

Champions for Cycling

Winning the support of Senior Officers and Members

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Cycling in English local authorities.....

- **Mixed – Steady decline. Rapid growth in London**
- **In the period 2001/02-2005/06 the LTP process provided £175m for capital investment in cycling interventions in England (excluding London) but outcomes were below targets and expectations (extract from Cabinet Office report)**
- **And many authorities also had/have no reliable baseline or monitoring systems in place....(review of LTPs by Cycling England Support team in 2007)**

This is not a great story to 'sell' cycling to Senior Officers and Members!

- **However.....**
- **Since 2005 – unprecedented growth in cycle sales in UK**
- **Bike to Work – tax-free bike scheme hugely popular**
- **Beijing effect – increased membership and participation reported by cycling organisations**
- **Bikeability – National Cycle Training standards**
- **Cycling towns – 38% average increase in cycling over 3 years (range 20% – 57%)**

Cycling as a part of the transport mix

How and why we travel

- Transport is predominately a derived demand which concentrates around two peaks in the day
- The number of trips and their purpose is stable, but distance travelled has increased significantly since the 1970s along with growth, and is forecast to grow further
- Most travel is for the movement of people, over short distances and usually by car
- UK urban areas have higher car use than other European cities, although significant modal shift would only have limited impact on the total distance travelled
- Transport and spatial planning are inextricably linked
- Higher densities and larger settlements are associated with lower distances travelled and higher public transport mode share
- It is not just the density and size of cities and towns which matter - the spatial design of urban areas has a strong influence on travel patterns

What this means for cycling investment

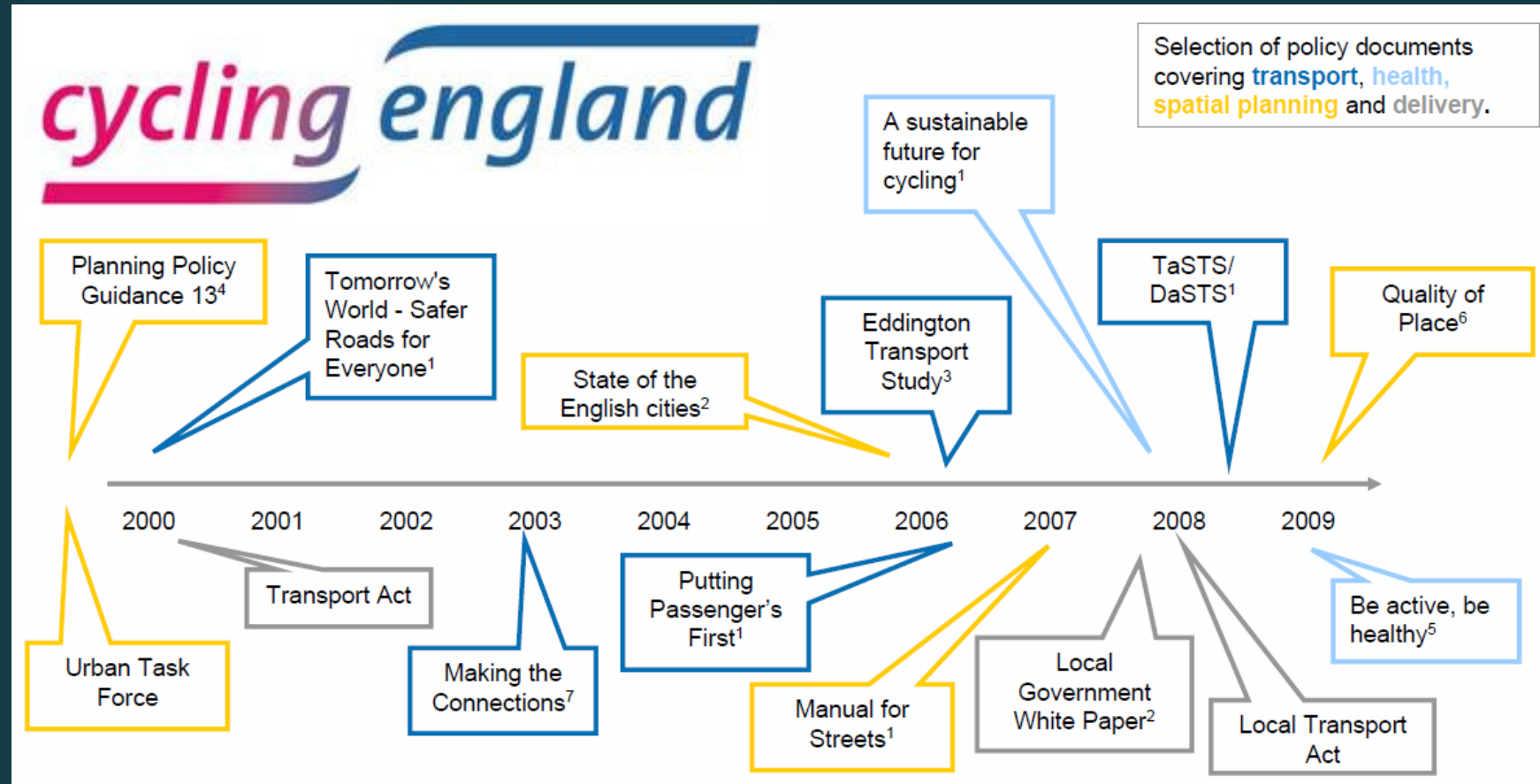
Underlying objective: More people cycling, more safely, more often

- **PEOPLE** – Who is ‘near market’ for cycling?
- **Places** – Where do people (i.e. potential cyclists) go?
- **Journey purpose** – Why do they go there?

Policy Drivers Influencing and influenced by cycling

- **Transport – access to work, education, healthcare etc**
- **Land use planning and new development**
- **Economy and access to employment**
- **Public Health**
- **Tourism**
- **Sport and recreation**
- **Public Realm, ‘Placemaking’, Social well-being**

There is no shortage of policy.....



Cycling offers a very simple solution to many complex issues:

- **Eco-friendly door to door personal transport**
- **Accessible daily physical activity and long term protection against heart disease, stroke, diabetes, obesity**
- **Support for local jobs and increased visitor expenditure in rural and semi-rural areas**
- **A high profile and popular sporting event around which to involve local people in supporting activities**
- **Part of a 'civilised' townscape**

Officers and Members

- **Are somewhere between the simple personal decision of an individual to get on a bike and the extremely complex national and local policies and cultural influences**
- **Are hugely influential - they make things happen by making and supporting policies, and by backing individual schemes and members of staff**
- **Are only human – subject to prejudice, misinformation, resistant to change, overworked, pulled in conflicting directions**

‘Champions’ for cycling

- Evidence from the cycling towns has shown the enormous benefits of identifying and nurturing a ‘Champion’ within organisations
- This works at all levels – At Ministerial level, Lord Adonis has personally secured £10m additional funding for Bike and Rail and for example. At a local level, a Headmaster at a school has the power to support and encourage cycling or to prohibit it.
- The Champion works ‘vertically’ within an organisation and ‘horizontally’ by actively making connections with other departments

Supporting our Champions

- **Information:**

- Make sure they know the LAA indicators directly influenced by cycling
- Make sure they know the economic benefits of cycling – every £1m invested in cycling infrastructure needs just 109 additional users cycling at least 3x per week to pay for itself in congestion, health and pollution benefits
- Make sure the ‘cycling investment’ is focused on PEOPLE, places, journeys
- Make sure they understand that infrastructure backed by training, education, encouragement and publicity will yield the greatest return

Mechanisms for Engagement

- **Cycle Forum – potentially attended by Heads of Transport, cycling officers, Members, local cyclists**
 - Good way to engage regularly
 - Productive and business like
 - Mutual respect and working together
- ‘Closed shop’ – attended by ‘usual suspects’ – not attractive to new / potential cyclists, often excludes people with family commitments due to meeting times
- Can be ineffective if senior officers / members not interested
- Focus on transport / utility cycling – missed opportunities elsewhere

Working with other officers

- **School and Workplace Travel Plan staff**
 - Do they understand cycling issues?
 - Do they know sources of help / guidance?
 - Do they engage with other related activities – Bike-It, schools sports partnerships, British Cycling community coaches, CTC Champions, ‘CTC Bike Club’
- **Development Control staff**
 - Are there cycle parking standards?
 - Do they include ‘quality’ as well as quantity?
 - Is there control over design quality of infrastructure designed by developers?
 - Do staff know the current guidance?

Working with other officers

- **Road safety engineers / auditors**
 - Understanding of relative risks?
 - Do they know the cycling design guidance and principles?
 - Do they understand user behaviour?
- **Urban design**
 - Do they automatically exclude cyclists from public realm?
 - Do they know where to get case studies of successful mixed use, e.g. Copenhagen, Groningen

Partnerships with other sectors

- **Tourism sector**

- Aspirations to encourage 'local' tourism
- Policies to enable access for disadvantaged groups – Natural England, Forestry Commission
- Cycling activities offer potential employment – route construction, cycle hire, led rides, accommodation, food and provisions sales
- Tourism is a means to retain viability of rural pubs, shops, post offices

- **Sport**

- British Cycling plan for 1m more cyclists
- Awash with cash – until 2012
- Looking to develop off-road venues
- Community and Go-ride coaches – a potential resource

Partnerships with Health

- **Health sector**

- Biggest UK employer with major travel issues
- NHS has an internal national 'Bike User Group' – www.spokes.nhs.uk
- Results from CDTs suggest that cycling has had 'take-up' from a broad sector of society – compares very favourably to other public health/activity schemes
- Share aspirations and responsibilities for public health and activity

In Summary

- **PEOPLE** – starting point for investment, a starting point for engagement
- **Champions** – need to be nurtured with information and introductions
- **Partnerships** – take time, different agendas, same outcomes
- **Further help:** - Cycling England Website, 'Cycle Champions' e-mail group, 'Cycle Planning' e-mail group, CTC Champions & RTR, DfT – 'Delivering Sustainable low Carbon Travel'