

A Sustainable Future for Cycling



January 2008

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Foreword by the Secretary of State for Transport



Cycling has a major role to play in any sustainable transport strategy. It helps tackle congestion and local air pollution, as well as the emissions that cause climate change. 23% of car trips are less than 2 miles, a distance that is easily cycled in less than 15 minutes. If people choose to make some of those trips by bike, we could have a considerable impact on local congestion and pollution.

Encouraging more people onto their bikes also means more opportunities for exercise and a fitter, healthier nation. This has never been more important against the current background of rising obesity levels, particularly among children.

The transport strategy I published in 2007 highlighted a commitment to increasing investment in sustainable transport initiatives in coming years where there was a proven positive cost benefit. I am delighted to fulfil that commitment and announce an increase of £110 million in Cycling England's budget over the next three years - meaning a total of £140 million will be available for cycling. I am pleased to say that the Department of Health has recognised the role a cycling programme can play in contributing to the Government's obesity strategy. To that end, DH is contributing financially to this transformational increase in the cycling budget.

Government is already investing heavily in cycling through local authorities and other organisations. We created Cycling England in 2005 to work with local authorities and the various cycling groups to devise better ways of improving facilities for cyclists and increasing the numbers of people choosing to cycle. They in turn devised a number of programmes to work with local authorities to help prove the case for cycling.

Cycling England's programmes such as the Links to Schools programme and the Cycling Demonstration Towns, along with initiatives such as the Sustainable Travel Towns, have shown that where there is local commitment and funding to promote cycling, the results can be startling.

The experience of these demonstration projects has been critical and it is on the basis of the early results of these programmes that I have decided they are worth continued and increased support. This short publication sets out more about the results to date, our approach and aspirations for this important mode of travel.

Ruth Kelly

A Sustainable Future for Cycling

Why cycle?

Cycling is an activity which can be good for you and good for the environment. It is convenient, taking you from door to door. It is reliable and it gives you freedom and independence.

Cycling is a particularly good option for short trips. 41 per cent of all trips are less than two miles – a distance easily cycled in about 15 minutes. Nearly a quarter of all car trips are under two miles and 56% are less than 5 miles so there is significant scope for increased cycling trips.

Cycling can significantly improve your fitness. The health benefits of regular cycling – as for any regular physical activity – include reduced risk of developing high blood pressure, diabetes, colon and breast cancer. It can help control weight, build and maintain healthy bones, muscles and joints and reduces the risk of dying from heart disease. One advantage that cycling and walking have over other forms of exercise is that they can easily become part of everyday activity.

Why invest in cycling?

In choosing to cycle, people can make individual choices that benefit themselves, their health and the reliability of their journey as well as the environment.

Cycling is also an area where there are gains to the public and public policy from increased investment. Cycling contributes to every one of the five goals set out in the transport strategy I published last October “Towards a Sustainable Transport System: Supporting Economic Growth in a Low Carbon World”:

- competitiveness and productivity
- climate change
- health, security and safety
- quality of life
- equality of opportunity

Increasing cycling also helps us face some of the major challenges facing Britain today:

- Obesity. Obese people die on average 9 years earlier than those with a healthy weight¹. Obesity rates have trebled over the last three decades and now affects one-quarter of adults and 10% of children.
- By contrast, the number of people killed on our roads halved between 1976 and 2006 and is at its lowest level since 1926. Road casualties are still too high and the Government is determined to work to reduce them further.
- Climate change. The UK has taken a strong lead at home and abroad on climate change and with the Climate Change Bill will create a clear and credible pathway to our goal of at least a 60% reduction in carbon dioxide emissions by 2050. Cycling, as a clean low-carbon mode of travel, can contribute to achieving this reduction.
- Air pollution. Currently estimated to reduce the life expectancy in the UK by 7–8 months with estimated equivalent health costs of up to £20 billion each year².
- Congestion and the associated consequences for productivity, the environment and quality of life.

In the light of this, the Government has decided to make a very substantial increase in the cycling budget. It will increase six-fold or, put another way, by 500%.

Cycling England has a budget of £10m this year. It will receive £20m next year and £60m in each of 2009–10 and 2010–11. The total three-year budget will be £140m, of which £110m is an increase in resources.

The main elements of the programme in which this money is to be invested are set out below:

- 500,000 Year 6 children (10 year olds) will be able to take part in Bikeability cycle training by 2012, equipping them to cycle safely and responsibly
- An infrastructure programme delivering:
 - 250 additional Links to Schools connecting 500 schools via traffic calmed or traffic free routes to the wider national cycle network. These links, which improve safety and accessibility, are also proven to increase the levels of cycling and walking and to do so both for school children and the wider population where they enable access to other facilities such as shops
 - cycle parking and other infrastructure

¹ 'Years of Life Lost Due to Obesity', Journal of the American Medical Association 2003

² The Air Quality Strategy for England, Scotland, Wales and Northern Ireland – DEFRA 2007.

- Up to 11 new demonstration areas (including a large conurbation) and possibly continued work in the existing 6 Demonstration Towns (subject to satisfactory plans from the current 6 and a bidding round for the new 11) to demonstrate visible change in a few key areas
- Doubling the number of “cycling to school” champions from 20 to around 40 who each work with a number of schools to promote cycling and maximise the benefit of other cycle programmes like Bikeability and Links to School
- Development of a number of smaller programmes to get more people cycling.

It is important that the investment is properly focused and targeted. We agree with Cycling England that these programmes should be targeted as much as possible in the same geographical area to maximise their impact.

Further information on the key elements of this programme is outlined later in this document.

The Department for Transport has worked closely with other Departments on cycling in this and previous years. The Department of Health has recognised the health benefits of cycling and its contribution to the obesity strategy. To that end, DH is contributing financially to this transformational increase in the cycling budget. We will be working with Cycling England and Department of Health to devise the most effective ways to target some elements of the programme to areas with high obesity.

We have decided to make this investment because of the health, environmental and other positive impacts of cycling; the successes of Cycling England in its first 3 years, which encourages us to be confident that the new investment is deliverable; and the high value for money of the proposed programme. The Benefit/Cost ratio is estimated at 3.2, that is for every £1 spent on the programme, we expect benefits of £3.20, and this compares favourably with other investment choices that DfT could make.

In the development of this programme and decisions on increasing investment, we have benefited from Cycling England’s “Bike for the Future 2” document, the economic analysis carried out by SQW for Cycling England (which can be accessed on Cycling England’s web site at www.cyclingengland.co.uk), the consultation Cycling England ran on what to do with increased cycling spend if it were available, and informal discussions including with some cycling or environmental NGOs.

It will now be for Cycling England to develop a detailed work plan to deliver this programme.

Policy Background and Context

Cycling is an ideal mode for local urban and suburban trips. In the right circumstances it can also combine with public transport to be part of a longer journey. The Government wants to encourage people to cycle more. We therefore consider that Cycling should play a significant part in all local authority plans to deal with the growing demand for travel while reducing the impact of transport on the environment.

Local Authorities – key partners

The primary responsibility for developing strategies for local trips rests with local authorities through Local Transport Plans and the new Local Area Agreements. Local and central government will agree the priorities for an area and will work together and with the private sector to deliver them. The Agreements will cover the next three years with a view to delivering better and more responsive services to local people.

Local Area Agreements will enable local leaders to focus on the priorities that matter most to local people, with central government providing support and guidance where needed. Cycling will play an important part in achieving many of the health, economic and environmental priorities set out in Local Area Agreements.

Local authorities are also spending significant portions of their integrated transport funding on cycling schemes to help deliver their Local Transport Plans. From 2001/02 to 2005/06 £175.6 million was spent in England (outside London), on Local Transport Plan projects such as cycle lanes and cycle parking.

Since the Local Transport Plan system started back in 2000, there has been good progress in delivering better, more responsive transport services to local people, but more is needed.

Of course, this new investment alone will not achieve the transformation we hope to see in the numbers of people cycling. It is essential we work across government to make the most of efforts and investment elsewhere, for example on the obesity agenda. We also need to ensure we maximise the impact of the funds being made available for cycling and walking projects from the Lottery through the £20million in revenue funding for the Active Travel consortium programme and the recent £50million for Sustrans' Connect 2 project. Most of the organisations involved in these projects are also closely involved with Cycling England so they are in an excellent position to maximise the benefits of all this investment in cycling.

To assist in creating a better walking and cycling environment, the Department published Manual for Streets in 2007. This encourages local authorities and developers to create more people-orientated residential streets. It aims to achieve this, in part, by assigning a higher priority to the needs of both pedestrians and cyclists, and in doing so reducing the dominance of motor vehicles.

We are also currently considering comments on a new guidance entitled “Cycling Infrastructure by Design” which we expect to publish this year.

Journey Reliability

Cyclists often say that their journey time is much more predictable than if it were by car. This is borne out by Aylesbury's success in increasing cycling when they introduced traffic signs showing how long a cycling journey to the town centre would take, as well as how far it was.

Safety

The Department has a target to reduce the number of people killed or seriously injured in road accidents by 40 per cent by 2010, compared with the 1994–98 average. Our current road safety strategy includes a range of activities to improve the safety of cycling. Other programmes such as work on enhancing driving skills, improving urban design and reducing motor vehicle speeds also contribute to creating a safer cycling environment.

There are some misconceptions of the risks posed by cycling. While it is true that cyclists are more at risk of being killed or seriously injured than motorists, the number of cyclists killed or seriously injured (KSI) in 2006 was 35 per cent lower than the 1994–98 average and child cyclist (aged 0–15) KSIs were 55 per cent lower.

There are a number of different factors that help to improve the safety of cyclists, including improvements to highway infrastructure to reduce the risk of a collision. Improvements to car design have helped to reduce the severity of injury when there is a collision with a cyclist. For goods vehicles the introduction of side guards has typically saved the lives of around 12 cyclists per year. Requirements for mirrors fitted to lorries have recently been improved which should reduce the risk of collisions with vulnerable road users such as pedestrians and cyclists.

Legislation, publicity and enforcement also improve safety for cyclists and other road users, for example through reductions in vehicle speeds, drink driving and mobile phone use. Driver testing and training has been improved to encourage more awareness of vulnerable road users, including cyclists and further reforms to improve driver training are planned. Motorists and hauliers should respect other road users. Likewise cyclists should respect pedestrians and other road users and obey highways and road traffic law. Cyclists can also choose to take steps to reduce the likelihood or consequences of an accident by wearing high visibility clothing and cycle helmets. Some people believe that higher levels of cycling may also contribute to the safety of cyclists as motorists become more familiar with their presence.

We are about to start work on a new road safety strategy looking beyond the current 2010 targets, which will include taking a fresh look at improving safety for all road users, including cyclists.

It is important to put the risks of cycling into perspective by comparing them with the significant health benefits, which can accrue.

The Department is about to commission an integrated research programme assessing road user safety issues in relation to cycling and make recommendations for future policies and practices. This is a three year project and covering three areas:

- cycle helmet use;
- cycling infrastructure; and
- rider/driver attitudes to cycling.

We are working with cycling and road safety groups as we take this work forward.

Focus on Journey Type

Rather than have a general target to increase cycling, central and local government have tried to break down barriers by focussing on people and tackling individual journey types. The journey to work and the journey to school are two which have been the focus of attention.

Journey to School

The Government wants to reduce car use for journeys to and from school in order to reduce peak hour congestion, improve children's health and ability to learn and to encourage children to travel by more sustainable modes of transport. In 2003 the Department and the then Department for Education and Skills therefore launched the *Travelling to School* project, setting out the requirement for all schools in England to develop a school travel plan by 2010. The aim is to reduce car use for journeys to and from school and to allow many more children to take regular exercise. More than 14,000 (56 per cent) schools already have an approved school travel plan and we are on target for all schools to have one by 2010.

A school travel plan is a package of measures tailored to the needs of individual schools and designed to reduce car dependency and improve safety for journeys to school. In order to encourage more cycling a school travel plan might include measures such as the provision of cycle training, lockers and secure cycle parking, and the setting up of cycle trains and other cycling incentive schemes.



By 2010 the Government will have committed more than £140 million to support the *Travelling to School* project. Funding has been given to local authorities to enable them to employ a network of around 250 school travel advisers to help schools develop and implement school travel plans and for small capital grants to help schools implement approved plans. Many schools have spent their small capital grants on secure cycle parking and lockers to encourage children to cycle.

The Education and Inspections Act 2006 has also introduced extensive provisions for encouraging sustainable travel to school. In particular, the Act places a general duty on local authorities in England to assess the school travel needs of all children and young people in their area and to publish a strategy to improve and promote sustainable modes of travel each year. If a child is entitled to receive free home to school transport, this does not have to be free travel by bus and local authorities may, with parental consent, pay a cycling allowance instead.

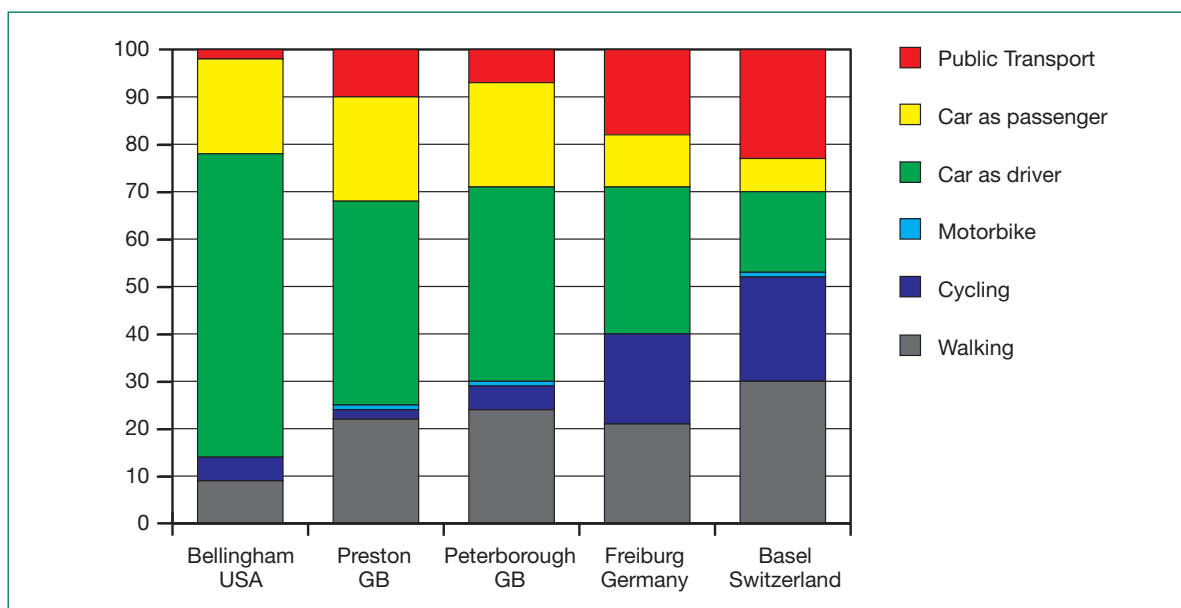
We expect the increased investment in Bikeability cycle training and improved safe routes to schools to have a direct and positive impact upon the *Travelling to School* Project.

Cycle to work

The Finance Act 1999 and the Income Tax (Earnings and Pensions) Act 2003 provided a tax exemption to allow employers to loan cycles and cyclist safety equipment to their employees to cycle to work. In 2005 the Government assisted the cycle industry in promoting the scheme by providing implementation guidance. It also asked the Office of Fair Trading to issue a group consumer credit licence to allow all UK businesses to offer cycle packages to each member of staff of up to £1,000 in order to cycle to work. This dispensed with the need to apply for an individual licence. Since 2005 we estimate that nearly 100,000 employees are now benefiting from the use of new bikes to cycle to work. Half of these are new or returning cyclists.

International Comparisons

The table below shows that there is real scope for increasing cycle use for some trips. The Preston example is typical of the British average, whilst the Sustainable Travel Town of Peterborough has shown notable improvements in cycling levels. The achievements of Basel and Freiburg indicate that there is clearly potential to increase cycling further. Even in Bellingham in the USA, where car use is high, cycling levels are still higher than most English towns and cities. Towns and cities with high levels of walking and cycling are more attractive and vibrant places in which to live and work.



Source: Socialdata, 2006

Sustainable Travel Towns

DfT’s Sustainable Travel Towns project (2004–09) has also been effective in increasing levels of cycling (see table below). Each of the towns has put a range of measures in place to encourage greater use of sustainable modes including a focus on information provision and personalised travel planning. This has led to some excellent results so far, particularly in increasing cycling trips.

Town	Research date	Mode	Impact since Sep – Nov 04
Darlington	Sep – Nov 06	Cycling trips	+79%
Peterborough	Feb – Apr 06	Cycling trips	+25%
Worcester	Mar – Apr 06	Cycling trips	+36%
Darlington	Sep – Nov 06	Car trips	-11%
Peterborough	Feb – Apr 06	Car trips	-13%
Worcester	Mar – Apr 06	Car trips	-12%

Value for Money

Economic modeling carried out for Cycling England³ shows that increasing cycling levels by 20 per cent by 2015 has the potential to save £107 million in reducing premature deaths, £52 million in NHS costs and £87 million in reduced absence from work.

There are also quantifiable benefits in terms of reduced congestion and pollution. The SQW work quoting a 20% increase in cycling delivering congestion benefits of £207m and pollution benefits of £71m. Overall, it is estimated that investing in cycling gives very good value for money, with benefits estimated to be 3.2 times the costs. Regular cyclists are also likely to live a healthier, longer life.

³ Valuing the benefits of Cycling a report by SQW

Cycling England

The Government created Cycling England in 2005 with an initial annual budget of £5 million. We asked them to work with local authorities and others to develop programmes which would get more people cycling more safely and more often. Cycling England's Board includes representatives from local authorities, key cycling bodies and transport and health specialists. In recognition of the wider benefits of increased levels of cycling, Cycling England is supported by a cross Government group of officials from the Department for Transport, the Department for Culture, Media and Sport, Department of Health, Department for Children, Schools and Families and the Department for Environment, Food and Rural Affairs.

Cycling England developed a series of programmes focused on:

- Six Cycling Demonstration towns
- Young People – developing the new national standard cycle training programme “Bikeability” and focusing on the journey to school
- Technical and funding support for local authority initiatives

Some of the key outcomes of these programmes are described below. Together they demonstrate that with a clear focus and a balanced package of measures, it is possible to get more people cycling. Cycling England's approach, covering a mix of training, infrastructure and concentrated efforts in their cycling demonstration towns, continues to offer a number of options to help local authorities benefit from the experience of others and make the most of best practice.

In putting together this new programme we consulted Cycling England who worked with a wide range of stakeholders to submit bids for additional funds. These bids were supported by the evidence from the existing work programme and the economic research carried out on their behalf which showed that investing in cycling gives good value for money.



The new programme announced today builds on the work carried out to date. It recognises that this step change will require time to develop an effective programme, hence the initial doubling of Cycling England's budget in 2008–09. This will allow them to develop their much larger programme in 2009/10 and 2010/11.

Review of Cycling England

When Cycling England was set up in March 2005 a public commitment was given to undertake a review at the end of its initial three year period. The Department is currently finalising this review and we will be announcing the full results shortly. However, it is clear that as an organisation it has been successful in providing the focus and drive necessary to ensure that cycling is seen as a viable mode of travel. Cycling England still has a role to play and is likely to continue in a similar format for a transition year in 2008/09 before we implement fully the results of the review in time for March 2009.

The Expanded Programme – A Sustainable Future for Cycling

Bikeability – More and Better Cycle Training

Many people will remember taking their cycling proficiency test as children. Times have changed and the skills needed to cycle safely on today's roads are now very different. In March 2007 Bikeability was launched as the new Cycling Proficiency for the 21st Century, designed to give children and parents the skills and confidence to cycle safely and well on today's roads.

The course has been designed by leading experts in the fields of road safety and cycling. It adopts similar principles to those behind the training standards designed for motorcycle riders and car drivers in that it teaches how to assess risks and consider likely obstacles in addition to basic skills such as signalling and balance.

It has proved to be an outstanding success, popular with schools, parents and, most importantly, with children. It is currently closely focused on developing skills for riding on-road, providing skills to children and reassurance to parents.

Bikeability consists of three levels of training

- **Level 1** is aimed at 7–9 year olds, and teaches basic cycling and balance skills off-road:
- **Level 2** is aimed at 10–11 year olds and introduces on-road training building on Level 1 (Level 2 is aimed at year 6 pupils and should allow most children to cycle to school)
- **Level 3** is aimed at older children and adults and includes tackling difficult road features such as roundabouts and the safe use of cycle facilities

Research carried out by Cycling England as part of the Bikeability pilot in January 2007 shows:

- 83 per cent of **scheme organisers, providers and instructors** said more children are cycling to school as a result; 58 per cent stated other schools were now asking about Bikeability
- 71 per cent of **teachers** felt more confident about children cycling on roads after Bikeability training; 57 per cent said that parents and children were now asking for places on future training
- 60 per cent of **parents** felt more confident with their children riding on the roads

- 100 per cent of **children** said that Bikeability training had helped them become a better cyclist and felt more confident on roads; 89 per cent believe their parents are happier with them cycling now and 67 per cent say they are cycling more



Credit: Redcar & Cleveland Borough Council

There was also strong anecdotal evidence to suggest that not only had the Bikeability training increased confidence amongst parents and children but also amongst teachers and schools. Scheme organisers, providers and instructors said that many schools that previously had not allowed children to cycle to school have begun asking for Bikeability training. Feedback also suggested that this training had most impact on children with learning difficulties or those who are socially excluded, allowing them to grow in self esteem and gain a sense of achievement.

- *“Bikeability is one brand and one national syllabus which makes much more sense than the current disjointed and fragmented national system”* (Instructor, Kingston)
- *“Bikeability is a vast improvement. The training is better, content of course is better and resources are better”* (Instructor, Manchester)
- *“Due to the re-brand everyone wants to be involved. We’re even doing Bikeability during PE time. It’s modern and fun. Parents recognise their children haven’t had the opportunity to cycle much before now”* (Teacher, Cornwall)
- *“The course was really enjoyable. It let less able children gain a sense of achievement”* (Teacher, Exeter)

Since 2006–07 we have given grants, via Cycling England, to local authorities and Schools Sports Partnerships to support Level 2 Bikeability training for some 46,000 children. We also recently announced a further grant scheme for local authorities for next year. We continue to get hugely positive feedback from parents, teachers and children. A key part of the next phase of Cycling England’s programme will be to work with more local authorities to deliver an increase in Bikeability training across England

with a target of 500,000 children reaching Level 2 by 2012. There are approximately 600,000 Year 6 pupils in England. Current estimates are that 200,000 receive some form of cycle training, but not necessarily to the Bikeability standard.

Cycle training is an important life skill; we want parents, schools and local authorities to play their part in helping as many children as possible to get their Bikeability award. The funds the Government has made available for the next three years, together with existing levels of Local Authority investment should enable the majority of children to have access to this training.

Infrastructure

Cycling England has also developed a programme of investment in safer links to schools and invested almost £1 million on cycle parking. At present investment in infrastructure is focused on those geographical areas which have seen investment in cycle training, to maximise the resulting change in behaviour and generate real increases in cycling. The programme is popular, generating substantial match funding from local authorities and developers. It also encourages walking to school. This programme complements the joint DCSF/DfT travel to school project which aims to encourage children to walk, cycle or travel by bus to and from school.



Since 2005 central Government has invested £18.4 million in Links to Schools, from the National Cycle Network (NCN) which Sustrans, the Transport Charity and promoter of the NCN has helped to deliver. This investment has in turn generated £31 million from local authorities and others. By 2008 we will have linked over 600 schools via the National Cycle Network to residential areas. Schools with links, on average, have doubled the number of pupils cycling to school, while walking to school has increased by 8 per cent⁴.

⁴ Based upon Sustrans monitoring of 15 projects in 2006 and independent check carried out on a further 13 LA school travel monitoring data in 2007

The programme has been so successful that we have increased funding cycle parking at schools to meet the increased demand.



Credit: Devon County Council

The new programme will involve continued investment in infrastructure.

National Cycle Network

The National Cycle Network now extends to nearly 12,000 miles with 2,000 miles being added in the last two years. During 2006 there were over 168 million cycling trips on the network – a 26 per cent increase on 2004⁵. The NCN has evolved by firstly focussing on the strategic long-distance national routes before moving on to better links to and within local communities. This has ensured greater access resulting in increased use. One of the reasons for this success is the high number of trips being made on the traffic free parts of the Network. Although we want people to be able to cycle safely on the roads, we recognise that high quality traffic free routes have a role to play in encouraging people to cycle more.

Making a difference in key places: Cycling Demonstration Towns

Since October 2005, Cycling England has been working with six towns in England to demonstrate how increased investment can transform cycling levels. Historically, English local authorities have invested substantially less in cycling than their European counterparts (on average c£1 per head). They wanted to demonstrate the impact of investing at similar levels of the best in Europe to prove their premise that this would lead to levels of cycling closer to those seen in Europe.

They therefore selected six Cycling Demonstration Towns. Five of these, (Brighton and Hove, Lancaster with Morecambe, Darlington, Derby and Exeter) are receiving funding

5 Sustrans NCN Route User Monitoring Report 2007

of £500,000 a year for three years. Aylesbury (due to its smaller size) was offered £300,000 a year. All towns were required to at least match the Cycling England funding from other sources, giving a total cycling spend of around £10 a year for each resident.

All six towns possessed low or moderate cycling rates, but each offered a different challenge in terms of population and topography. The objective for all was to develop an exemplary physical environment for cycling, raise cycling levels and, in doing so, share the lessons learnt and create examples of best practice.

Key results

Cycling England has put in place a robust monitoring programme to measure the effects of their investment in the Cycling Demonstration Towns. This is being delivered by Sustrans and academic staff at University of Bolton and Leeds Institute of Transport Studies. As yet, it is too early to report the results of this monitoring programme. However, there are positive indications about the effects of the programme in each of the towns. For example:

- in Aylesbury, the number of people saying they are using a bike as one of their main modes of transport has risen from 3% to 14%
- in Brighton, a personal travel planning programme has led to an increase of 172,000 cycle trips per year in an area of 10,000 households
- in Darlington, the proportion of children cycling to school has risen from 1% to 4%
- in Derby, cycling has increased by 11% on the Pride Park riverside path since 2006, and by 38% since 1998
- in Exeter, 72% of people think that it is now easier to cycle than it was 2 years ago
- in Lancaster, the number of parked cycles counted in the city has increased by 48%

Cycling England was not prescriptive about the measures each town should take to meet the challenge of getting more people cycling. The towns all adopted different strategies to get more people onto their bikes. What they share, however, is a desire to tackle barriers to cycling. Strategies and tactics have included the following:

- Storage: in Derby 1,250 cycle parking spaces have been created in the town's schools. Elsewhere secure storage is being created at workplaces and shops
- Training: over 750 Year Six pupils have received their Bikeability training in Derby. Novice adult cyclists have also benefited, gaining confidence and practical road skills
- Cycling to school: intensive support has been given to schools to encourage pupils to cycle. Cycling to school rates increased from 1 per cent to 4 per cent in Darlington

- Information: new signs have been provided along Aylesbury's cycle routes to tell cyclists how many minutes it is likely to take them to reach their destination (These had to be authorised by DfT)
- Marketing: promotion of cycling is reaching new and diverse audiences – Aylesbury is targeting new home owners via estate agents as research shows people re-evaluate their travel options when they make big life changes like moving house

Aylesbury

The council developed a network of nine colour-coded radial routes, building on a network which was already at least partially there and branded with the names of gemstones. As well as being instantly recognisable, the signposts along each of the 'Gemstone Ways' tell cyclists how many minutes it is likely to take them to reach their destination. Cyclists in Aylesbury who may be deterred by a sign which tells them their destination is two miles away are now encouraged by a sign that says it should take fifteen minutes instead. Alongside this, Aylesbury developed route-specific pocket sized cycle guides to promote the Gemstone routes to local residents. The first guide – for residents living close to the Sapphire Way – led to a 24 per cent increase in cycling. There are early signs that this increase isn't simply existing cyclists getting on their bikes more, but that a new group of cyclists has emerged. In a June 2007 council survey nearly 14 per cent of Aylesbury residents said that a bike was one of their main modes of transport. This is compared with just 3 per cent in 2005.



Credit: Bucks County Council

Brighton

Brighton made an early high-visibility start by installing Advanced Stop Lines at 28 of the city's busiest traffic signal-controlled junctions. Brighton is also planning a north-south cycle route which will connect Hangleton, Hove station and the seafront cycle route. Drawing on the experience of our continental neighbours, the design for this route includes a segregated, motor-vehicle free, European-style 'cycle freeway' on both sides of the road along one of the city's key roads. Work will begin in January 2008 and the Freeway is expected to be open by summer 2008. Plans are also being made for a network of cycle freeways across the city which will enable more residents to cycle on routes free of motor vehicles for large parts of their journey.



Credit: Brighton & Hove County Council

Exeter

Exeter has focused on extending its network of cycle routes to provide good links to schools, colleges and industrial estates. Some 16 km of new routes were constructed in the first 18 months of the project. Exeter recognised that there was an opportunity to link into the building of five new secondary schools in the city. They took advantage of this building programme and have ensured that four of these new schools were linked to the City's cycle network by off-road cycle and pedestrian routes from day one. Schools are also being provided with cycle parking facilities, with enough cycle racks for 20% of its pupils. As well as providing new routes and parking facilities, the City has been working with pupils, parents and teachers through the highly successful Bike-It programme to encourage them to cycle more.

As well as focusing on schools, Exeter has been using its Travel Plan adviser to engage with employers. A quarter of the City's employees are now covered by the travel planning process. Support for sustainable travel initiatives is strong and cycling events are regularly held in businesses across the city. One innovative scheme is the Exeter Travel to Work Tally where over 6,000 employees from more than 240 companies and organisations took part in a travel survey. The results showed 8.5 per cent of employees cycling regularly to work, compared with 4 per cent five years earlier in the 2001 national census. Moreover, among employees who had recently started cycling to work, a third said that they had done so because of improved cycle routes.



Credit: Devon County Council

Monitoring in the Cycling Demonstration Towns

Monitoring of cycling has often been neglected by local authorities as the small number of trips in many areas did not make it cost effective. It was recognised early on that there was a need to robustly monitor cycling levels in the CDTs. Sustrans Monitoring and Data Unit together with the University of Bolton and The Institute for Transport Studies at the University of Leeds were appointed to implement a detailed monitoring programme for the Cycling Demonstration Towns by Cycling England and the Department for Transport. The approach involves the use of a range of data sources to produce an array of indicators to gauge the impact of the schemes. The monitoring is being undertaken in partnership with local authorities responsible for delivery in the towns to help raise standards from which other local authorities can learn from.

Monitoring in the CDTs is not just about counting additional trips generated. Although the CDTs show how a well coordinated strategy of funding for cycling can increase cycling levels with each scheme they deliver, the towns are learning more about what works for cycling (and importantly what does not work so well). Throughout the

duration of the programme and beyond this a wealth of best practice can be shared with all local authorities. Many schemes with the highest success rates are those which are not necessarily the most expensive, and this is important information for local authorities planning their transport budgets. Local authorities focussing on schools for example can benefit from what Derby has learned about how cycle training combined with cycle parking at schools, supports school travel plans and reducing car use on the school run.

The Future for Cycling Demonstration Towns

We have agreed with Cycling England that up to a further 10 towns and one large city or conurbation should be awarded 'Cycling Town' or 'Cycling City' status. This is in addition to continued investment in the existing towns subject to them submitting satisfactory plans for their continued development.

Cycling England estimates that this bigger demonstration programme could potentially save around 16 million car journeys per year, and result in an extra 47 million cycle journeys per year. This would represent a 100 per cent increase in cycling in the targeted towns over four years. If achieved, it would be equivalent to a 7 per cent increase in national cycling levels.

What will be the selection criteria for the next wave of Cycling Towns?

We expect the second wave of Cycling Towns/Cities to cover a range of sizes, from market towns up to at least one large city or large conurbation. All Cycling Towns/Cycling Cities will be expected to contribute additional funding to at least match the grant.

The criteria used to select the second wave of Cycling Towns/Cities will be announced shortly but will include:

- High level commitment to increase cycling, including the active support and engagement of the Cabinet Member, other Councillors, the Chief Executive and Directors in the relevant highway authority.
- Active involvement and commitment of senior individuals from the health and education sectors, and from major employers in the town.
- A strong strategy, concentrating on a few major initiatives, that demonstrates how the increased funds would double levels of cycling by 2012.
- Commitment to a co-coordinated approach to increase cycling, bringing together initiatives from across council departments.
- Ability to provide matched funding.
- An effective monitoring regime.
- Demonstrate how the local authority would sustain a commitment to cycling once the Cycling England funding ends.

Bike IT

Bike IT is a successful programme first developed by DfT and the cycle industry with the aim to increase cycling to school. Run by Sustrans and funded by the cycle industry and Cycling England, *Bike It* officers have been working in nearly 200 schools. They have been bringing together training, cycle parking and promotion – through a series of carefully targeted marketing materials, aimed at children, parents, teachers and local authorities. It relies on access to other CE programmes (Bikeability and Links to Schools). Via Cycling England we have already doubled the number of Bike It officers. The new resource allows for further doubling of the programme to extend to the new Cycling Demonstration Towns and City.

In summary, Cycling England's first programme has been a success. We want to build on that success and ensure all local authorities understand the possibilities cycling can offer as part of their health, equality, environment and transport outcomes.

Cycling England will now work up details of a programme to deliver the priorities agreed by the Cycling England Board and Ministers ready to start work in April 2008. This is a great opportunity for cycling, health and the environment.

Note: Statistics are from either Road Traffic Statistics GB or the National Travel Survey unless stated or referenced.

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This document is available on the DfT website: www.dft.gov.uk

Published by the Department for Transport.

Printed in the UK January 2008 on paper containing At least 75% recycled fibre.

Product code 78CRN02931