

# Realising the legacy of Le Grand Départ – a strategy for cycling in Yorkshire and the Humber



*Tour de France Yorkshire logo to be added*

**In partnership with Yorkshire and the Humber Local Authorities and Partners**

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## Executive Summary

This document presents a strategy to improve health, the environment and the economy in Yorkshire and the Humber, through the promotion and increased use of cycling, as a transport mode, as a pastime and for sport, in urban and rural areas.

This strategy builds on Yorkshire's hosting of the Grand Départ of the 2014 Tour de France, which presents a once in a lifetime opportunity to raise the profile of cycling in the region. It follows British successes at London 2012 and in the 2012 Tour, which have already brought cycling into the limelight. Cycling's profile as a low cost, low pollution, healthy and enjoyable transport mode has also increased enormously in recent years.

These reasons are amongst those causing a range of local and regional partners to want to come together to present this joint strategy for promoting cycling in Yorkshire and the Humber. By so doing, we will add value to local initiatives to promote cycling by providing strong co-ordinated leadership, by raising the profile of cycling and through sharing information on best practice. Work will be led by the Regional Cycling Delivery Group (RCDG), made up of all participating Yorkshire and the Humber Local Authorities (LA) and key partners.

Our vision is for Yorkshire and the Humber:

*"To be recognised as a great region for safe cycling, inspiring more people to cycle more often"*

We will achieve this vision by giving people of all ages, abilities and disabilities, whether living in or visiting Yorkshire and the Humber, access to the skills, facilities, equipment and enthusiasm to confidently and safely enjoy cycling.

The vision seeks to get more people in the region cycling more often, whether they are already regular or occasional cyclists, or whether they currently don't cycle at all. It seeks to get more people cycling for whatever purpose, be it as a useful transport choice, as a pastime or for sport, in urban and rural areas.

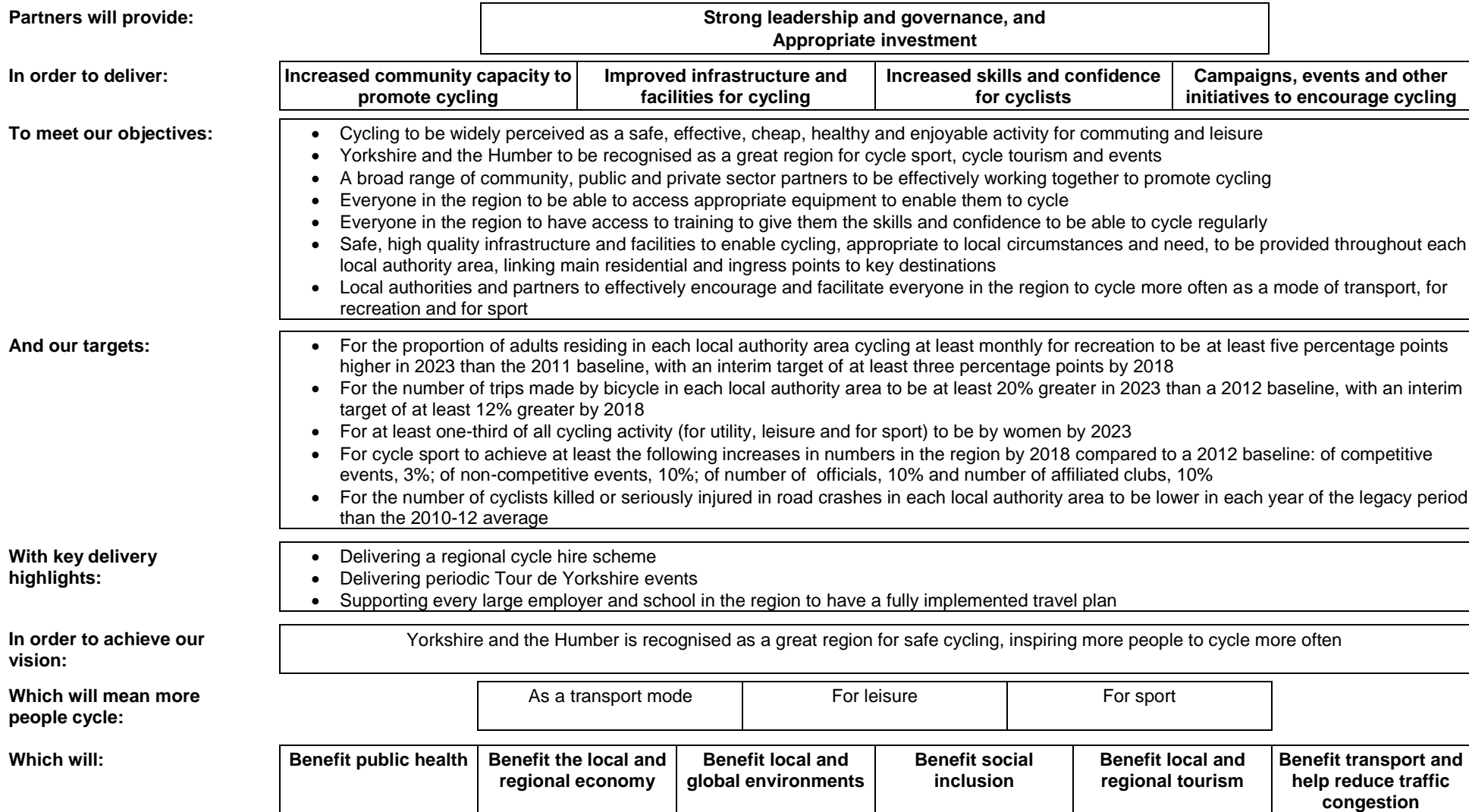
Achieving this vision will contribute to a broad range of cross-sectoral objectives: for health and wellbeing, for the environment and the economy but also for social inclusion, tourism, transport and sporting success.

The region of Yorkshire and the Humber already has a vast range of excellent events, initiatives and resources in place, as well as examples of high quality facilities and infrastructure that support leisure, utility and sport cycling. However, no area of the region provides everything that could be offered to promote cycling to all types of people. There remains much scope for improving and expanding the opportunities on offer to both new and existing cyclists leading to many people in the region being inspired to start cycling, or cycle more and more often. Evidence from elsewhere suggests that partners are able to encourage and enable them to do so.

To achieve the vision, RCDG members will provide effective, appropriate leadership and investment to deliver improvements in four key types of initiative to promote cycling: increase capacity in communities to encourage cycling, improve infrastructure and facilities, increase skills and confidence to cycle and promote uptake. The initiatives, the benefits they will achieve and how, are shown in the figure below.

Sub-regional action plans will be developed in order to define priorities by LAs and drive action.

Figure 1. Strategy process, objectives and outcomes



# 1 Introduction

This document presents a strategy to improve health, the environment and the economy in Yorkshire and the Humber, through the promotion and increased use of cycling, as a transport mode, as a pastime and for sport, in urban and rural areas.

## Why act now?

Yorkshire's hosting of the Grand Départ of the 2014 Tour de France presents a once in a lifetime opportunity to raise the profile of cycling in the region. The race will provide significant benefits to the region; before, during and after its time there. It follows British successes at London 2012 and in the 2012 Tour, and for cyclists in the last three BBC Sports Personality awards; all of which have already brought cycling into the limelight.

Cycling's profile as a low cost, low pollution, healthy and enjoyable transport mode has also increased enormously in recent years. At the same time, the evidence of the benefits of cycling continues to grow, not least from the recent publication of guidance on promoting walking and cycling from NICE<sup>i</sup>.

These reasons are amongst those causing a range of local and regional partners to want to come together to present this joint strategy for promoting cycling in Yorkshire and the Humber.

## The scope of this strategy

The strategy aims to promote cycling for everyone; residents and visitors, in urban and rural locations throughout the region. It seeks to build much upon Yorkshire's hosting of the Tour de France Grand Départ to get more people in the region cycling more often, whether they are already regular or occasional cyclists, or whether they currently don't cycle at all. It seeks to get more people cycling for whatever purpose; be it as a transport mode, as a pastime or for sport. It aspires to increase investment to encourage cycling, but not at the expense of promoting other healthy or sustainable choices.

It is important to keep in mind that this is not simply a cycling strategy but a strategy to deliver benefits across the region and locally to meet the key themes listed below under the 'Vision' heading by using cycling as a means to deliver these benefits.

## The benefits of a regional strategy

Most cycle journeys will continue to be relatively short distance. Local delivery will therefore remain at the heart of work to promote cycling. Strategies and plans to promote cycling, in all its forms, are already in place in many parts of the region. This strategy is intended to promote a region-wide approach in order to add value to existing initiatives by:

- Demonstrating co-ordinated leadership to realise this vision and enabling efficient delivery
- Raising the profile of cycling and helping to influence social norms towards it being a more common transport or recreational choice for more people
- Providing high quality facilities and support, shared across the region or sub-regions, to promote cycling for sport
- Sharing information on best practice, of which much exists within the region
- Harnessing the power of regional, sub-regional or local events and campaigns.

## 2 The starting line

### The benefits of promoting cycling

Investment in cycling has an overwhelmingly strong economic and policy rationale, and can deliver great value for money. It achieves useful contributions towards meeting a broad range of social, environmental and economic policy objectives. The main policy benefits are summarised in this section.

These can be realised whether cycling is promoted for transport, as a pastime or for sport. Moreover, and particularly in comparison with many other forms of transport investment, most initiatives to promote cycling can be delivered quickly and are almost universally well received within target communities.

#### Cycling benefits health

There is clear evidence that cycling improves public health; that physical inactivity is a key determinant of poor health, and that many people find cycling a good way to get more exercise. NICE<sup>ii</sup> estimates that 61% of adult men and 71% of adult women do not meet the recommended physical activity levels. Many people are at risk of a range of chronic health problems including obesity, respiratory complaints, mental disorders and joint ailments as a result. Increased use of motorised transport modes has been one of the main reasons why activity levels have fallen in recent decades.

However, for many people, cycling is one of the easiest and most acceptable forms of physical activity to incorporate into everyday life. Cycling has one of the best ratings for energy expenditure and calorie burning for a 'moderate' intensity exercise, and is highly recommended for improved health by the Chief Medical Officer<sup>iii</sup>. NICE advocates the implementation of town-wide programmes to promote cycling for transport and recreational purposes, as well as cycle promotion alongside other interventions, to achieve specific health outcomes in the local population.

The World Health Organisation's HEAT (health economic assessment tool) estimates the value just in terms of reduced mortality of a non-cyclist becoming a regular cyclist to be £4,000 over ten years<sup>iv</sup>.

#### Cycling benefits the economy

The British Cycling Economy Report<sup>v</sup> quantifies the full economic benefit of cycling to the UK economy as £2.9 billion; this encompasses bicycle manufacturing, cycle and accessory retail, employment as well as improved health from increased physical activity. This is stated to be equivalent to £230 of economic benefit from every cyclist every year.

At the local level, cycle improvement schemes are, by transport standards, low-cost and quick to deliver. They also provide exceptional value for money: the Eddington Transport Study, a major UK Government-funded study into links between transport and the economy, concluded that "some of the best projects are small scale, such as walking and cycling schemes"<sup>vi</sup>.

Cycling supports local economies by increasing and encouraging access to shops and services in local centres. Furthermore, by reducing unnecessary car use, cycling can have positive impacts on congestion and journey time reliability; important factors for promoting business tourism, for successful local economies and attracting inward investment.



### Cycling benefits leisure and tourism

Cycling as a leisure activity has boomed in recent years. It is estimated that the UK saw 1.3 million new cyclists in 2010<sup>vii</sup>. Over 200,000 people took part in Sky Ride events in the UK in 2010, creating a 'vibe' around cycling as an activity that is fun, inclusive and easy to master.

Yorkshire and the Humber is a fantastically scenic place for cycling, and offers a range of terrain to suit cyclists of all types. It has many miles of dedicated cycle routes, including scenic traffic-free paths, quiet roads and lanes, signed on-road routes and themed long-distance routes<sup>viii</sup>. These attract local people to cycle in their region and tourists to visit from further afield.

Cycling events help to promote cycling and also benefit the region's tourist economy. Dalby Forest, within the North York's Moors National Park, hosted the Mountain Bike World Cup in 2010, which was estimated to have generated £0.63m into the local economy and drew a crowd of nearly 7,000 spectators. Ampleforth hosted the National Road Race Championships in 2012, drawing a television audience of 100,000 due to the high-profile names racing the event, showcasing the Yorkshire landscape. Tourist businesses in the region started reporting increased sales as a result of the Tour de France in 2013 within weeks of the announcement of the route.

### Cycling benefits the environment

Motorised transport is a major contributor to the UK's greenhouse gas emissions. One-third of all transport carbon emissions in the UK are generated by short, local trips (less than 10 miles) but, for all but the very shortest, the private car remains the dominant mode of choice.

Poor air quality caused by motorised transport is also a problem in parts of the Yorkshire and the Humber region, resulting in the declaration of Air Quality Management Areas (AQMAs) where pollution standards are exceeded. A regional air quality plan is in place<sup>ix</sup> for the achievement of the EU air quality limit values for nitrogen dioxide (NO<sub>2</sub>).

That road transport is such a large contributor to harmful emissions, combined with the fact that many trips are very local in nature<sup>x</sup>, means increased cycling has huge potential to reduce the impact of travel on both the local and global environment.

Any measure to reduce the use of motorised travel will additionally lead to reduced problems of transport noise and community severance.

### Cycling benefits social inclusion



Most people can (or could) cycle. Many of those that currently cannot could be given training, equipment and/or support to be able to do so. Cycling provides a low-cost mode of transport, which is particularly important for people that do not have access to a car. It provides significant benefits for children's independency, as well as physical activity. Cycling is thus a highly inclusive transport mode.



Supporting people to cycle in their local communities will help to reduce inequalities across the region, by providing improved access to shops, services, as well as to employment, social and leisure opportunities. Opening up cycling and supporting services to better cater for female, disabled and minority groups through courses, rides, equipment and other activities will aid equality and integration, as demonstrated in parts of the West Yorkshire sub-region.

Cycling offers a relatively low cost opportunity to partake in sport and active leisure and, because of its inclusivity, offers an activity that can be undertaken together, notably by family groups.

### **Cycling benefits transport**

Two thirds of all journeys in the UK are less than five miles in length<sup>xi</sup>. Local journeys like this can easily be made by bike by many people; five miles is approximately a 30-minute cycle. However, Department for Transport statistics for 2010 show that nationally only 2% of all trips between 2 and 5 miles were made by bicycle, whilst 77% were made by car.

The school run is a major cause of congestion; one in five cars on the road during the morning peak is taking children to school.<sup>xii</sup> The average primary school journey is less than 1.5 miles<sup>xiii, xiv</sup>, which is a distance that can easily be undertaken on foot or by bike by many pupils, and research shows that there is appetite for change, with nearly half of all school children wanting to cycle<sup>xv</sup>, which in turn can help with their health and independence.

This evidence shows the huge potential for cycling to replace less sustainable modes for many journeys; increasing the cycle mode share for local journeys for whatever purpose will help to reduce road congestion, and improve the journey experience for both cyclists and other road users.



## **Participation and trends in cycling**

Five local authorities in Yorkshire and the Humber region are in the top 50 local authorities in England for the proportion of the population that cycle at least once per week (7-11%). Conversely, there are some local authority areas in the region where weekly participation in cycling is very low (only 2-3%)<sup>xvi</sup>. Even within authorities, the proportion of people cycling regularly will vary substantially between areas.

Recent statistics from the Department for Transport<sup>xvii</sup> show that the proportion of cyclists in Yorkshire and the Humber who always or usually cycle for recreational purposes is higher than the national average; 82% of cyclists in the region are purely recreational cyclists (compared to 77% in England), whilst the proportion who always cycle for utility purposes is lower than the average (12% opposed to 16%).

There is a correlation between uptake of types of cycling and rurality. Utility cycling is inevitably generally more attractive for more people in urban and sub-urban areas, where journey distances are often short and good facilities can be provided. In rural areas, journey distances tend to be longer and, if on-road, cyclists will commonly have to share roadspace with fast-moving traffic. However, the scenery and topography make many rural parts of the region attractive to leisure and elite cyclists.



There are also large disparities in the types of people that commonly cycle. In particular there is a large gender imbalance; men dominate cycling in the UK, making over 72% of all bicycle trips<sup>xviii</sup>. In contrast, women cycle much more in the Netherlands, making around 55% of all bicycle trips<sup>xix</sup>. But change is possible: half of all cycle trips in York are now made by women whilst British Cycling has had much recent success in increasing participation in cycling amongst women, with more than 60,000 more women cycling in the last year and achieving a male:female gender balance on Sky Rides of 60:40.

Recent trends have unfortunately shown an increase in the number of cyclists killed or seriously injured on roads in Britain, with 26% more serious injuries/fatalities in 2011 than the 2005-09 average<sup>xx, xxi</sup>, and the rate per mile cycled also increasing, albeit at a lower increase of 5% over the same period<sup>xxii</sup>.

However, it is clear that in many areas and amongst some groups of people there is great potential to get more people cycling more often. Sustrans<sup>xxiii</sup> and British Cycling<sup>xxiv</sup> both suggest that cycling rates will typically increase by around 1% per annum in future years, so we anticipate around 10% more cycling would happen in Yorkshire and the Humber in any event by the end of the strategy period in 2023<sup>xxv, xxvi</sup>. This strategy aspires to increase cycling well above that level.

## Partners

There is a wide range of organisations, across all sectors (public, private, social enterprise, voluntary) who are engaged in promoting cycling in Yorkshire and the Humber. All are striving to meet sometimes diverse commercial and social objectives, but through the same shared outcome of more people cycling more often. This strategy will draw on the enthusiasm, knowledge and resource available from these and other partners:

- Local authorities (with cross sector collaboration between transport, health, sport and physical activity, tourism and regeneration)
- Integrated Transport Authorities
- Health sector providers
- Sports partnerships
- Schools
- Travel plan networks
- Cycling clubs
- British Cycling
- Sports England
- Tourism bodies
- Sustrans
- CTC
- Bike shops
- Equipment manufacturers
- Gyms
- Social enterprise companies
- National Park authorities
- Land owners such as Yorkshire Water and the Forestry Commission
- Government departments and agencies, i.e. Highways Agency, Dept for Health
- Local volunteer groups and interested parties

## Excellence in promoting cycling

The region of Yorkshire and the Humber has a vast range of excellent events, initiatives and resources in place, as well as high quality facilities and infrastructure to support utility, leisure and sport cycling. Many of these are available across the region, but there are also a number of sub-regional assets and specialisms.

We highlight below some of the areas of excellence in promoting cycling in the region, in order for them to be recognised and celebrated, and which show how cycling can be successfully developed in both urban and rural settings.

### Community capacity

Cycling clubs are effective in encouraging many people to take up and continue cycling.

- There are 134 cycling clubs in the Yorkshire and the Humber region
- There are 4,200 British Cycling members in the region (50% of these members belong to a cycling club)
- Ilkley Cycling Club is the largest, most proactive cycling club in the country (with nearly 1,000 members)
- There are over 30 Go-Ride (Young People) registered clubs in the region

Outside these groups, there are many others volunteers and local resources in the region, providing the community capacity to encourage cycling. They include:

- 90 trained ride leaders (Sky Riders) employed on Bradford and Hull Sky Ride programmes
- 87 trained women's Breeze champions
- Over 100 trained commissaire officials who officiate and manage cycle events in the region
- Cycle campaign groups
- Local stakeholder groups
- Community interest companies
- Volunteer guided ride leaders
- 350 network rangers helping keep infrastructure in good condition

### Infrastructure and facilities

Good infrastructure for cyclists exists in many part of the region.

- *For utility cycling:* There are examples of excellent infrastructure for utility cycling in the region. Most notably, York has provided ongoing investment in its cycle networks and has been rewarded with a high mode share for cycling and national recognition as great place to cycle.
- *For leisure cycling:* There are areas with excellent off-road infrastructure including canal tow paths, greenways (former rail routes), parts of the National Cycle Network, and the TransPennine trial, all offering wonderful cross-local authority routes and better off-road connections to key destinations.
- *For sport cycling:* Yorkshire and the Humber is home to a range of quality and purpose built cycling facilities to support sport cycling, including an outdoor velodrome, six BMX courses of regional and national standard, two closed road race circuits, three cycle speedways and

established sportive routes. Great trails for mountain biking are available. British Cycling has an ambition to build two new velodromes in Yorkshire. The region also benefits from its sub-regional sporting partnership.

Good examples of signing and route maps exist in many locations, complementing available infrastructure.

Many local authorities and other organisations have ambitious plans to invest in and enhance infrastructure.

### **Skills and confidence**

There are numerous opportunities in this region for people to improve their skills and confidence in cycling. These include:

- Cycle training in schools (Bike It and Bikeability training)
- A cycle sports academy
- Adult cycle training (Urban Cycle Skills)
- Wheels to work initiative
- Women-specific events and support (Breeze network, spin classes and clubs providing women-only rides)
- Cycle maintenance courses
- Guided rides

Many local authorities and their partners promote road safety, which has a key benefit of making cycling more attractive for less confident riders, and measures to reduce cycle theft,.

### **Promoting uptake**

Campaigns and events can be highly effective at encouraging more people to cycle more often. Examples within the region include:

- *For utility cycling:* Cycle to work and school challenges, Bike to Work and school weeks.
- *For leisure cycling:* Guided cycle rides, Bradford and Hull Sky Ride events promoting recreational cycling, community events, and festivals, such as the York Festival of Cycling.
- *For sport cycling:* Amateur racing events include criterion cycle races, time trials, hill climbs and sportives (over 20 independently organised sportives run during the summer period). Yorkshire has hosted high-profile elite events including the National Road Race Championships in 2012, the Mountain Bike World Cup in 2010 and various national criterion races.

Many public sector partners and private publishers produce maps and guides to cycling in Yorkshire (printed and on-line), which are helpful to promote all types of cycling.

York's annual Festival of Cycling has proved very successful over the years, featuring stunt shows, stalls and bicycle taster sessions for all ages, abilities and disabilities to try cycling, attracting at least 10,000 families and other non/lapsed cyclists as well as those people that already cycle regularly.

There are also good examples of local sub-regional schemes aimed at encouraging more people to cycle. In West Yorkshire, Metro and the five district Councils of Bradford, Calderdale, Kirklees,

Leeds and Wakefield are working together in a bid to get more people cycling, more often, more safely. As an example, Go-cycling offers a range of free cycling services, including one to one and group training, bike maintenance and group rides.

### **Investment**

The promotion of cycling in Yorkshire and the Humber is funded through a number of mechanisms, including from Local Transport Plans, the Department for Transport (e.g. Local Sustainable Transport Fund projects), British Cycling and Sustrans, along with contributions from commercial suppliers and sponsors. Additionally, the pool of volunteers and local groups provides invaluable resource and time that allows the range of cycling events and initiatives across the region to happen.

However, whilst cyclists in Yorkshire and the Humber benefit from the initiatives listed above (and many others not included in this summary), no area of the region provides everything that could be offered to promote cycling to all types of people. There remains much scope for improving and expanding the opportunities on offer to both new and existing cyclists.

### **Inspiration**

There are many cycling success stories that Yorkshire and the Humber can look to for inspiration. Many are from within the region, and a few of them are highlighted in the text above. Here, however, we highlight some examples from elsewhere, which show that a large sustained increase in cycle use amongst many people can be achieved.

#### **Dedicated investment**

Perhaps what is most inspiring is that a 'cycling culture' is not a prerequisite to achieving success. Stockholm, Sweden is an example of how quickly effective action can change attitudes to, and increase use of, cycling in an area that started from a similar baseline to many towns in Yorkshire and the Humber. Whilst the rate of cycling (6% and growing) is not as high as in some other European cities, this has been achieved in a little over ten years. In that time, car traffic stopped increasing, while cycle travel increased by 5% every year.

This was the result of consistent and continuous political leadership. The improvements included cycle network development (both cycle paths and lanes) and extensive roll out of cycle parking. Public and media opinion about the improvements went from sceptical to supportive in less than two years, due to the obvious benefits active travel investment brought<sup>xxvii</sup>. With strong political will, continued positivity towards cycling and a clear and consistent policy and funding strategy, Stockholm has moved from being a city with relatively low levels of cycling to a place where cycling is normal and popular, and is seen to be the most practical way to travel for many trips.

Closer to home, the City of Edinburgh Council has underlined its on-going commitment to cycling by signing up to the Charter of Brussels for a 15% cycle mode share by 2020 (working from a base of approximately 7% for journeys to work). The Council has set aside 5% of its transport budget for cycling over the next four years to help achieve this outcome.

Meanwhile, and despite the recent well-publicised investment in the 'Boris Bikes' and 'Barclays Cycle Superhighways', the London Assembly is looking to the Mayor of London to double funding for cycling in 2013/14 (to around £20 per capita)<sup>xxviii</sup>, which is the level of investment it says London needs to match cycling levels evident in leading cycling cities.

Within the region, the City of York has provided dedicated investment in cycle infrastructure over the past decade to develop a quality network of cycle routes and facilities. It has been rewarded for this commitment with high levels of cycling within the city, particularly for utility purposes, and has been rated as one of the top three places to cycle nationally.

### **Mass participation events**

Since 2009, British Cycling and its principal partner Sky have been working together to get more people cycling. The partnership has already achieved its ambitious target of getting one million more people cycling by 2013; one year early. Sky Ride events have occurred in Bradford and Hull, supported by programmes of Sky Ride local led rides, to promote recreational cycling in these areas.



### **Community-led action**

Ilkley Cycling Club (ICC) was re-established in March 2011 and in less than two years has grown to a membership of nearly 1,000 people. This success is no doubt due to the club providing opportunities for all tastes and abilities. It runs a Youth Development Programme for children and provides rides for all levels of cyclists, including women's rides, family rides, social 'all comer' rides (for inexperienced and new cyclists), through to training rides and races for more experienced and competitive cyclists.

Other cycling clubs in Yorkshire and the Humber may benefit by adopting ICC's approach by opening cycling up to everyone, attracting new markets of cyclists and boosting membership. This approach will develop more interest in cycling, encourage greater member involvement and thus help to build more capacity within local communities.

### **Key lessons**

The key lesson from these case studies (and other successful examples where cycling levels have been significantly increased) is that concerted effort over time is required to develop infrastructure and encourage people to use it. Dedicated leadership and good joint working between partners with shared aims is paramount. The coming together of local authorities and partners in Yorkshire and the Humber to develop and promote this strategy is evidence of a good basis for achieving strong regional leadership and dedication to promoting cycling across the region.

The success stories show that investment is required, but that good value can be achieved for relatively modest sums. There is great potential from realigning existing spend rather than an automatic dependency on new funding. The partnership approach of this strategy also provides increased opportunity to attract other funding including from central and European Government and the private sector through joint funding bids.

Overall, these examples show that it is possible to substantially increase cycling in every setting.

### 3 A vision for cycling in Yorkshire and the Humber

Based on the background outlined above we aspire for Yorkshire and the Humber:

*“To be recognised as a great region for safe cycling, inspiring more people to cycle more often”*

We will achieve this vision by giving people of all ages, abilities and disabilities, whether living in or visiting Yorkshire and the Humber, access to the skills, facilities, equipment and enthusiasm to confidently and safely enjoy cycling in the region, for whatever purpose.



#### Objectives

Our shared objectives to meet the vision for cycling in Yorkshire and the Humber are for, by the end of the strategy period in 2023:

- Cycling to be widely perceived as a safe, effective, cheap, healthy and enjoyable activity for commuting and leisure
- Yorkshire and the Humber to be recognised as a great region for cycle sport, cycle tourism and events
- A broad range of community, public and private sector partners to be effectively working together to promote cycling
- Everyone in the region to be able to access appropriate equipment to enable them to cycle
- Everyone in the region to have access to training to give them the skills and confidence to be able to cycle regularly
- Safe, high quality infrastructure and facilities to enable cycling, appropriate to local circumstances and need, to be provided throughout each local authority area, linking main residential and ingress points to key destinations
- Local authorities and partners to effectively encourage and facilitate everyone in the region to cycle more often as a mode of transport, for recreation and for sport



## Targets

We set ourselves the following targets for achievement during the strategy period:

- For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, as measured by the Active People Survey, with an interim target of at least three percentage points by 2018<sup>xxix</sup>
- For the number of trips made by bicycle in each local authority area, as measured using local data collection processes, to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018
- For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023
- For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to a 2012 baseline: of competitive events, 3%; of non-competitive events, 10%; of number of officials, 10% and number of affiliated clubs, 10%
- For the number of cyclists killed or seriously injured in road crashes in each local authority area and as monitored by the authorities to be lower in each year of the legacy period than the 2010-12 average.

## Delivery highlights

Amongst other elements, described in the next section, we commit during the strategy period to:

- Delivering a regional cycle hire scheme
- Delivering periodic Tour de Yorkshire events
- Supporting every large employer and school in the region to have a fully implemented travel plan.

## 4 Enablers of change

In this section, we outline the key types of actions that will enable local authorities and partners, between them, to deliver the vision and objectives described in this strategy. These will be a combination of many well proven interventions with some innovative approaches.

It will be for local stakeholders to decide which measures are most needed in which setting within the region and, as such, sub-regional action plans will be developed to support this vision. They will need to be tailored to a broad range of socio-demographic, topographic and other factors, in addition to an understanding of the baseline provision of infrastructure, promotion and capacity to support cycling in those locations. In every case, the opportunity for promoting cycling brought by the 2014 Tour de France will be maximised.

### Leadership and governance

There is clear evidence that effective work to promote cycling requires strong leadership over an extended period<sup>xxx</sup>. The partners promoting the vision for cycling in Yorkshire and the Humber will therefore provide consistent and high-profile leadership and co-ordination to ensure their activities, and those of others, will influence and support this legacy and what it aims to achieve.

Effective regional, sub-regional and local governance arrangements will underpin this leadership and ensure value for money is delivered. Partners will support, and be supported by the RCDG, who will help co-ordinate activity, share best practice and evaluate outcomes.

***A Regional Cycling Delivery Group will co-ordinate activity and share best practice***

The RCDG will report to a CEO Steering Group via its chair, the CEO for the City of York Council, supported by the programme director who will provide guidance on setting strategic outcomes and ensure appropriate allocation of resources. Local delivery groups, comprising representatives of local authorities and other stakeholders, will coordinate and drive local action, informed by sub-regional and local action plans that support this strategy.

***Sub-regional and local plans will determine local delivery priorities***

These working arrangements and responsibilities will be underpinned by a Memorandum of Agreement, which all partners undertake to support.

Partners will embed the objectives of this action plan within their relevant policies and plans, relating them as appropriate to key corporate outcomes (including for improvements to health, the environment and the economy).

To ensure that the outcomes of this strategy are measured, and that lessons to improve delivery are learned during the strategy period, we will maintain and on-going research strand. This will collect and/or collate relevant data on use of and attitudes to cycling in the region.

### Investment

Investment of funds and time is required for the vision to be achieved, though this should not be at the expense of other good value initiatives to promote other active and sustainable travel choices, or other essential works as the partners see fit.

Partners will align their policies and plans, capital and revenue budgets for transport, place-making, health improvement and other relevant programmes in order to ensure they are appropriate to

meet the objectives of this strategy and their own local objectives and needs. Partners will seek opportunities to attract additional funding or benefit in kind from outside organisations including charitable, private and governmental, in order to add further value to their own investment.

Partners will also seek to identify and realise opportunities to provide further value by their own investments being matched (by inputs of funds and/or time) by other partners.

Partners will share funding where appropriate, particularly to facilitate campaigns or events that have benefit across the region or within sub-regions.

## Increasing community capacity

Volunteers and social enterprise groups do much to promote cycling, through their work as trainers, group leaders and in many other roles. Support from public and private sector agencies can increase the capacity of the community to promote cycling and so be a good value way to meet objectives. Sharing best practice and inspiring local communities to deliver results should be prioritised to get more people in Yorkshire and the Humber to safely cycle, more often.

The development of cycling clubs, both recreational and competitive, is vital to ensure a lasting legacy for this and future generations. By catering for all disciplines and all levels of cyclists, clubs will attract new markets, boost membership and be one of the key under-pinning motivators and facilitators to increase cycling. This in turn can generate more local involvement and thus build capacity within local communities. Partners will support this voluntary base to ensure that local people are able to cycle more proficiently and safely and have more opportunities for their needs and abilities.

***We will support community-led activity to promote cycling***

Partners will consider the various offers available through British Cycling's programmes. These include training opportunities for local people to become Sky Ride leaders or Breeze Champions, and developing the skills set in local communities to promote cycling. Similarly, British Cycling's Go Ride initiative provides structured training and coaching opportunities for young people to develop their skills and supports them in accessing a quality club environment where they can develop their interest and progress through a competitive structure. The Go Ride system has been responsible for discovering and developing many of today's cycling superstars.



The Go Ride system has been responsible for discovering and developing many of today's cycling superstars.

Unlocking the full potential for community-led activity to promote cycling may require some funding, but also potentially training and administrative support for individuals and groups.

## Improving infrastructure and facilities

The provision of good quality infrastructure is critical in order to encourage and facilitate more people in Yorkshire and the Humber to safely cycle, more often. Partners will take advantage of opportunities to expand and improve local cycle networks, cycle parking provision and sporting facilities wherever possible.

***We will encourage every large scale employer and school to have an effective travel plan in place***

Understanding where people want to go will ensure that cycle networks connect communities to employment, education and leisure activities. Local authority partners will use their ability to influence journey patterns over time through their planning policies to make them more attractive for cycling.

All good networks have high quality, appropriate and well maintained infrastructure. Journey quality and experience must be at the heart of this, to ensure that cycling is easy, enjoyable and convenient, whether it is for leisure or utility purposes, where possible. Providing cycle lanes as a dedicated road-space to cyclists is often favourable, but quality traffic-free cycle routes can be even better.

However, work must recognise that dedicated infrastructure cannot be provided everywhere and that many cycle journeys will continue to make use of streetspace shared with other users (motorists and pedestrians). Effective design and maintenance of these spaces can do much to make cycling more attractive. Slowing traffic (for example with 20 mph limits) can help attract cyclists that are otherwise fearful of sharing roadspace with vehicles. Conflicts with other road users (including pedestrians) must be avoided wherever possible, and managed by changes to infrastructure and to road users' understanding of each other.



Quality signage and maps add to the user's experience, while effective maintenance of existing infrastructure is essential if its benefits are to be sustained. All this needs to be underpinned by a good school and workplace travel planning service to encourage their staff and pupils/families to travel more sustainably and, where possible, providing match-funding opportunities. Partners will encourage every large scale employer to have an effective travel plan in place, tied into their corporate social responsibility objectives.

Good quality and, ideally, covered and secure cycle parking should be available at key trip attractors. Shower, locker, and drying facilities should be available in workplaces where possible so that cycling to work can be integrated into employees' daily lives.

The availability of facilities to meet the needs of competitive cyclists at a local and regional level will be reviewed, with new facilities scoped and improvements made to existing venues where appropriate.

***We will develop a regional bike hire scheme***

Although a large proportion of residents of the region do have access to a bike that is suitable for their needs, by no means all do. Public cycle hire schemes are becoming more prevalent in towns and cities in order to promote recreational and utility cycling; partners will develop a regional bike hire scheme as part of plans to enable every person in the region to have access to appropriate cycles. This may be done via connecting and sign posting to existing cycle hire facilities and/or a regional scheme.

## **Increasing skills and confidence**

Partners will look to increase the skills and confidence of new and inexperienced cyclists, by providing training and opportunities for more people to ride, and to do so confidently. Retraining/refresher skills are often needed for people who have not ridden for a long time.

Every person in Yorkshire and the Humber will be given the opportunity to access a bike and training to use it. This could be facilitated through community events, networks, skills training, cycle maintenance training and guided cycle rides for all ages and abilities.

***Every person will be given the opportunity to access a bike and training to use it***

Focused training opportunities can be provided for target growth markets, likely to include women, older people, people in deprived areas and minority ethnic groups and for people with disabilities. Children especially will be targeted through cycle proficiency training, e.g. in schools. Partners will, in particular, strive to reduce the

current gender imbalance in cycling in the region, with the aim of getting equally high numbers of women and men cycling.

Any training or support must be targeted to the needs of the individual. For some target groups (notably children who are aspiring to cycle independently) giving confidence to carers that cycling is safe can be a key enabler

of change, supported by the provision of off-road/quiet street cycle infrastructure. Indoor spin classes are an increasingly popular way to get fit and continue cycling when weather conditions are less



favourable for cycling outdoors. Targeted programmes to promote cycling by women have proven particularly popular. This includes British Cycling's Breeze network, designed to encourage women to start cycling for fun and to provide ongoing support to increase confidence about riding a bike.

Work to promote cycling should be backed up by marketing and road safety campaigns to increase awareness, dispel negative perceptions and engender better respect between all road users.

## Promoting uptake

On-going work is required if potential users are to see cycling as a safe, convenient and enjoyable activity. Campaigns and events have their role in raising awareness, in helping people understand how cycling is relevant to them and to encourage them to take part.

Individual local authorities, British Cycling, Welcome to Yorkshire and other partners have already taken significant steps to raise profile and participation in cycling. As examples, mass participation cycle rides and cycling festivals are tried and tested events that encourage thousands of local



people to engage with cycling, as demonstrated in Bradford and Hull which have attracted large numbers of new cyclists to take part in their Sky Ride events. Through a national, high profile marketing campaign, Sky Rides inspire local communities to get out and have fun cycling in a safe, traffic free environment.

Due to the growing popularity and interest in cycling at all levels, British Cycling is increasingly being approached by major cycle sponsors to identify locations and hosts for new cycle races. Hosting a

race series or large cycle sport event can inspire local people to get out on their bikes more often. British Cycling calls this “inspiration to participation”.

The dovetailing of elite events with those for amateur sport and less formal family events provides a good opportunity to cascade uptake throughout the population. The ‘Olympic effect’ has led to 20% of Londoners saying that they would like to cycle more<sup>xxxii</sup>. Partners will therefore use the great opportunity of the Tour de France 2014 to organise a programme of Tour de Yorkshire cycle-promotion events, rides and races to take place before, during and after the time that the race is in the region. These will be targeted at a wide-ranging audience.

***A series of Tour de Yorkshire cycle-promotion events, rides and races will be organised***

Social marketing campaigns can help encourage people to cycle more. If carefully targeted to the needs of the audience they can deliver exceptional value towards objectives. Campaigns can be delivered through both mass media (billboards, local radio, etc) and individualised approaches (at schools, workplaces, within residential communities). Lead responsibility of this will rest with Welcome to Yorkshire.

Health referrals/signposting is another important tool to increase uptake in cycling as a measure to improve health for inactive and needy individuals, and partners will identify how best their use can be increased. Implementing and monitoring travel plans at key locations (schools, businesses, rail stations, etc) will also be a key tool to ensure that everyone feels part of the bigger, regional picture and doing their bit to travel sustainably around their home town or city.

## **In Summary**

Effective promotion of cycling as a transport mode, for leisure or for sport, requires a balance of infrastructure, training and promotion. Different people, in different settings, will require a different balance of these to be targeted at them if they are to cycle more often. However, if this correct balance is achieved, promoting cycling is a low cost approach to providing great value in achieving a range of important outcomes; for health, for the economy and the environment.



## 5 Actions

This strategy will be delivered through implementation of sub-regional plans, each of which will reflect local needs and opportunities. Detailed actions will therefore be listed in those documents.

However:

- In the short term, partners will:
  - Collate evidence of the key strengths, weaknesses and opportunities for promoting and facilitating increases in cycling within their area/sphere of influence
  - Identify what proportion of transport capital budget and related revenue budgets is currently dedicated to cycling in their area
  - Review their capital and revenue investment programmes to identify potential opportunities for refocusing to better meet shared objectives
- In the medium term, partners will develop detailed, costed and funded action plans that will identify the best value enablers of change in the region, sub-regions and local areas. These will outline, amongst other items:
  - What local priorities need to be addressed to best meet the objectives of this strategy
  - Identify what improvements to cycling networks and facilities should be prioritised
  - A communications and marketing strategy, which will ensure that co-ordinated messages are presented to best effect, creating a growing culture of cycling across this region following that which we see in other European towns and cities
- In the long-term (starting towards the latter part of 2013 and then beyond), partners will deliver the action plans, capitalising on the opportunity of the Tour de France 2014 to achieve the shared vision and objectives for cycling in Yorkshire and the Humber.

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