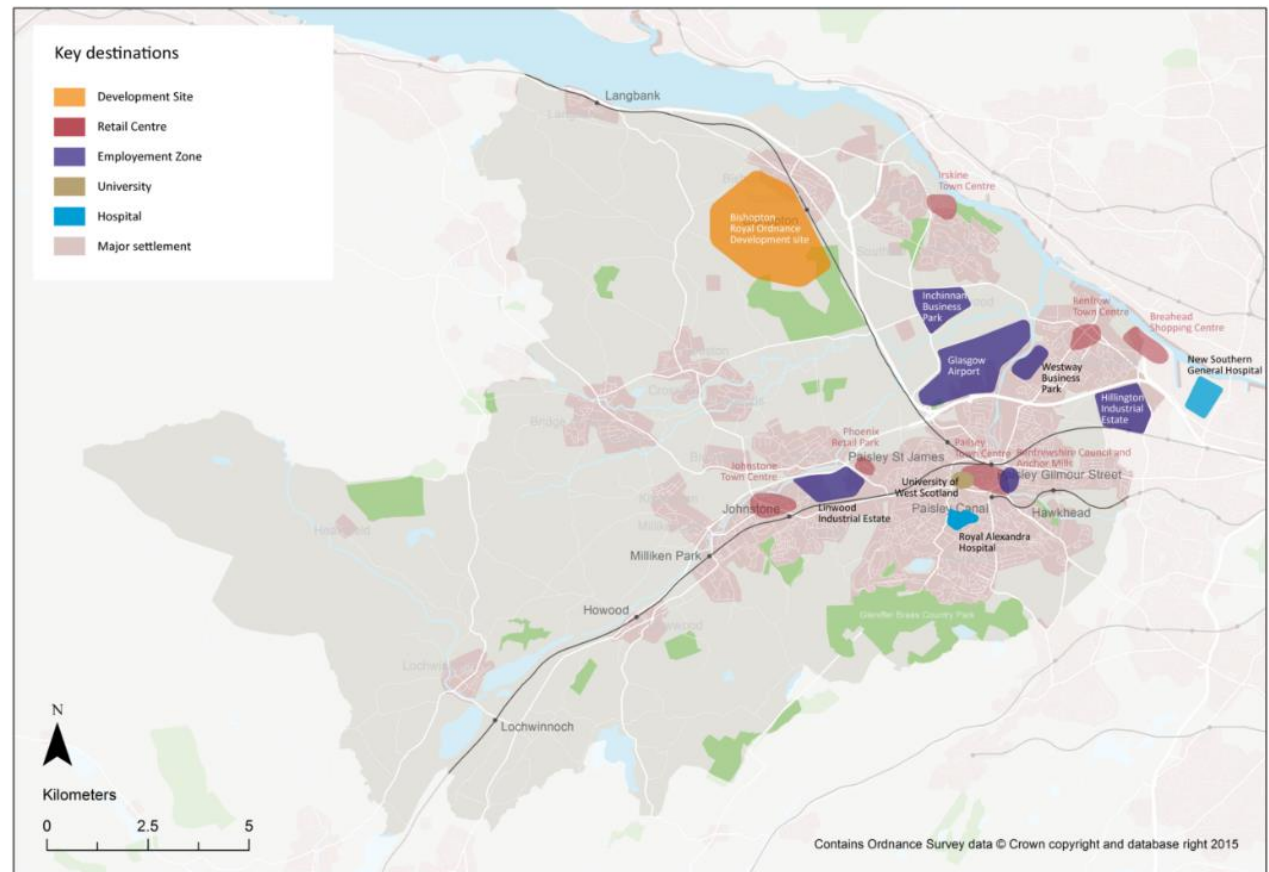
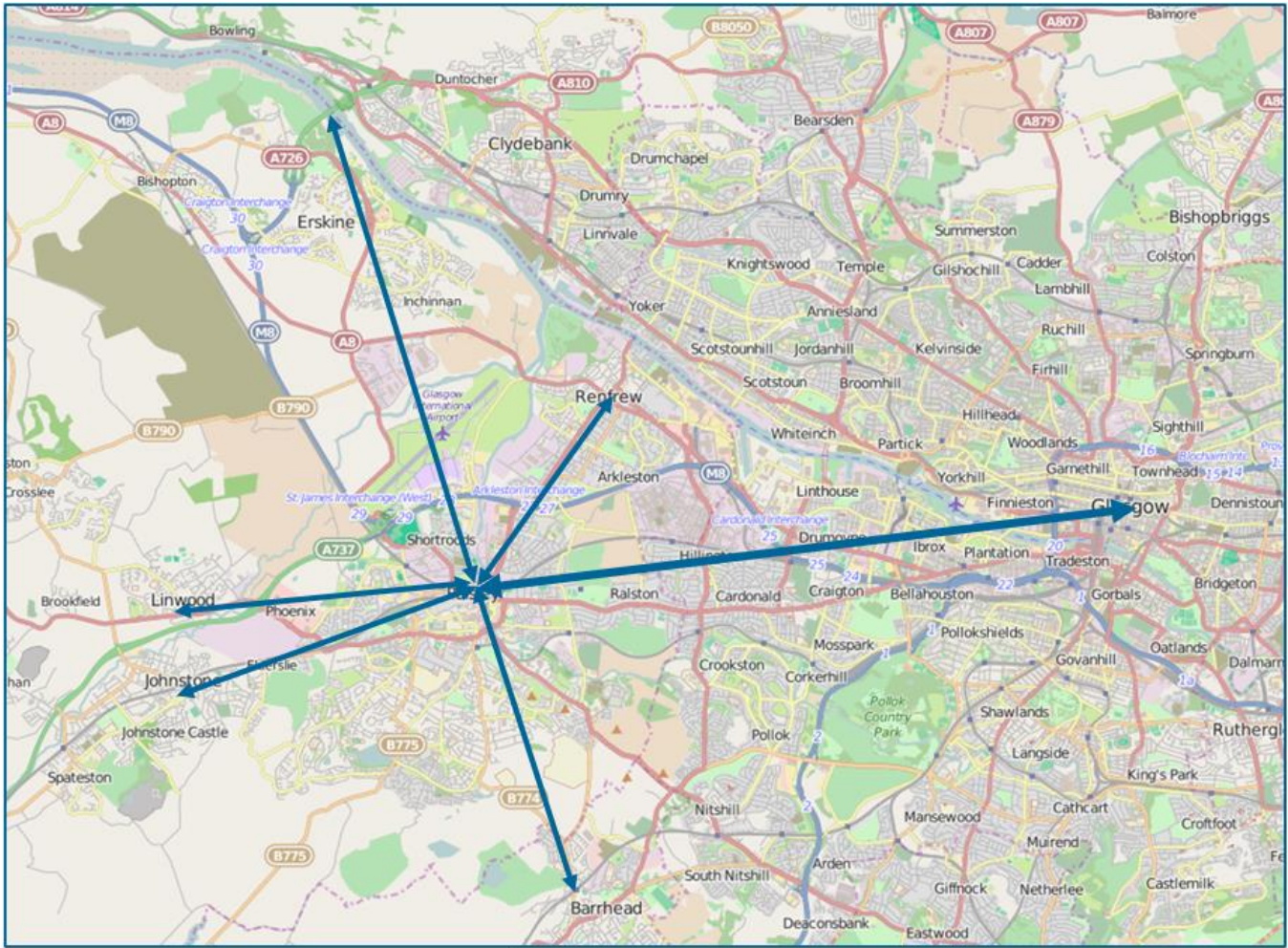


Figure 7. Key Trip Generators Across Renfrewshire



The consultation highlighted the current travel patterns of respondents. When these origins and destinations were analysed, there was a wide range of cycle routes used by survey respondents. The most popular origins / destinations emerging are shown on the map below (as well as Loch Lomond). This pattern helped inform the review of the network.

Figure 8. Map of Common Origins and Destinations from Consultation

Cycle-able Journeys

While not all journeys are suitable for cycling (e.g. due to delivery of heavy loads or disability/illness preventing cycling etc.), there is significant scope for integrating use of the bicycle into everyday lives.

The map alongside (Figure 9) represents the percentage of respondents to the 2011 Census whose travel to work or education was under 5km (excluding people working mainly from home), per Output Area. Of all people studying or aged 16 to 74 in employment, and travelling to work or study by car or van, 27.6% are travelling 5 km or less.

It is generally assumed that trips under 5 km of distance are reasonably cycle-able by the majority of adults. While this is a relatively crude and high-level assessment it is expected that a large proportion of these could be cycled, given the right conditions are developed.

While there were various factors to consider in network development, this travel to work data meant that main employment centres and residential areas were given due consideration in network development, and prioritisation.

It's also worth noting that many of these journeys will be a comfortable walking distance, too.

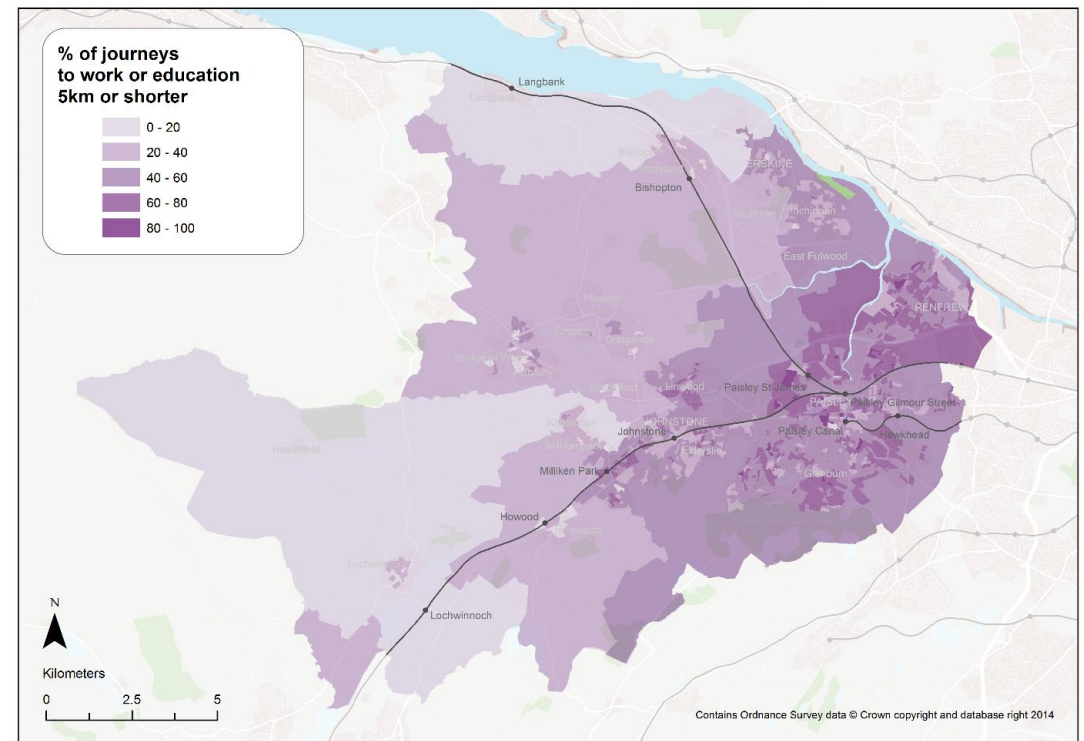


Figure 9. Journeys to Work or Education Under 5km

4.4 Review of the Existing Cycle Network

To make the switch to cycling possible for those trips under 5km (and longer!), the cycle network must connect everyday destinations, from major workplaces and shopping centres, to local surgeries or corner shops.

A strategic review of the infrastructure already in place in Renfrewshire was undertaken as part of the development of this Strategy, with the network being considered in terms of its:

- 🌐 Coherence,
- 🌐 Directness,
- 🌐 Safety,
- 🌐 Comfort, and
- 🌐 Attractiveness.

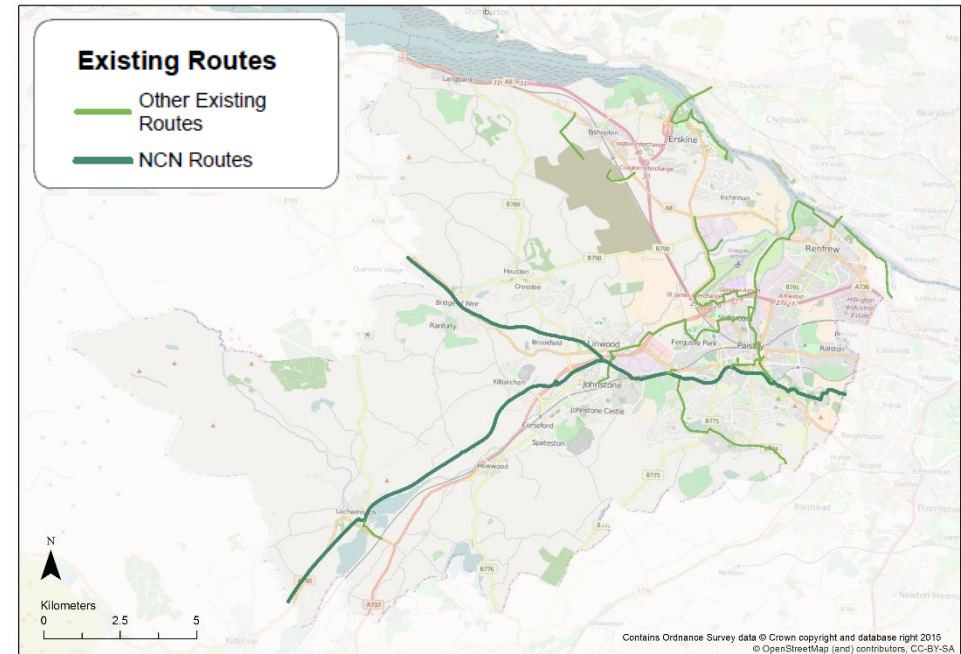
This strategic review was accompanied by a physical review of the network in order to assess local issues and opportunities on the network. This, in turn, was combined with the information gathered through consultation activities.

The National Cycle Network (NCN) Routes 7 and 75, already serve a large number of those destinations and urban areas, and are very close to some key destinations. There would be significant benefits to overall accessibility in Renfrewshire from prioritising actions that build upon these national routes and improve connections with nearby destinations and other, local cycle routes.

The network review also highlighted some missing links which, if joined up, would offer substantial improvement to the overall connectivity of the

network, especially between some of the most popular destinations. As discussed in section 7.1, the City Deal Infrastructure Fund projects offer a once-in-a-generation opportunity to fill in these strategic links.

Figure 10. Existing routes



Chapter 5 Enabling Cycling

How are we improving infrastructure for people who cycle?

5. ENABLING CYCLING: HOW ARE WE IMPROVING INFRASTRUCTURE FOR PEOPLE WHO CYCLE?

5.1 Developing a High Quality Network

To enable cycling as a credible and attractive mode of transport in Renfrewshire, the development of a network of high quality cycle routes, linking key destinations, is essential.

This will be achieved through a combination of network-wide actions, specific upgrades to existing cycle routes, and the construction of new high quality routes to create a bona fide cycle network.

One of the main outcomes of this strategy is the development of a long term plan for the network. Long term planning of the strategic cycle network is essential as:

- it allows links between communities to be developed systematically over time to follow natural desire lines, so that facilities enable people to go where they want to go, in a coherent way;
- it assists regional and local authorities with programme setting and budgeting, prepares planners to deal with new development applications appropriately, and ensures that routine highway maintenance can include appropriate modifications; and
- it allows for a logical and user-friendly signage strategy to be planned in advance, as well as other infrastructure, even though all elements of the network may not yet be in place.

The emphasis for network development in this Strategy is on **quality over quantity**, focusing on building a first class core network of high quality routes, suitable, wherever possible, for all users and multiple journey purposes.

The remainder of this chapter will describe in more detail:

- Network wide actions.
- Upgrading existing routes.
- Developing the network, building on existing routes.

The map in Figure 11 shows the cycle network Renfrewshire Council will endeavour to implement into the future as a long term goal.

This is an ambitious plan and not all these routes will be delivered by 2025, however, it is important to have a vision of what the network should look like in order to ensure the routes which are developed in the coming years are “ready” to be connected to any future cycle routes.

This vision will serve as a reference and will enable us to take advantage of any route development opportunities which may arise in the future (e.g. development, master-planning, or wider road network improvements for example).

Core routes are the key cycling corridors, and should expect higher levels of cycle traffic, especially over time, and therefore be built with higher capacity for cyclists and pedestrians. Some of the core routes will be off-road.

While **secondary routes** will be used by commuters and everyday cyclists for moving around Renfrewshire, they are not expected to receive the same volumes of cycle traffic.

The **access routes** will be primarily used by local residents / employees to access the rest of the network.

While the routes have different priority, all levels of hierarchy require high quality infrastructure suitable for people who cycle.

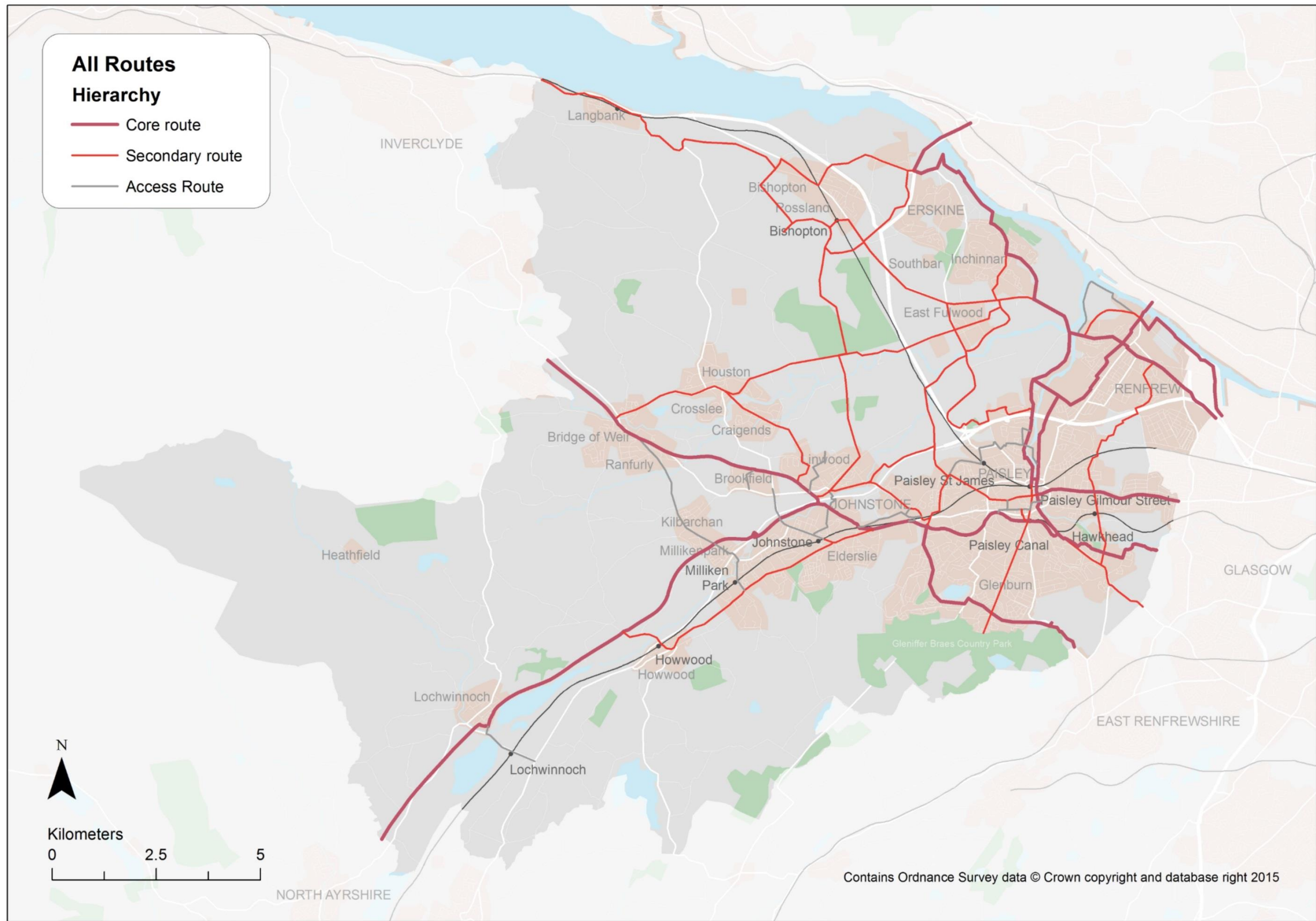


Figure 11. Renfrewshire's long term vision for the future

5.2 Network Wide Actions

The network wide actions are summarised below, however, a full list of these is provided in Chapter 7.

Design Standards

Providing high standard infrastructure (segregated or not) should be the default position, any compromised/downgrading should require justification. We will therefore consider cycling in every highway scheme from the start; and existing cycle routes will be reviewed against *Cycling by Design* and other best practice guidance.



We will also organise training for staff involved in roads and transport design, to increase awareness of the latest best practice in cycle design.

Lighting

Lighting is valuable for enabling every-day cycling in the evening and during winter months, especially for travel to work and education, and on off-road routes. It is also essential to improve perceived (and real) safety. Where feasible, we will aim to provide lighting at strategic points on cycle routes that are off-road, or on-road in non-built-up urban areas. This will benefit walkers too.

Wayfinding and Signage

A comprehensive, reliable and intuitive signage system not only helps people who walk and/or cycle navigate the network more easily, it can also be used as a marketing tool to highlight destinations easily accessible by bicycle and to advertise the network to other road users. A



wayfinding system will only be effective if it can be trusted. As soon as users realise a sign is missing, out of date, or the routing inaccurate, they are likely to stop trusting it. A major action from this strategy is the development of a Wayfinding Strategy for Renfrewshire. The first element of this got underway in the summer of 2015 for three key routes (NCN Routes 7 and 75, and the Paisley to Barrhead Cycle Route) and will be rolled out more widely in the future. The upgraded wayfinding will be accompanied by a marketing strategy targeted at different types of existing and potential users.

Maintenance

One of the key steps in developing a well-used cycle network is to manage and maintain the network already in place. A route that is well maintained will be more attractive than one left to fall into disrepair. Also, having made the investment to create a new cycle path link or route, it is important that it is then kept in a good state of upkeep.



There is some excellent advice set out in Sustrans guidance handbook, *Maintenance and Management of Routes for Cyclists*, which covers overall principles, on-road routes, traffic-free routes and maintenance procedures. Renfrewshire Council has considered this guidance, as it has the whole Sustrans *Handbook for Cycle-Friendly Design*, to steer its approach to network development and maintenance.

Maintenance of cycle routes is also essential in order to instil trust that the route will not become overgrown, dangerous, or have signage tampered with.

Renfrewshire will implement a programme of review for maintenance along existing cycle routes. Examples of issues to be addressed include overgrown foliage, drainage problems, the lack of dropped kerbs at junctions and accesses, etc. We will also identify provision for maintenance when funding new cycle routes, and consider maintenance (e.g. width for cleaning vehicles) when designing or upgrading cycle paths.

Asset Management

Proper management of cycling infrastructure goes hand in hand with effective maintenance and, as such, one of the actions of this Strategy is to review and improve the asset management of cycling resources, including better cataloguing and GIS referencing.

Cycle Parking and End of Journey Facilities

High quality end of journey cycle facilities in town centres, employment areas, at educational facilities, and other destinations are essential to enabling cycling as a mode of transport. We want all of the most popular destinations

to be accessible by bike, and we recognise that this means providing appropriate facilities – e.g. cycle parking, bike ramps/channels - where needed. We will therefore work with local partners, schools, employers, further and higher education centres, etc. to identify and provide for cycling needs.

Integration with Public Transport

Renfrewshire Council will work with Abellio Scotrail, Strathclyde Partnership for Transport (SPT) and bus operators to enhance the provision for people who cycle at rail stations and major bus interchanges: cycle parking, signage, improved access to stations, etc.

Ultimately, the objective is for the cycle network to be fully integrated with the public transport system, in a way that enables seamless multi-modal commuting, so that even medium- to long- distance journeys can be undertaken without recourse to car travel. This has the added benefit of potentially extending the reach of public transport to a greater consumer base, those for whom the ‘final mile’ was a barrier to travelling by public transport.



5.3 Upgrading Existing Cycle Routes

The existing cycle routes are of variable quality. Some are of higher quality infrastructure, such as many sections of the NCN Routes 7 and 75 and the recently delivered section of the Paisley to Barrhead Cycle Route. However, other routes are in need of maintenance and upgrade or completion – the ‘Elderslie Gap’, for example, being the missing link on the off-road NCN 7/75 section.

The network review has highlighted issues on these existing routes, and Renfrewshire Council have started, and will continue to roll out, a programme of upgrade of the existing network. Sections 5.5 to 5.7 outline the route upgrade actions (Table 1 (2016-2018), Table 3 (2018-2020), and Table 5 (2020+)) to be undertaken across the period of this strategy. Network maps, showing the location of sections to be upgraded, are provided in Figure 12 (2016-2018), Figure 13 (2018-2020), and Figure 14 (2020+).

For each route, we will aim to upgrade the infrastructure to *Cycling by Design* standards or better.

The upgrade will also integrate the proposed new cycle routes presented in the next section, helping create a genuine cycle network for Renfrewshire.

5.4 Expanding the Network

Expanding the Network

Using the consultation findings, the review of the existing network, and the analysis of demand, it was then possible to draw up a proposed network for Renfrewshire. The development of the network was based on guidance from *Cycling By Design*, Sustrans, and Cycling Scotland, aiming to strike a balance between coherence, directness, safety, comfort and attractiveness.

While traffic free routes can be most attractive to people who cycle, especially less confident cyclists, in practice many of the cycle routes that will be developed will use existing roads; these will need to be modified to be safe and comfortable for cycling. Not only do on-road routes tend to be more direct, there is also the advantage that these routes are more likely to already be lit and maintained, which is especially important in the winter months. There is also a degree of ‘passive surveillance’ which helps overcome security issues for people travelling by bike.

Rationale for Network Development

The Sustrans handbook for cycle-friendly design recommends the development of a base urban cycle network of no more than a 250m grid ‘mesh width’ i.e. that alternative routes are no more than 250m away. While Renfrewshire is far from this level of provision, this Strategy will aim to take coverage of urban areas closer to this. The first steps to achieving this can be categorised as follows:

- 1. Improving access to the National Cycle Routes, in order to build on Renfrewshire’s best, existing assets.** New or improved links will be provided to:
 - 🌐 Town and retail centres e.g. Paisley, Renfrew, Johnstone, and Braehead.
 - 🌐 Rail stations e.g. Lochwinnoch, Howwood, Milliken Park, Johnstone, Paisley St James, Paisley Gilmour Street, Paisley Canal (existing), Hawkhead, Bishopton, and Langbank.
 - 🌐 Major employment centres, such as Inchinnan Business Park, the Royal Alexandra Hospital, Westway Park, Glasgow Airport.
 - 🌐 University and college campuses, and schools in proximity to the route.
 - 🌐 Other existing and proposed cycle routes.
- 2. Linking Renfrewshire to other Local Authorities.** This is essential as Renfrewshire is part of the larger Glasgow urban area, and a significant number of journeys are towards Glasgow, as well as from other local authorities to the airport, Braehead, and other key leisure sites. Neighbouring Authorities include:
 - 🌐 East Renfrewshire, via the Paisley to Barrhead Cycle link.
 - 🌐 Glasgow, via Glasgow Road, Braehead, Renfrew Ferry, and Hurtle Road.
 - 🌐 Inverclyde, via the Bishopton to Inverclyde route and NCN Route 75.
 - 🌐 North Ayrshire, via NCN Route 7.
 - 🌐 West Dunbartonshire, via Erskine Bridge.

3. Linking settlements, areas of activity, and leisure resources. Specific actions include route improvements or new connections as follows:

- 🚲 A new route in the vicinity of Beith Road (for Howwood, Milliken Park, Johnstone, Elderslie, and the NCN Routes).
- 🚲 Enhancement of the Paisley to Barrhead Cycle Route.
- 🚲 A new route from Paisley Town Centre to Gleniffer Braes Country Park, via Glenburn.
- 🚲 New routes from the Bishopton development to Erskine bridge, and the Bishopton development to south Renfrewshire.

These designated cycle routes will need to be complemented by area-based actions such as 20mph and targeted filtered permeability actions (creating “cells”), which can be a very effective tool to achieve cycle friendly design in an entire area, without carriageway re-design and while maintaining motorised vehicle access.

The objective here is to provide users with as many options as possible.

Standards for Route Development

As mentioned above, traffic free routes can be most attractive to people who cycle, especially those who are new to or have less experience of cycling, though in practice many of the cycle routes will be developed using existing roads. In the development of the network, a balance will need to be struck between what is desirable and the funding available. However, Renfrewshire Council will ensure that all future network developments will be designed to a

standard that is suitable for people who are less confident as cyclists, and for young people.

Priority for Route Development

The development of the network has been prioritised into three stages:

- 🚲 2016 to 2018;
- 🚲 2018 to 2020; and
- 🚲 2020 onwards.

Sections 5.5 to 5.7 outline how the Renfrewshire cycle network will be built up over these development stages in order to achieve Renfrewshire’s long term vision of the future network (Figure 11).

For the period 2016 to 2018 network expansion actions have been included in Table 2 and a network map for the year 2018 has been provided in Figure 12.

For the period 2018 to 2020 network expansion actions have been included in Table 3 and a network map for the year 2020 has been provided in Figure 13.

For the period 2020 onwards network expansion actions have been included in Table 4 and a network map for the year 2020+ has been provided in Figure 14.

Routes have been prioritised largely based on importance to the network, deliverability, and funding availability. Where possible, they have been scheduled in a way that builds up the network in a coherent manner.

5.5 Network Action Plan – 2016 to 2018

Below are listed the cycle routes and links to be upgraded (Table 1), created or extended (Table 2) between the years 2016 and 2018, with further network enhancements in later years, captured in the subsequent sections of the report. A map showing these network actions is provided in Figure 12.

Table 1. Network Upgrade Action Plan – 2016 to 2018

Priority 1: Network Upgrades in 2016 - 2018		
Action	Route Name	What are we going to do?
U01	NCN Routes 7/75 - Elderslie to Glasgow, including the "Elderslie Gap"	This route is to be upgraded at the highest priority because of its importance for the network as a core route, and its connections with other existing or proposed routes. It has recently benefited from improved signage delivered in FY 2015/16 as part of the Cycle Wayfinding Strategy project. The main intervention on this route will be the improvement to the "Elderslie Gap", the section of the route along Elderslie Main Road, currently delineated on the carriageway with red tarmac. The remainder of the route is mostly off-road or on quiet roads, but some areas are poorly maintained and sections could be upgraded (re-surfacing, simplification of crossing points for example). Public consultation is planned to be carried out in 2016/2017, with delivery of upgrades in 2017/2018.
U02	From NCN Routes 7/75 (at Lonend) to Glasgow Airport	This route is in need of extensive upgrade in order to be maintained as a recommended route, this is particularly so given the high volumes of motor vehicle traffic in this area. It will provide a high quality north/south link from the NCN Routes 7/75, to Glasgow Airport via Paisley Town Centre, also linking with the proposed new core route along Glasgow Road and New Sneddon Street.
U03	Johnstone to Linwood to Inchinnan Road	This route runs from Johnstone to Linwood before continuing west to Marchfield Avenue/Inchinnan Road via Candren Road. It is in very poor condition, with unclear signage and infrastructure. Upgrading of this route, in particular with improved junctions, would provide the potential to link up several sections of route built separately, including NCN Routes 7/75, and Johnstone and Paisley St James rail stations.

Table 2. Network Expansion Action Plan – 2016 to 2018

Priority 1: Network Expansions in 2016 - 2018		
Action	Route Name	What are we going to do?
E01	Paisley – Renfrew Ferry	This is a largely off-road, strategic route for commuting and linking to the wider network. Preliminary design is Underway. Connectivity in future years will be transformed by the new multi-modal road bridge across the Clyde between Renfrew and Yoker, planned as part of the Clyde Waterfront and Renfrew Riverside project, which is due to be delivered in 2020. There will also be an opportunity to link to the two new bridges across the White Cart.
E02	Johnstone Station to Howwood Station	This route, along Beith Road, will offer good potential for travel to work/education and other everyday journeys as it connects populated areas along the Beith Road area with Johnstone Station and Howwood Station. The route will provide a spine for a number of additional connections to the NCN Routes 7 and 75, and Milliken Park station in future year network expansion plans (2018-2020).

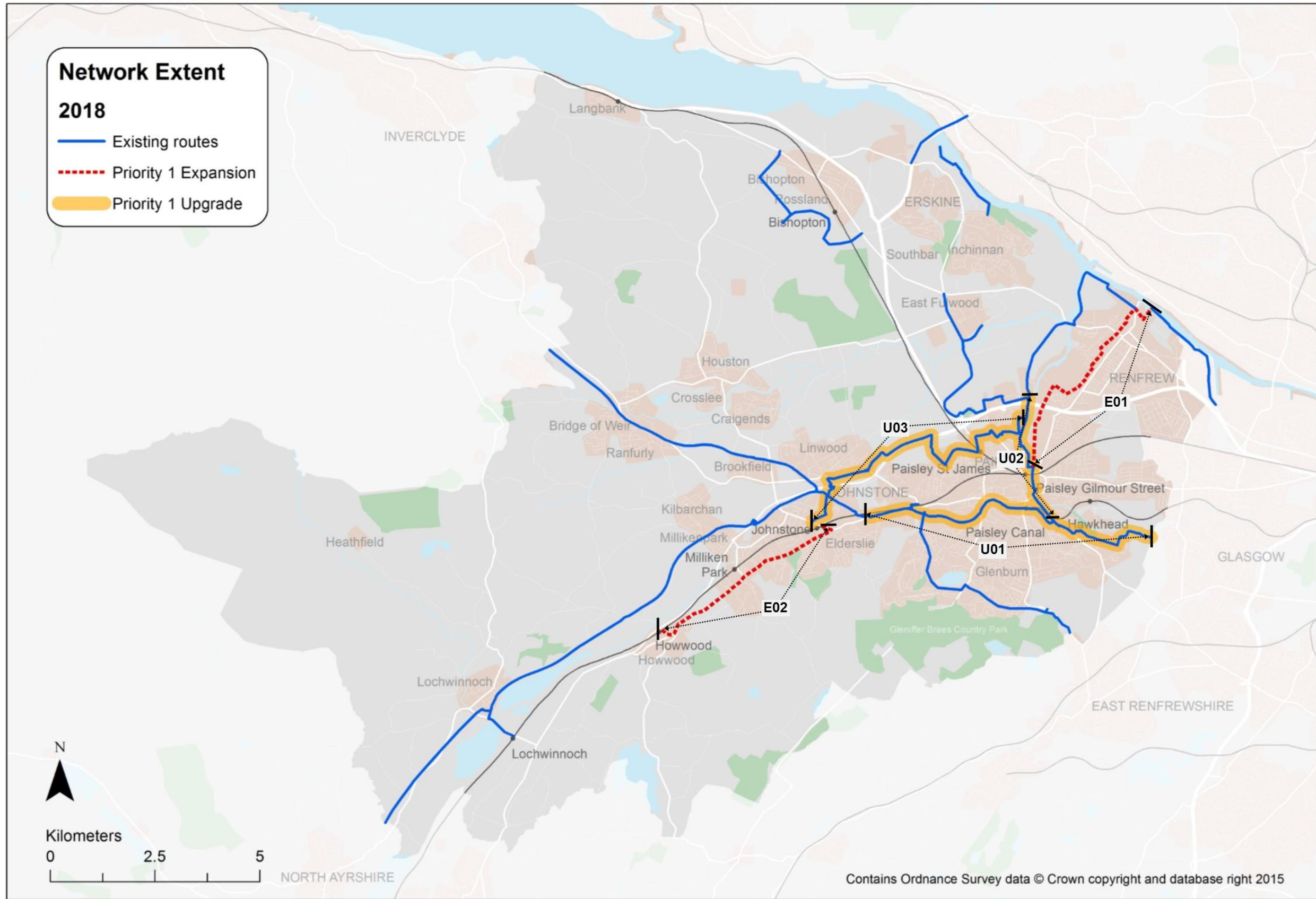


Figure 12. Network Extent in 2018 including Upgrade and Expansion Actions from 2016 to 2018

5.6 Network Action Plan – 2018 to 2020

Below are listed the cycle routes and links to be upgraded (Table 3), created or extended (Table 4) between the years 2018 and 2020, with further network enhancements in later years, captured in the subsequent sections of the report. A map showing these network actions is provided in Figure 13.

Table 3. Network Upgrade Action Plan – 2018 to 2020

Priority 2 – routes to be upgraded in the period 2018 - 2020		
Action	Route Name	What are we going to do?
U04	Paisley to Barrhead Cycle Link	An important route linking Paisley to Barrhead, developed in cooperation with East Renfrewshire. The overall quality is good, however, routing in the Foxbar Road area will be re-evaluated, as will the connection with the NCN Routes 7/75, including the north end of Fulbar Road and the section crossing the A761.
U05	NCN Routes 7/75 at Elderslie to North Ayrshire boundary	Improvements to this focus on maintenance, lighting, wayfinding and improving links with destinations and other cycle routes. This will be taken forward in consultation with North Ayrshire Council. NCN routes are the responsibility of Sustrans.
U06	NCN Routes 7/75 at Elderslie to Inverclyde boundary	Improvements to focus on maintenance, lighting, wayfinding and improving links with destinations and other cycle routes. This will be taken forward in consultation with Inverclyde Council. NCN routes are the responsibility of Sustrans.
U07	Inchinnan Business Park to Abbotsinch Road via Barnsford Road and Airport.	This route skirts Glasgow Airport. It connects the existing cycle route along Inchinnan Road and Abbotsinch Road, at it's south eastern extent, before travelling north up Barnsford Road to Inchinnan Business Park and the Barnsford Road/ Greenock Road junction. A short section is also provided along Inchinnan Drive to the north east. This section of the network will link up with the new route from Bishopton along Greenock Road (E13), as well as the new link to Inchinnan (E15).

Table 4. Network Expansion Action Plan – 2018 to 2020

Priority 2: Routes to be expanded in the period 2018 -2020		
Action	Route Name	What are we going to do?
E03	Paisley Cross to Glasgow City boundary	<p>This is essential commuting route into Glasgow, Paisley Cross to the Glasgow City boundary along Glasgow Road. The first section, on Glasgow Road, is being delivered as part of a road renewal scheme, and the full extent of the route will be delivered in a staged approach by the end of the 2018-2020 period.</p> <p>The route will connect to the NCN network via the new link provided as action E04 below, as well as the existing core north - south route through Paisley, which is being upgraded in action U02.</p>
E04	NCN Routes 7/75 to U of West Scotland campus and Paisley Cross	<p>Improves access to the University of West Scotland and town centre from the NCN Routes 7/75, helping build the network between centres of demand. Improves the potential for commuting to work or education. Short link mostly through residential streets, providing adequate crossing facility at Canal Street junction will be essential. This will link to the proposed east/west route through Paisley town centre.</p>
E05	South-east Paisley to Renfrew	<p>This is a key commuter route that will provide a new north - south route between Renfrew and south-east Paisley. Subject to detailed design, the route will extend from the Barrhead Road/ Hurllet Road Junction in Paisley to the Dean Park/High Street/A8 junction in Renfrew via Hawkhead Road and Arkleston Road before taking advantage of the new foot/cycle bridge built by Transport Scotland over the M8 (Hillington footbridge). The route will then extend north via Cockels Loan and Dean Park Road.</p> <p>The northern extent of the route will connect to a future network White Cart Bridge to Glasgow link being developed in 2020+ (E19). The route will also connect with the NCN Routes 7/75 towards its southern extent, and the new Paisley Cross to Glasgow City Boundary link (E03).</p>
E06	Paisley Abbey to Hurllet	<p>This link will create good commuting opportunities by providing access from Paisley to Glasgow and sites like Silverburn. The route, along Barrhead Road and Hurllet Road, will help develop the south Paisley network, adding a new link from the NCN Routes 7/75 near Ladykirk Crescent/ Barrhead Road, as well as building on the core network that already extends from Paisley Abbey to Barrhead Road.</p>
E07	Fulbar Road to Linwood	<p>This route will link up three existing cycle routes (NCN Route 7/75, Paisley South Cycle Link, and the Linwood to Inchinnan Road route) through built-up areas, strengthening the wider network. The link will extend access to the On-X centre by connecting to existing and</p>

Priority 2: Routes to be expanded in the period 2018 -2020

Action	Route Name	What are we going to do?
		future links and can be routed through mostly residential areas and on the existing shared use path under the rail track (to be upgraded). Adequate crossing of the A761 (Ferguslie) must be provided to link this route to the NCN Route 7/75 and Paisley South routes.
E08	Johnstone Station Connector Link (NCN Route 7, NCN Route 7/75, and the Johnstone Station to Howwood Station cycle link)	This will provide a link from the rail station at Johnstone to NCN Route 7 to the west and the NCN Routes 7/75 to the east, helping serve commuters and also providing a link between the Johnstone Station to Howwood Station cycle link (E02) and the wider cycle network.
E09	Milliken Park Station Connector Link (NCN Route 7 and the Johnstone Station to Howwood Station cycle link)	This will provide a link from Milliken Park Station to the NCN Route 7 to the west and the Johnstone Station to Howwood Station cycle link (E02) to the east.
E10	Howwood Station Connector Link (NCN Route 7)	This will provide a link from Howwood Station to NCN7 along Station Road.
E11	Lochwinnoch Station to Roadhead roundabout	This links the communities to the east of the A737 with Lochwinnoch Station and village. It also would create a walking link from the village to the bus stops on the A737.

Priority 2: Routes to be expanded in the period 2018 -2020

Action	Route Name	What are we going to do?
E12	NCN Route to Erskine Bridge via Linwood and Bishopton	This will, in the future (and upon completion of E31), provide a direct link from the NCN Route 75 to Erskine Bridge, via Linwood, Moss Road and the Royal Ordinance Site at Bishopton. The section of the route through the Royal Ordinance Site is being progressed as part of redevelopment by BAE Systems.
E13	Inchinnan Drive to Bishopton	This will provide a link along Greenock Road from the existing cycle network in Bishopton to the Greenock Road/ Inchinnan Drive roundabout. This will connect with a number of other routes in the area including the Inchinnan Business Park to Abbotsinch Road via Barnsford Road and Airport Cycle route (Action U07), Inchinnan Village to Inchinnan Drive route (E15), and the future City Deal Abbotsinch realignment and Greenock Road connection (E16).
E14	Erskine Bridge Connecting Link	This link will connect the cycle route across Erskine Bridge to the existing route along the Clyde to the north of Erskine.
E15	Inchinnan Village to Inchinnan Drive (Inchinnan Business Park)	This link, between the existing cycle routes at Newshot Drive (north) and Inchinnan Drive (south), will provide a good commuter connection to the Inchinnan Business Park where new jobs are being created. The link also ties in with the existing cycle route between Inchinnan Business Park and Glasgow Airport along Barnsford Road, as well as the new route (Action E13) provided between Bishopton and the Greenock Road/ Inchinnan Drive roundabout. This link will also tie in with the future City Deal Abbotsinch realignment and Greenock Road connection (E16).

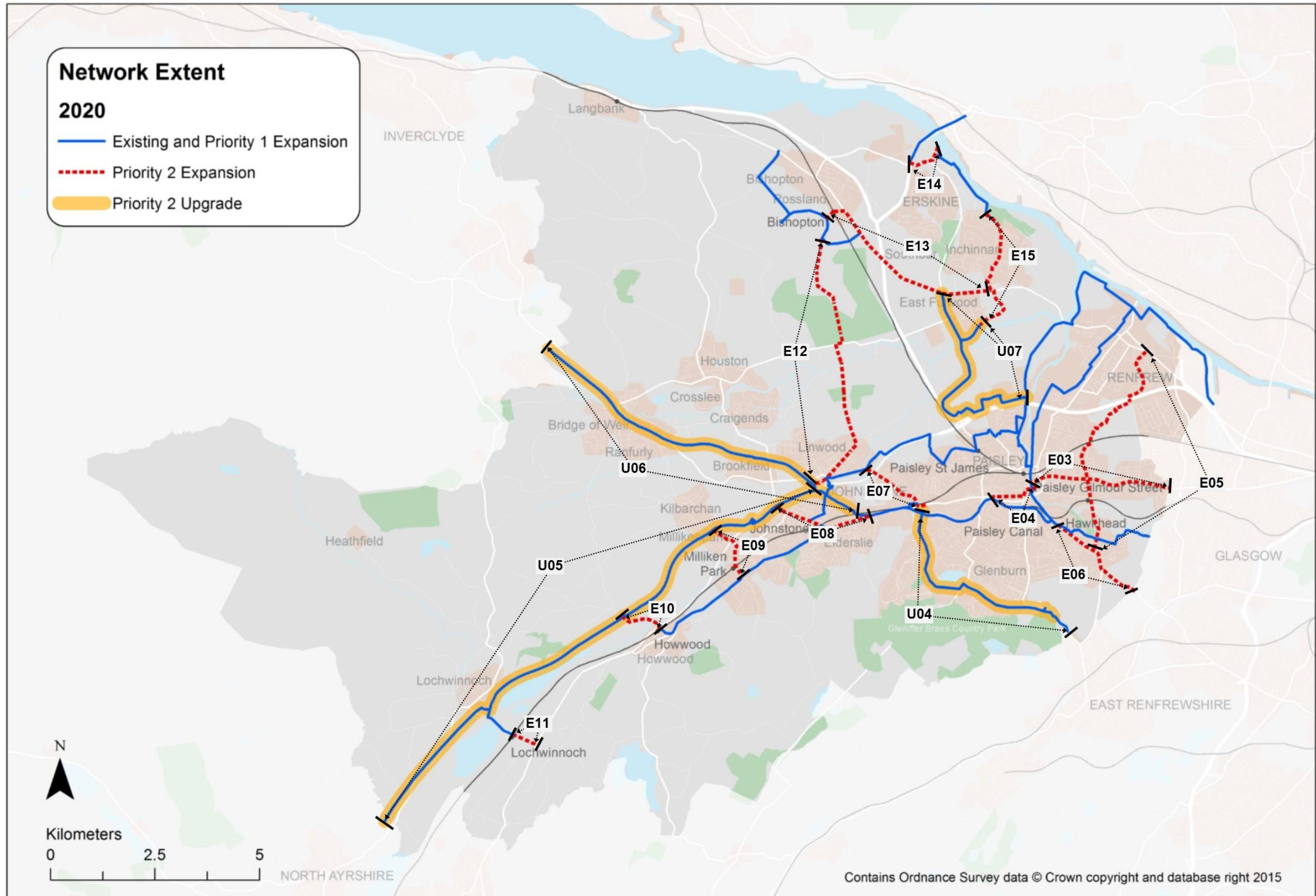


Figure 13. Network Extent in 2020 including Upgrade and Expansion Actions from 2018 to 2020

5.7 Network Action Plan – 2020+

Below are listed the cycle routes and links to be upgraded (Table 5), created or extended (Table 6) in the years following 2020. A map showing these network actions is provided in Figure 14.

Table 5. Network Upgrade Action Plan – 2020+

Priority 3 – Routes to be upgraded in the year 2020 and beyond		
Action	Route Name	What are we going to do?
U08	Inchinnan to Erskine Bridge	Upgrade of this route will benefit the new route development actions to Inchinnan Business Park (E15) and to Greenock Road (E17). Action E14, delivered in the period 2018-2020, will also provide a new link between this section of the network and Erskine Bridge.
U09	White Cart Bridge to Renfrew Ferry via River Cart and Clyde	This existing section of network runs from White Cart Bridge to Renfrew Ferry, via the River Cart and Clyde.
U10	Braehead Riverside	Improvements to this existing route will focus on maintenance, wayfinding and improving links with destinations and other cycle routes.

Table 6. Network Expansion Action Plan – 2020+

Priority 3: Routes to be expanded in 2020 and beyond		
Action	Route Name	What are we going to do?
E16	City Deal Abbotsinch Realignment, and Greenock Road Connection to Inchinnan	This City Deal project will provide realignment of the existing cycle route along Abbotsinch Road, taking the route alongside White Cart Water before crossing Black Cart Water and travelling along Greenock Road to connect to the new cycle routes developed in the 2018 to 2020 period (E13 and E15). The route also provides an additional crossing of White Cart Water, connecting with Wright Street on the east bank, as well as the new Greenock Road to Inchinnan (Florish Road) route (E17) and the new White Cart Bridge to Glasgow route (E19) that are to be developed in this network expansion period.
E17	Greenock Road to Inchinnan (via Florish Road)	This will link Inchinnan village to the new City Deal cycle route along Greenock Road (E16).
E18	Inchinnan Drive to the Clyde Crossing	A City Deal project connecting Inchinnan Road to the new crossing of the Clyde at the Renfrew Ferry. This will be provided with the new Renfrew North Development Road.
E19	White Cart Bridge to Glasgow via the A8	This will be an essential commuting route, connecting major residential, employment and retail centres and providing a more direct east-west route through Renfrew when compared to the existing Riverside route. It will also link with cycle routeing in the Glasgow City area, in particular connections serving the Queen Elizabeth Hospital.
E20	City Deal White Cart Crossing at Inchinnan Road	This will provide a new crossing between Harbour Road on the east bank of White Cart Water and Inchinnan Road on the west bank, connecting the Paisley – Renfrew Ferry route (E01) to the existing Inchinnan Road route.
E21	Gleniffer Braes Country Park to Paisley town centre via Glenburn	A direct cycle route between Paisley South and Town Centre will be considered. Depending on the alignment, this would provide access to Gleniffer Braes Country Park, NCN Route 7/75, Paisley Canal rail station, and potentially local schools. Several alignments are possible including: <ol style="list-style-type: none"> 1. To the east along the B774 2. To the centre, along Braehead Road / Park Road

		<p>3. To the west along Stanely Road</p> <p>All options join at Paisley Canal rail station, connect with the NCN Routes and could reach the town centre via Causeyside Street.</p>
E22	Paisley Town Centre to the Tannahill Centre and the NCN Route 7/75	This will provide a direct link to/from Paisley town centre and a strong east/west route through Paisley if connected to the Gauze Street/Glasgow Road route. Different route options will be considered.
E23	NCN Route 7/75 near Elderslie to Linwood Road	This route will create a link from the NCN route to the north west of Elderslie (near Old Road), providing an alternative link to Elderslie Main Road, and linking to the new cycle routes in the vicinity of Linwood Road (E07) and towards the Tannahill Centre (E22).
E24	Linwood On-X Connector	Building on ongoing wayfinding works, this route will be developed as a connector to the On-X centre from the NCN route 75. The route will mostly utilise residential streets.
E25	Brookfield Connector Links to Johnstone and the NCN Route 7 and NCN Route 75	The connector the south will provide a more direct link between Brookfield and Johnstone, strengthening connections between the two communities and improving access to Johnstone rail station. The link also connects Brookfield more directly to the NCN Route 7. The connection to the north will provided access to the NCN Route 75.
E26	Kilbarchan - Bridge of Weir - NCN Route 75	This will link settlements the settlements of Kilbarchan and Bridge of Weir and provide a more direct route between NCN Routes 75 and 7, and to Milliken Park rail station. It will run along the Locher Road corridor.
E27	Candren Road to Inchinnan Business Park	Connections between Candren Road and Barnsford Road will be explored, with the most likely route via Blackstone Road. This new link would provide a valuable commuting route between Paisley, Inchinnan Business park, Inchinnan/Erskine, and to the Bishopton development area. The crossing of the railway, motorway, and water courses will require further investigation and may need significant investment.
E28	Linwood to Houston	This route will develop the network by creating direct links between Linwood and Houston and be useful for travel to school and everyday journeys. This will likely run along the Clippens Road corridor to Crosslee.

E29	Bridge of Weir - Houston	This will create direct links between settlements, and so be useful for travel to school and everyday journeys. It will improve general access to NCN Route 75.
E30	Houston - Inchinnan	This will create direct links between settlements in Renfrewshire and towards Glasgow / West Dunbartonshire. It will also provide a possible link to the Bishopton Development site. This route can be delivered in two sections.
E31	Erskine Bridge to Greenock Road	This link will connect Erskine Bridge with Greenock Road, and the new link at Bishopton (E13).
E32	Erskine Bridge to Bishopton	This will provide a link from Erskine Bridge to Bishopton via Ferry Road and along Greenock Road towards the north east extent of the village.
E33	Bishopton to Inverclyde boundary at Finlayston	This route will provide an extension of the cycle network to Langbank and Inverclyde, enhancing cycle access along the Clyde. Renfrewshire Council will consult with Inverclyde Council throughout the development of this route.

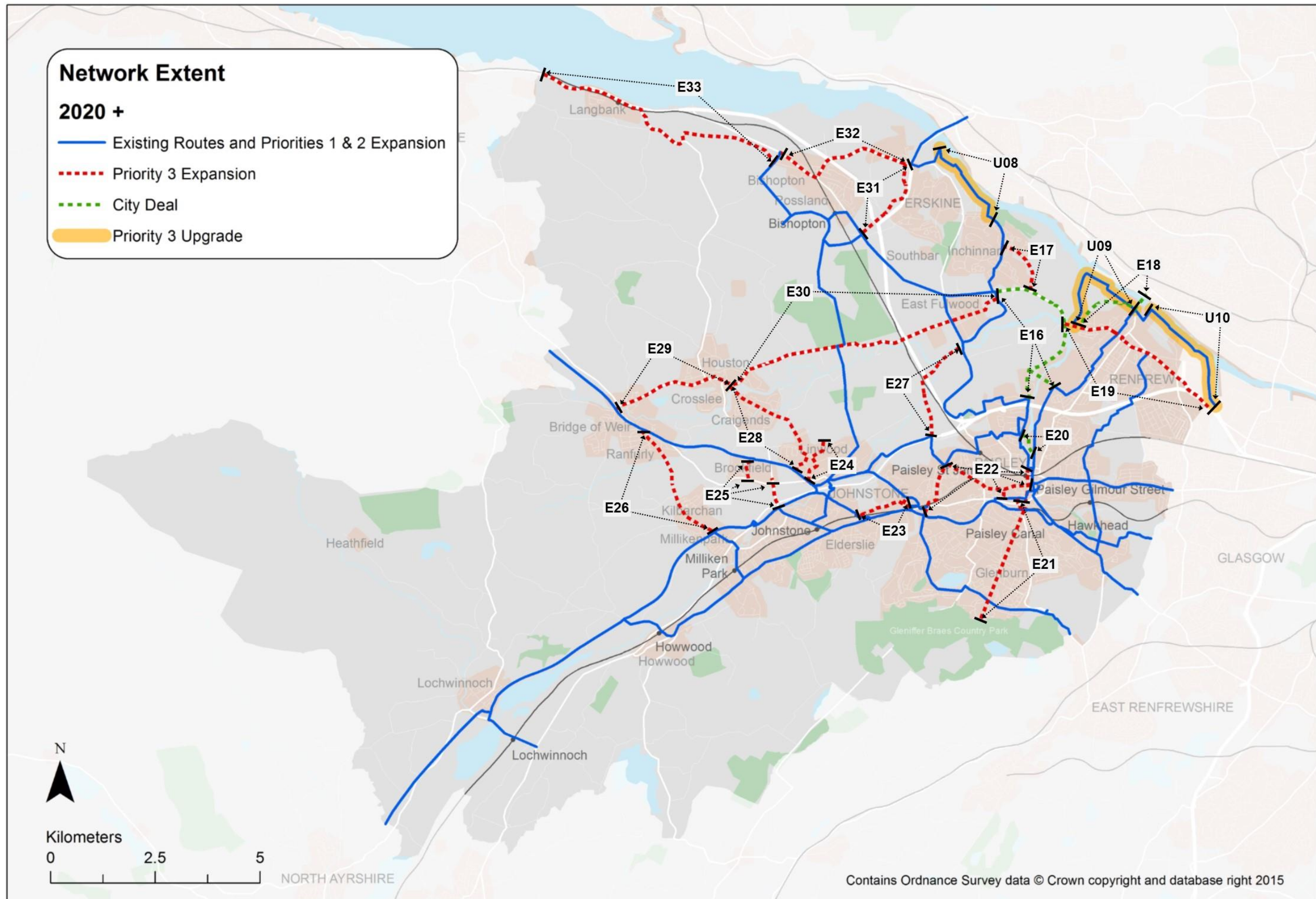


Figure 14. Network Extent in 2020+ including Upgrade and Expansion Actions from 2020 onward

Chapter 6 Promoting Cycling

How are we Encouraging Cycle Use?

6. PROMOTING CYCLING: HOW ARE WE ENCOURAGING CYCLE USE?

6.1 Promoting and Marketing Cycle Use

Towns and cities that achieve high levels of cycling have understood the importance of publicising cycling and giving it a positive 'brand' within the local area.



While infrastructure development is essential, marketing and promotion are also vital.



Outreach measures are particularly important for engaging with people who don't currently cycle, or who may be thinking about cycling but are hesitating.

Positive messaging about cycling is also important in giving a message to other road users that cycling is a common and everyday means of travel, and people who cycle should be given due consideration on the transport network.

Done well, marketing cycling (or walking and cycling together) is a low-cost and effective way to encourage people on to their bikes.

Once key infrastructure improvements have been put in place, Renfrewshire Council will develop an Active Travel Marketing Strategy.

An action list summary of Renfrewshire's marketing and promotional activities is provided in the Action Plan provided in Section 7.

Leadership and Continued Engagement

We recognise that Renfrewshire Council, alongside the other Community Planning Partners, should lead by example, and take high-profile, visible action to signal the culture shift.

When this strategy document is initiated, the Chief Executive will take on the ambassadorial role of Cycle Champion. This will ensure that cycling remains on the local agenda, and help to co-ordinate cross-service working across a range of fields.

Renfrewshire will also establish a Cycling Forum, where stakeholders and representatives from different parts of the community can come together, discuss policy and strategy questions, and help to address any local issues arising. The Forum will also take play a role in monitoring progress towards delivering the Renfrewshire Cycling Strategy.



"You need to go to the bingo, the shopping centres, the bookies – really go out into the community and reach out to ordinary people – don't wait for them to come to you." –Community Health Partnership officer

Renfrewshire will provide further leadership by: refreshing its Council Travel Plan (including revised targets); improving parking and other facilities for people who cycle; organising a study trip for appropriate representatives to examine good practice elsewhere; and providing suitable training for staff.

Cross-service working is key to promoting internal co-operation, policy alignment, and ensuring that objectives are delivered in a joined-up and cost-effective way. The Community Resources department will arrange a workshop, or series of internal briefings, so that relevant staff are aware of the Strategy's Vision and Objectives.





Wayfinding Strategy and Branding

Our public consultation showed that there is high demand for improved route signage. Renfrewshire Council has been delivering this on the NCN Routes 7 and 75, and the South Paisley Link during 2015.

This improvement program is being delivered through a Cycle Wayfinding Strategy and an associated promotional campaign. The scheme aims to improve the quality of the wayfinding signage, and promote the benefits that come from cycling these routes. It is doing this by improving signage (fingerposts, maps and landmarks) on both the network and on the roads and paths leading to the cycle routes (within 500m), and through the development of a brand and marketing campaign for the network, encouraging behaviour change.

The development of the brand early on in the networks development, will allow for this to be implemented consistently over time as routes are upgraded, and new routes developed.

Examples of marketing efforts include:

-  On-street, online and paper maps, including isochronic mapping.
-  A roadshow, and shared events.
-  Creation of 'Try Bikes' – a pool of bikes that people can be borrowed to try out cycling, and for training purposes.
-  Working with selected partners to reach different target users.

The aim is that the work undertaken by Renfrewshire Council will complement local initiatives carried out by Abellio Scotrail to target commuters.

Other target users include: local residents, leisure cyclists, health improvers, etc.

Cycling Scotland has created a nationally recognised Cycle Friendly Employer award for organisations committed to increasing cycling. The award aims to:

- provide tools and incentives to promote cycling in the workplace;
- reward organisations already working hard to increase workplace cycling;
- provide 'best practice' guidance on commuting; and
- provide a tool to help improve a sustainable travel plan.

In partnership with the Chamber of Commerce and Cycling Scotland, Renfrewshire will provide information, guidance on best practice and practical support to local employers trying to achieve Cycle Friendly Employer status.

Cycle Friendly Employers

Employers represent a prime opportunity for engagement with the people of Renfrewshire. Encouraging cycling, via the provision of facilities, support and incentives is an effective way for employers to boost staff morale, demonstrate Corporate Social Responsibility and maintain or progress towards Investors in People accreditation.

Ways in which businesses can support their employees in taking up cycling include:

- providing lockers, hair dryers, showering and changing facilities;

- establishing a cycling business mileage allowance; and
- creating a Bike-to-Work scheme.

Renfrewshire Council will lead by example on these measures.

We will also provide cycle parking on request, and will consider any request for a strategic network improvement (e.g. a toucan crossing) where this would benefit a large or medium employer trying to promote cycling.

Local Events

Events such as Bike Week, the Street Velodrome, the National Cycle Network Week, and the Pedal for Scotland ride provide great opportunities to get on-street and tell people about the benefits of cycling. Gala days, farmers markets, etc., also provide a platform to hold stalls or hand-out leaflets, cycling introduction packs, etc.



Figure 15. Paisley Farmers' Market
Photo (credit: Tracey Clements, Flickr)

Cycling Handbook

The '*Out There on Bikes*' handbook for cycling in Renfrewshire, while useful in its time, is now out of print and only available online. This will be updated and revised, with more detailed information and information on new routes and

community links. Once this has been done, there will be a media and marketing re-launch of the handbook. A PDF of the book will be available online.

Cyclists Welcome

It is planned to encourage local hotels, B&Bs and businesses to sign up to Visit Scotland's 'Cyclists Welcome' scheme. This will involve taking relatively simple measures such as providing secure cycle parking facilities, being able to offer information about nearby public transport, providing water, and late or early meals / packed lunches.



Community Initiatives

There are some community initiatives already in place to support new or improving cyclists, through providing lessons, or restoring old bicycles. Renfrewshire will give support to these, by providing resource (such as use of pool bikes) to help them continue and build on these.



Figure 16. The Bike Buddies Scheme, recently run by the local Community Health Partnership.

Local cycling clubs are a valuable asset to Renfrewshire. Through these, experienced cyclists pass on their experience, provide informal training, and encourage new cyclists. Renfrewshire Council recognises the contribution made by these groups, and is open to working with them.

Young People and Cycling

Young people are one of the main target groups in this Strategy, and maintaining/ rolling out Bikeability Level 2 training to all schoolchildren in Renfrewshire is considered one of the most essential actions in this Strategy. We will work closely with schools to ensure that children learn about the benefits of cycling.

Cycle Friendly School Award

Cycle Scotland's Cycle Friendly School Award is designed to reward the parents, teachers and volunteers committed to increasing cycling in schools. The award is designed to encourage cycling to become part of a schools culture, providing benefits such as:

- 🚲 improving the health of children;
- 🚲 improving the school and surrounding environment;
- 🚲 contributing towards Health Promoting School and Eco-School initiatives; and
- 🚲 linking in with curriculum for excellence.

At time of writing, there were four schools in Renfrewshire with Cycle Friendly School status:

- 🚲 Inchinnan Primary School

- 🌐 Kibble Education and Care Centre
- 🌐 Ralston Primary School
- 🌐 St Charles's Primary

As part of this Strategy, Renfrewshire Leisure's Active School Officer will work with partners to a target that five primary schools or education centres will achieve Cycle Friendly School status every year until 2020. This would mean that over half of Renfrewshire's 49 primary schools achieved this.

Measures that can encourage children to cycle to school include :

- 🌐 A reward system (this can be as simple as a gold star chart).
- 🌐 A 'bike train' – putting in place a pool of trained adult volunteers that will accompany a group of young people to school by bike.
- 🌐 Hold Doctor Bike or Bike MOT days to help children to maintain – and learn how to maintain – their bicycles.
- 🌐 Encouraging staff to lead by example – a Bike to Work scheme should be available to all Council staff, but this should be a priority for school staff.
- 🌐 Provide adequate storage facilities to store children's bicycles but also any belongings and baggage to reduce the amount children have to carry to and from school.

Off-Road Network / Child Friendly Routes

The infrastructure action plan will give added prioritisation to routes that are near to or serve local schools, parks or swimming pools, etc., or which would provide a cycle route that would be safe and convenient for children.

Chapter 7 Implementation

Renfrewshire's Cycling Action Plan

7. IMPLEMENTATION:

7.1 Joined-up approach

With the City Deal, and the potential City of Culture bid, etc, the people who live and work in Renfrewshire are facing a time of transformational change over the next ten years. As noted, development of cycling and walking both cut across many local and national objectives in Renfrewshire, and are particularly well-suited to partnership working.

A joined-up approach will influence the way we consult with residents and stakeholders, apply for funding, implement the action plan, and monitor and evaluate the outcomes.

City Deal

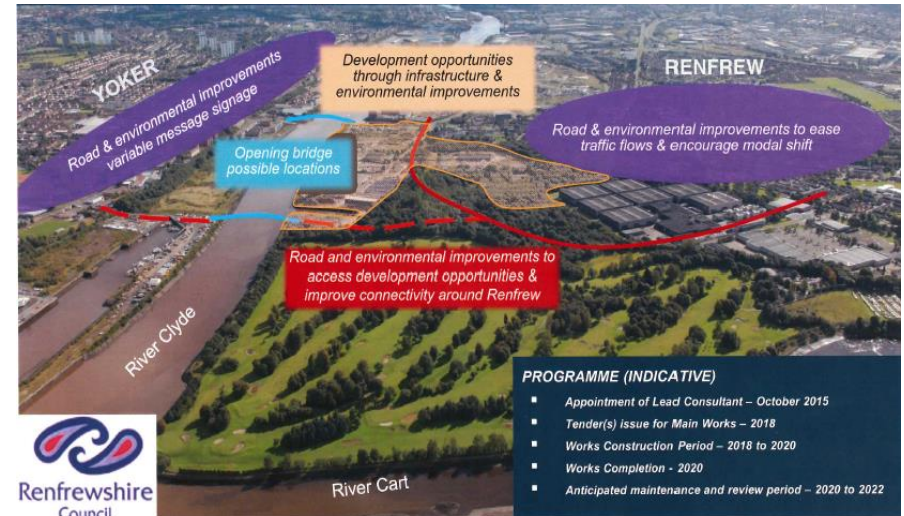
The Glasgow and Clyde Valley City Deal represents a once in a generation opportunity to develop and energise the region. An agreement between the UK government, the Scottish government and the eight local authorities, one of the key aims of the City Deal is to set up a £1.13 billion Infrastructure Fund to improve transport and regenerate/develop sites.

Three of the projects planned through the £1.1 billion City Deal directly affect Renfrewshire, offering an unprecedented level of investment in infrastructure.

These include:

- major investment in the Glasgow Airport area - this will include realignment of a section of Abbotsinch Road; two new bridges across

the White Cart river; and new cycle and pedestrian links between Glasgow Airport, Paisley and Renfrews town centres, Inchinnan Business Park, and the Clyde Waterfront.



- transformation of the Clyde Waterfront and Renfrew Riverside – this will include the creation of a multi-modal opening bridge across the River Clyde between Renfrew and Yoker; a new road linking development sites; public transport and active travel enhancements; and Green Network enhancements centred on the creation of a strategic linear route linking Braehead, Renfrew and Paisley town centres, providing more pedestrian and cycle friendly connections between strategic centres.

- the creation of a direct rail / light rail link between Glasgow Airport, Paisley Gilmour Street and Glasgow Central station to improve connectivity and reduce reliance on road based trips to the Airport.

These projects will offer the opportunity to progress a really robust active travel network that will link many of the strategic destinations within Renfrewshire: Paisley, Renfrew, Erskine, Braehead, the Airport and the Queen Elizabeth Hospital; while the development of the Clyde Waterfront and the White Cart allows development of attractive routes for leisure cycling, and walking. These will benefit commuter cycling, people making everyday journeys by bike, and people undertaking leisure trips and family friendly outings.

A Greener Renfrewshire / Greener Transport

A Greener Renfrewshire is one of the thematic groups of the Renfrewshire Community Planning Partnership, whose key aim is to meet the Government’s carbon reduction targets and cut emissions from transport, fuel and waste as far as is possible. The Greener Transport sub group is a relatively new working group, which brings together various public and private sector stakeholders to try to co-ordinate greener, more sustainable transport across Renfrewshire, improving air quality and reducing fuel use and carbon emissions. One of the sub-group’s early actions has been to arrange cycle awareness training for around 30 Renfrewshire Council drivers to help raise consciousness of the dangers faced by cyclists on Renfrewshire’s roads. Details of this training was publicised on the Renfrewshire 2023 website to encourage community planning partners to participate to help improve road safety for cyclists.

Strathclyde Passenger for Transport (SPT)

SPT is one of the Council’s existing partners, and a member of A Greener Renfrewshire. SPT is committed to working in close partnership with Renfrewshire Council and other partners to ensure improvements for cycling and public transport are integrated and complementary in order to deliver the best mix of sustainable travel solutions for people who live and work in Renfrewshire. SPT invests significant funding into the active travel network across the 12 local authorities within its area, and will be a key stakeholder in delivering the Action Plan. There are also currently close connections between SPT and Sustrans to facilitate a high-level joined up approach.

Abellio

In 2014, Abellio was awarded the new Scotrail franchises, and its new Transport Integration Plan contains several measures to encourage bike / rail and bus / rail interchange. Measures include a multi-modal navigation strategy at Paisley Gilmour Street, as well as the installation of a CyclePark with 50 cycle parking spaces; and a review of parking provision at other stations. Renfrewshire Council will work with Abellio to ensure that their navigation strategy at Paisley Gilmour Street aligns with a separate Cycling Wayfinding Strategy, and explore means of promoting improved bike-rail links through joint or synchronised initiatives.

Other key partners include Sustrans, Paths for All, Renfrewshire Leisure, Glasgow Airport, and the Greater Glasgow and Clyde NHS.

Developers

Developers are required to take steps to mitigate any negative impacts that may arise from their proposed development, in terms of infrastructure, the efficiency of the transport system and environmental impacts, such as to air quality and noise levels, etc. Large new developments also require Travel Plans to be implemented and monitored. Using powers under the Town and Country Planning (Scotland) Act 1997, Renfrewshire Council will, where appropriate and proportionate, request contributions for either soft, behaviour change measures or local cycling infrastructure improvements that will both enhance the new development and mitigate its impact on others. The Bishopton development on the old Ordnance Survey site has been identified as one that will benefit from enhanced cycle links to nearby communities and employment centres.

7.2 Renfrewshire's Cycling Action Plan

Renfrewshire's Cycling Action Plan is below. This sets out a programme of activities and network interventions for the coming ten years; many of these actions and measures will also benefit pedestrians.

This Strategy comes with the firm commitment that, subject to the usual statutory considerations and approvals, funding will be sought to develop and deliver these actions as circumstances allow, and opportunities arise. This means that cycling will be given due consideration during each year's budget setting process.

Table 7. The Cycling Action Plan

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Leadership			
L1	Establish an Active Travel or Cycling Forum that will meet quarterly to discuss strategic cycling issues and also monitor progress towards delivering the Renfrewshire Cycling Strategy. The Forum will contribute to a two-yearly review and update of the Cycling Strategy, in accordance with changing funding, emerging City Deal opportunities, etc.	2016/2017 – 2025	Various – Renfrewshire Leisure, the Police, the Community Health Partnership, Sustrans, the Chamber of Commerce, Universities, representatives from cycling groups and the Community Councils, etc.
L2	Appoint a Cycling Champion who will work to ensure that cycling remains high on the Community Planning agenda, and facilitate cross-service working to co-ordinate cycling promotion.	2016	Chief Executive of Renfrewshire Council, Sandra Black
L3	Update the Renfrewshire Council Travel Plan. This should include updated mode share targets, and incentives to promote cycling within Renfrewshire Council.	2016/2017	Community Resources (Transportation)
L4	Upgrade Renfrewshire Council facilities for cyclists. This includes more / improved cycle parking, increased space set aside for washing and drying, new showers, and the provision of lockers, etc.	2016/2017	Community Resources
L5	Arrange a study trip for an appropriate representative to, for example, Edinburgh, York or Fife, to see instances of good practice as implemented elsewhere in the UK, e.g. effectiveness of cycle-friendly design, operation of a cycle hire scheme, benefits of	2016/2017	Community Resources, Chief Executives office, Sustrans

	reduced speed limits, examples of high quality signage. Sustrans have offered to assist with this.		
L6	Provide Cycle Scotland training to appropriate staff in Renfrewshire Council (Maintenance, Planning, Road Safety, Education, etc.) on topics such as cycle friendly design, cycle training, etc.	2016 / 2017	Cycling Scotland & Renfrewshire Council, NHS GG&C
L7	Using Cycling Scotland materials, hold a series of one-hour lunchtime workshops aimed at staff members contemplating active travel.	2016 /2017	Community Resources, Cycling Scotland NHS GG&C.
L8	Achieve Cycle Friendly Employer status for all Community Planning Partners' major work sites.	By 2018	Community Planning Partnership members
L9	Improve working relationships and communication between Transport / Planning services and Developers to ensure that opportunities to use Section 75 funding to integrate cycling into new developments are identified and exploited.	2016/2017 - 2025	Community Resources, Development and Housing Services
L10	Hold a workshop / internal briefings so that relevant staff in other departments are aware of the Cycling Strategy, and know to promote its objectives.	2016/2017	Community Resources, Education, Social Health, Development and Housing Services, Renfrewshire Leisure
L11	Establish links with neighbouring Authorities to develop recreational and cycling opportunities.	2016/2017	Community Resources

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Cycle Parking			
CP1	As under Leadership, provide ample, convenient and visible cycle parking for staff and visitors, close to the entrance to Renfrewshire House.	2016/2017	Community Resources
CP2	Disseminate cycle parking best practice information to large and medium employers in Renfrewshire.	2016/2017 – 2025	Community Resources Renfrewshire Council, Chamber of Commerce, Sustrans, Cycling Scotland
CP3	Establish a protocol of installing bike parking on request, if appropriate after consideration.	2016/2017 - 2025	Community Resources
CP4	In keeping with the destinations prioritised in the Wayfinding Strategy, provide information boards with isochronic maps at strategic locations.	2016 – 2018	Community Resources, Abellio
CP5	Install secure, branded cycle parking at parks, sports centres, public transport hubs, and other popular destinations.	2016 - 2019	Community Resources, Abellio
CP6	As per Scottish Planning Policy 17, ensure that secure cycle parking is more conveniently located to building entrances than the car parking within development sites.	2016/2017 - 2025	Development and Housing Services

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Infrastructure / Network Development			
I1	<p>Implement a programme of review for maintenance along existing cycle routes. Examples of issues to be addressed are overgrown hedges, drainage issues, lack of dropped kerbs at junctions, missing/out of date/broken signage, broken or missing lighting, etc.</p>	2016/2017 - 2025	Road Maintenance
I2	<p>Set up and implement a programme of upgrade of existing routes or sections of existing cycle routes to bring infrastructure and signage to “Cycling by Design” guidance or better (as outlined in the Network Upgrade Action Plans).</p> <p>Deliver improvements to the cycle network every year.</p>	2016/2017 - 2025	Community Resources
I3	<p>Identify partners and an initial timescale to design and implement the creation of new cycle routes and start developing the cycle network (as outlined in the Network Expansion Action Plans).</p> <p>Deliver the Paisley to Renfrew Ferry cycle route and the Johnstone Station to Howwood Station cycle route in the first instance and focus on improving the links to the NCN Route in the Elderslie area. Subsequent routes to be developed will be identified based on opportunities such as upcoming developments and funding streams availability.</p>	2016/2017 - 2025	Community Resources, Development and Housing Services, Sustrans

I4	<p>Review and where necessary upgrade crossing provision where crossings are shared with pedestrians, along existing cycle routes, and at other strategic points.</p> <p>Upgrades can take the form of: reviewing signal timings to reduce waiting time for cyclists/pedestrians; giving cyclists/pedestrians priority over side roads or access roads; upgrading staggered crossings to direct crossings; removing obstructive and often redundant guard railing, where safe and appropriate; and introduction of Toucan crossing or cyclists/pedestrian combined zebra crossings.</p>	2016/2017 - 2025	Community Resources, Planning
I5	<p>Develop and implement a comprehensive on-street and online Signage and Wayfinding Strategy. Emphasis should be given to signage to public transport interchanges, and main trip attractors (schools, shops, libraries, etc.); and also key local routes. Signage should include distance and estimated time to cycle.</p>	2016 - 2018	Community Resources (Transportation), Communications, Graphics, Renfrewshire Leisure, Sustrans
I6	<p>Identify a suitable area to pilot a 20mph speed limit area to facilitate more comfortable conditions for people who cycle.</p>	2016 – 2020	Community Resources (Transportation), Police Scotland
ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Public Transport Interchange			
PT1	<p>Discuss with Abellio and other stakeholders, opportunities for partnership working to improve bike / rail interchange; increasing secure and sheltered cycle parking at rail stations is a first step, but also consider bike hire schemes and possible joint cycle commuting promotion events.</p>	2016/2017	Community Resources (Transportation), Abellio, SPT

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Marketing and Promotion			
MP1	Develop a brand for cycling in Renfrewshire. This will be used for wayfinding materials, covered cycle parks, online and paper information, and advertising materials.	2016/2017	Communications / Community Resources
MP2	Provide Travel Planning and Cycle Friendly Employer best practice advice to large and medium employers in Renfrewshire.	2016/2017 - 2025	Renfrewshire Council , Cycling Scotland, Chamber of Commerce
MP3	Encourage employers to offer a Bike-to-Work Scheme, make sure it is also offered regularly by Renfrewshire Council to its staff.	2016/2017 - 2025	Renfrewshire Council , Chamber of Commerce
MP4	Update the 'Out there on bikes' Handbook; re-launch the handbook using posters, a media photocall, press release, etc.	By 2018	Communications and Graphics Teams , Community Resources, Sustrans
MP5	Encourage and promote a network of "Cyclist Welcome" cafés, sports centres, and hotels across the area which are happy to welcome people who cycle, and provide them with water / showering / changing facilities. Explore the possibility of rolling this out across the SPT area.	2016 – 2020	Renfrewshire Leisure , Visit Scotland, Development and Housing Services, Community Resources, Chambers of Commerce

MP6	Develop cycling through indoor and outdoor spin classes, and other leisure and health promotion classes at sports centres.	Ongoing	Renfrewshire Leisure, Community Resources
MP7	Develop a wide range of cycling based events and activities across Renfrewshire.	Ongoing	Renfrewshire Leisure, Community Resources
MP8	Promote the On-X leisure centre training track for use by new and improving cyclists.	Ongoing	Renfrewshire Leisure, Community Resources
MP9	Develop an Active Travel Communication and Marketing Strategy to set out how the Council will engage with the public with regard to new proposals, and communicate before, during and after the development of new infrastructure, and promote cycling and walking trips generally.	2019	Community Resources, Communications Team
MP10	Actively support other initiatives which promote physical activity, community health, outdoor access, etc.	2016/2017 - 2025	Community Resources, Greater Glasgow and Clyde Community Health Partnership
MP11	Purchase 'Try Bikes' for borrowing by new and resuming adult cyclists; and provide adult cycle promotion / training at community and organised events.	2016/2017	Community Resources (Transportation), with potential for other partner – eg Cycling Scotland, or a local cycling club.
MP12	Use Renfrewshire Magazine, social media and the internet to promote the main cycle routes in Renfrewshire, and the benefits of using them.	2016/2017 – 2025	Community Resources Renfrewshire Council,

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Young People and Cycling			
YP1	Aim for five primary schools or education centres to achieve Cycle Friendly School status every year	2016/2017 - 2025	Renfrewshire Leisure , Community Resources Renfrewshire Council, Cycling Scotland
YP2	Support and encourage schools to create a pool of adult volunteers to be trained to lead / assist with a 'bike train' to school where possible and there is support.	2016/2017 - 2025	Renfrewshire Leisure , Parent Teacher Councils, Cycling Scotland
YP3	Commitment to ensure that Bikeability Level 2 training can continue to be provided for all Renfrewshire Primary schoolchildren.	2016/2017 - 2025	Renfrewshire Leisure
YP4	Encourage and support the School Councils of schools situated near good cycling facilities to establish after school bike clubs / bike-to-work clubs.	2016/2017 - 2025	Renfrewshire Leisure

ID	PROPOSED ACTION	TIMESCALE	PROPOSED LEAD PARTNERS
Monitoring and Evaluation			
ME1	Audit data gathering and recording and identify any gaps. Establish a database of cycling trends, accident data etc.	2016/2017	Community Resources Renfrewshire Council
ME2	Improve cordon counting in Paisley and other Renfrewshire towns. This should be done early enough to allow monitoring of changes in the number of cycle trips by 2025.	2016/2017 - 2025	Community Resources Renfrewshire Council
ME3	Devote staff resource to improving GIS-based infrastructure recording, so that routes, signage, cycle parking, cycling accidents, toucan crossings and 20mph zones/areas can all be asset managed.	2016 – 2025	Community Resources Renfrewshire Council and IT team
ME4	Establish a protocol of before and after project evaluation for major new cycling infrastructure developments.	2016/2017 - 2025	Community Resources Renfrewshire Council, Sustrans
ME5	Establish a two-yearly online travel-to-work survey for Renfrewshire Council and NHS GG&C employees. This can be used to adjust Travel Plans appropriately.	2016/2017 - 2025	Community Resources Renfrewshire Council, the NHS
ME6	Explore the potential for establishing a biennial Cycling Attitude Survey, and incorporation of this in the cycling monitoring framework.	2016/2017 - 2025	Community Resources Renfrewshire Council

Chapter 8 Measuring Success

Monitoring our Progress

8. MEASURING SUCCESS: MONITORING OUR PROGRESS

It is important to set targets that are challenging, but also realistic. While the Scottish Government's vision is to achieve ten per cent of all trips by bike by 2020, Renfrewshire would need to experience almost vertical growth in the number of cycle trips to achieve this.

Given the existing low level of everyday cycle, Renfrewshire Council have decided to focus on a small number of key targets. However, an action of the Cycle Forum will be to set more detailed – and progressive – targets, which it can review at periodic interviews, depending on circumstances.

Targets: by 2020

- 🌐 Percentages of adults 16 – 74 travelling to work by bicycle – 3%

Targets : by 2025

- 🌐 Percentages of adults 16 – 74 travelling to work by bicycle – 7%
- 🌐 Percentage of children travelling to school by bicycle, according to the Sustrans Hands Up School Survey – 10%
- 🌐 Percentage of primary school children receiving Bikeability Level 2 (or equivalent standard) training – 100%
- 🌐 A reduction in the the number of cyclists killed or seriously injured per million kilometres cycled.

Targets are set for 2025 – this allows nine years for the strategy to be implemented and to take effect, and will allow Scottish Household Survey data

to be combined with the 2021 Census data for a robust snapshot. Road safety data is also better considered over a long timeframe, using Police Scotland's Stats 19 data. However, there will be a review point at 2020, when targets will be compared against progress made at a local and national level, and revised if suitable.

Monitoring

In order to accurately count the change in the number of people cycling, Renfrewshire Council installed permanent Automatic Traffic Counters at strategic locations in the summer of 2015 – these will also allow the mix of all classes of traffic to be counted.

In addition, we will organise annual cordon counts on main cycle routes, and planned cycle routes; as well as providing modal share information, these will allow before and after data to be gathered for larger infrastructure projects.

In line with this additional data collection, we will develop a protocol of before and after project evaluation for major new cycling infrastructure developments in Renfrewshire. This protocol evaluation protocol will also inform our consideration of additional future data requirements.

This Strategy also actions Renfrewshire Council to explore the potential for the completion of a biennial Cycling Attitude Survey, the results of which could be incorporated into future targets and the monitoring framework.

This Cycling Strategy is intended to be a living document and, under the steerage of the Active Travel or Cycling Forum, will be reviewed and updated on a two yearly basis, or as appropriate.