



Cycle Yorkshire 2013/14 Progress Report

Cycle
Yorkshire

More people cycling more often



Progress Report

Cycle Yorkshire (CY) represents a collective vision and drive to increase the number of people cycling and over time, create a culture where the cycle is considered as a main transport mode of choice, for leisure, sport and commuting. This is a joint initiative between the Local Authorities of our region and other key partners, following the initial idea from Welcome to Yorkshire. All of whom are working together to get more people cycling on the back of the significant wave of inspiration and motivation that the Yorkshire Grand Départ brought.



With the Tour de France visiting this region, this offers a once in a lifetime opportunity to inspire and encourage more people to cycle more often, whatever their age, ability or disability, wherever in the region they live, work or visit. While this may be seen on the surface to be simply about getting more people cycling, our main focus and reason for doing so are to provide solutions to the following themes:

- Improve people's health, by supporting and developing existing and new opportunities for them to be more active.
- Improve the environment, by reducing the amount of car traffic especially for local journeys by getting more people cycling.
- Improve social inclusion, as almost everyone can (or could) cycle.
- Improve the economy, by improving access to local services,
- Boosting tourism, helping to develop a fitter workforce across our region and attracting further investment.
- Help to lower transport congestion in urban areas specifically for short journeys of about 5 miles per trip.

This also can, and indeed should, be seen as having a national impact to use the inspiration from this event and encourage more people on their bikes.

For Yorkshire and the Humber, the legacy will be achieved through the delivery against the following objectives. However it should be noted this is an outcomes based initiative and not a target driven one especially important to realise given this is around behavioural change, which takes time and commitment to be accepted as the norm.

Key Delivery Objectives

- Giving everyone in the region the opportunity to access a bike and training to use it.
- Support businesses, community groups and individuals that want to work to encourage cycling.
- Improve infrastructure and facilities for cycling.
- Delivering an on-going programme of high profile and participatory events to promote cycling and encourage people to cycle.
- Increasing support to community-led organisations that promote cycling.

Key Targets - By 2023, we will:

- 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, with an interim target of at least three percentage points by 2018
- For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023
- For the annual rate of cyclist casualties in the Yorkshire and Humber region to be below the national rate for England for the next 10 years To achieve and maintain around 50 British Cycling affiliated sportives across the region





Delivery against these agreed bullet points are through the extensive and committed partnerships we have formed. As you can see on the website, **www.cycleyorkshire.com**, the list of partners is extensive, including but not limited to:-

- All 21 Local Authorities
- British Cycling
- Welcome to Yorkshire
- County Sports Partnerships
- CTC
- Northern Rail
- Sustrans
- Sport England
- Directors of Public Health
- Academic Health and Sciences Network and others to more broader working with organisations such as
- Rotary Club
- Sported
- Social Enterprise Yorkshire and Humber
- Family Fund
- Bicycle Association

Based on the work so far and work with the above and other partners, we are in a great position to continue to take this forward. Fundamentally to this being successful is the 21 Local Authorities, who are all positively engaged and continue to delivery the legacy in their areas.

Backed up by the highly successful Grand Départ, this marks the beginning and indeed the fuel, to continue to take forward this exciting and unique opportunity for our region. As British Cycling have told us this is an unprecedented collective regional effort to develop cycling across a region where all partners and Local Authorities hold it in great value. All of which promises a great start.

The Highlight Section on page 7 shows just some of what has already been achieved and looking ahead. All of which can be seen in the agreed 10-year Cycle Yorkshire strategy and plan.

A copy of the strategy can be found at www.cycleyorkshire.com.





Actions required

The following actions are put to Leaders to help secure and take forward the legacy of the Tour de France, Cycle Yorkshire:-

- The support of each Leader and Chief Executive Officer for every Local Authority is requested to ensure that Cycle Yorkshire can continue with its success.
- Continuing support for your officers involved with legacy and a request to all your relevant departments (including communications) to work with lead legacy officers within your Local Authority.
- Consideration for the role of a political cycling champion in your Council. This post helps to better coordinate and support efforts across each Council area and work more closely with officers and stakeholders to deliver an effective legacy, ensuring continuing political support.
- An agreed funding commitment from every Local Authority and contributions where possible from District Councils. This will help share the load that York is predominately bearing at the regional level.

In turn this investment will attract other funding from private sector and merchandising lines that will go to further support the Cycle Yorkshire initiative regionally and locally. Further benefits for supporting the continuing work of Cycle Yorkshire, as well as the coordination role, is to maintain and further develop private sector involvement, national level working with partners and Central Government.

This will all help to keep the profile of Cycle Yorkshire as high and visible as possible. Some of this work has included meetings and communications with the Olympic and Paralympic Legacy Unit in London, Public Health England, meetings with the Transport and Sports Ministers, MPs and other bodies such as British Cycling, Sustrans, and Bicycle Association.

Highlights and next steps

Supporting information

Learning lessons from other legacy initiatives in the past, including the Olympics, Yorkshire and the Humber's Tour de France legacy was launched in November 2013 and saw the delivery of a number of high profile projects, developing new ones and promotion/coordination of many hundreds of existing initiatives and events. All thanks to the inspiration le Tour helped create in our region. Given this initiative has only been going for the last 18 months or so, the development of the legacy, through the hard work of all local authorities and partners, has accomplished much including the following:-

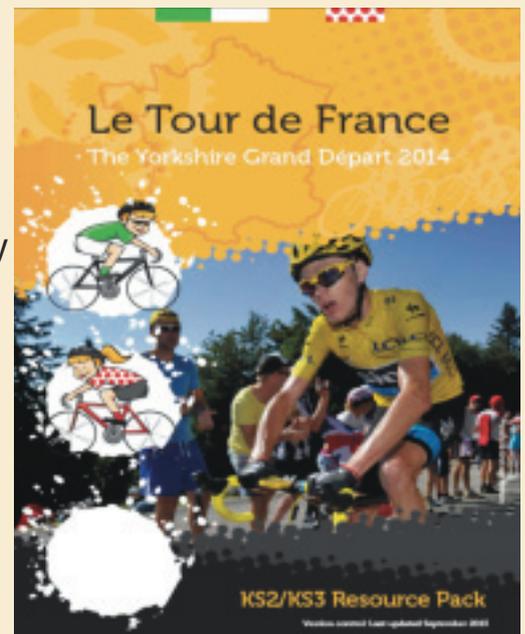
- An agreed regional strategy and delivery plan that lays out a number of bold objectives including:-
 - **Get more people cycling** - Provide adults and children with greater training and access to cycling to build both the current and next generation of cycling enthusiasts, commuters and maybe even the next sporting heroes.
 - **Make choosing cycling easier** - Work closely with local authorities, businesses and partners to improve cycling infrastructure and facilities to address both real and perceived barriers to cycling.
 - **More events to take part in** - Broaden both the number and awareness of cycling events and opportunities for people of all generations and abilities to get involved.
 - **Greater awareness of cycling and cyclists** - Undertake a range of campaigns and events to generate a wider appreciation of the benefits of cycling, travel planning, bike safety and cycle friendly routes and respect between everyone using our roads.
 - **A thriving network of cycling businesses & social enterprises** - Encourage and support all cycling related businesses in the region to provide a dedicated network of experts to sustain the Yorkshire's growing cycling community.



CYCLE YORKSHIRE
– MORE PEOPLE
CYCLING MORE OFTEN

Cycle
Yorkshire

- To conceive and design a legacy worthy of the Tour de France.
- Developing a combined cycle strategy and plan, governance structure and its further refinement through cross regional and partnership agreement. This has been fundamental that has required a significant amount of work to recognise and work around the broad variances in cycling levels across the region.
- As part of the legacy work WICA, Leeds & Bradford successfully secured cycling city ambition funding to develop City Connect - the cycle superhighway between Leeds and Bradford. www.cyclecityconnect.co.uk
- Cycle Yorkshire website at www.cycleyorkshire.com. This sits along side the le Tour website that has millions of followers
- Bringing together and successfully agreeing a legacy and outcomes with 21 Local Authorities and various other partners.



- The free legacy educational pack that has at least 15,000 downloads
- Cycle Yorkshire Ride the Routes app, developed by the Safer Roads Partnership Yorkshire and the Humber which has at least 4000 downloads
- Delivery of the 1000th mile of Yorkshire national cycle network
- Sustrans Slow Tour of Yorkshire in partnership with Cycle Yorkshire and all Directors of Public health – designed to get more families active and using the national cycle network.
- York and Hull's hosting of the British Cycling National Cycle Circuit Championships
- Increases in the British Cycling (BC) mass participation SkyRides including Leeds, South Yorkshire and York
- Significant increases in British Cycling participatory events and groups such as cycle clubs, Breeze (female only) networks and led rides.
- The only region to sign up to British Cycling that in turn has attracted £2million investment from BC into the region.



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The range of other new and existing activities is attached for your information below but this shows what has been achieved in the relatively short period of time thanks to the strong partnership with all are partners and Local Authority members.



You can download the Cycle Yorkshire Activity Plan from <http://cycle.yorkshire.com/cycling-events>

Further examples are below to help further summarise some of the other high profile work that has been achieved so far over the last year;-

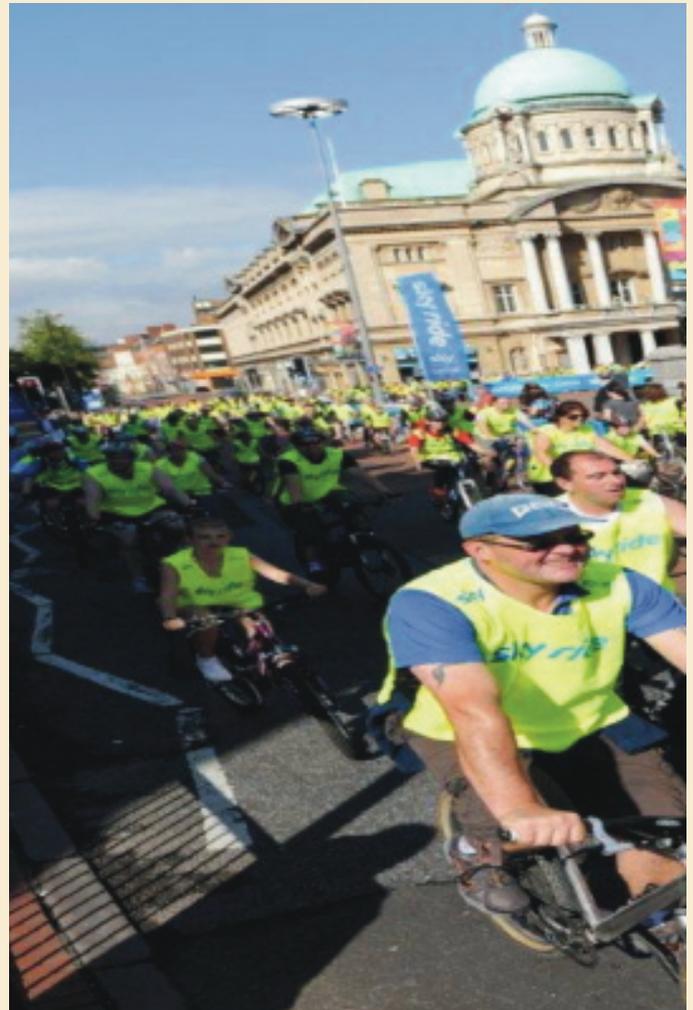
- Developing a mapping and delivery solution for all members, especially local authorities to identify what is existing and what needs to be delivered by when through the development of a regional delivery plan to steer but then be informed by local delivery plans and strategies at each Local Authority level.



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- To approach and bring together key partners in cycling including:-
 - **British Cycling** – cycle facility sponsorship, opportunities to cycle, large events and profile raising, cycle expertise.
 - **Welcome to Yorkshire** – regional marketing, promotions, campaigns and communications. Lead for tourism, e.g. cycle tourism
 - **Bicycle Association and Phillip Darnton** – national support to Cycle Yorkshire and profile raising
 - **County Sports Partnerships (CSP)**– sub-regional facilitation and chairing and increasing cycle sport across the region
 - **Sport England** – working with CSPs to increase cycle sport and better access to it including funding provision
 - **Sustrans** – cycle route (NCN) expansion, opportunities to cycle and profile raising, cycle expertise
 - **CTC** – general & specific opportunities to cycle, profile raising, cycle expertise
 - **Northern Rail** – Bike’n’Go cycle hire scheme & profile raising
 - **Rotary Club** – local delivery of events, community engagement and sponsorship
 - **Yorkshire and Humber Universities Liaison Unit**
 - **Yorkshire and Humber Colleges**
 - **National Park authorities** and related government agencies including the Forestry Commission
 - Taking forward the British Cycling partnership and increase the number of Sky Rides and local led rides.
 - Successfully becoming the first region in the UK to fully sign up to a partnership with British Cycling that has opened up new doors to sport funding and wider support working with BC including road safety and participation working. This includes a higher concentration in developing new cycle facilities across the region.
 - Health work development including;
 - Approaching and agreeing a partnership with Priory Medical Group (biggest health group in the UK) to develop a model to eventually be rolled out to front line clinicians and help tackle inactivity through a preventative care agenda
 - Engagement with all Directors of Public Health including securing a DpH champion for Cycle Yorkshire – Dr Paul Butcher who is the DpH for Calderdale
 - Taking forward a new partnership with the AHSN (Academic Health and Sciences Network) opening up new resource and possible funding including direct engagement with all hospitals, CCGs, Health and Wellbeing Boards and wider NHS
 - working with Public Health England on their National Active Framework

- Engagement with all Yorkshire and Humber Universities and Colleagues to develop wider research opportunities supporting Cycle Yorkshire
- Working with partners including LGYH and AHSN to identify EU funding opportunities
- Joint approach and bid development with Welcome to Yorkshire via Leeds and Calderdale colleges for the Skills Enhancement Fund to develop a number of funded customer service and cycle training projects
- Working with the regional road safety officers group to coordinate efforts around developing better awareness and respect between all road users including supporting the development of a rural cycling app and urban cycling videos and forming supportive partnership working with BC to tie in with national support and publicity
- Working with Welcome to Yorkshire and a new partner ‘Social Enterprise for Yorkshire and the Humber (SEYH)’ to develop and bringing forward more bike recycling community interest companies to increase local engagement, access to cycles, led rides, cycle maintenance training and so forth.
- Taking forward a Sustrans initiative and successfully sought public health funding to develop and roll out the Slow Tour of Yorkshire which aims to get more families across the region active by using the national cycle network
- Working with national Government and professional bodies to review and communicate new cycle design standards for highways engineers and transport professionals. This includes British Cycling, Highways Agency and professional highway and engineering membership bodies
- Working with the Olympic and Paralympic Legacy Unit under the vision of Moving More Living More health and participatory initiative ‘Inspired by 2012’ and linking Cycle Yorkshire into this work as an example of this national legacy work.

While this may seem like an exhaustive list there has been a lot of work in addition to these points by Local Authorities and partners.



Next Steps

The biggest key issue to any legacy is keeping the momentum going and key to that is the regional and local coordination needed to keep that going and delivering and promoting more and more opportunities to cycle for all the benefits cycling brings to our population. Following very early results from the TdF monitoring and evaluation work some 27% of a smaller omnibus survey of 2,000



people say they have been inspired to cycle as a result of experiencing le Tour. This is of double significance in not only seeing a direct positive impact of those experiencing the race wanting to cycle more but also counters claims that large sporting events have little to no impact on peoples behaviours.

This latter point shows the value of Cycle Yorkshire and the need to see this through and find the best way to ensure its sustainability and effectiveness for everything we all want to see in this region and when we look back 10 years or so from now the changes will be easily seen.

To this end the value to secure this initiative for the foreseeable future will be critical to further justify the time, funding and commitment already given to the Grand Départ and Cycle Yorkshire. It is important to maintain this to further help deliver what is needed locally and make our region a better place to live, work, visit and invest in as the Tour has already shown across the region, e.g. accommodation being pretty well fully booked across the region and the investment UKTI have sought to bring in on the back of this. In addition we are increasing work with the health sector including the Directors of Public Health and Academic Health and Sciences Network, where some examples include:

- Taking forward the Slow Tour of Yorkshire initiative with them and Sustrans and
- With partners and Directors of Public Health we are looking at initiatives to link transport within health and help tackle inactivity across our region.

Other examples include:-

- Increases in social enterprise bike recycling schemes,
- National cycle network development,
- events including the Welcome to Yorkshire led Tour of Yorkshire in partnership with British Cycling and ASO
- Regional communications and campaigns. Essential



- to the consistent hearts and minds approach needed to influence travel behaviour for this and future generations. All with the aim to normalise cycling as we see in neighbouring European countries.
- Linking in with the above point and looking into the sustainability of Cycle Yorkshire. Specifically looking into the options of this becoming a charity. This presents a number of benefits including wider access to funding and easier for private sector to sponsor.
 - Raising the profile of Cycle Yorkshire with Welcome to Yorkshire.
 - Feasibility and development of a Cycle Yorkshire phone/tablet app in partnership with Leeds Beckett University and City of York Council ICT.
 - We are aiming to develop a regional funding pot that all partners would benefit from and provide a small grant funding pot for initiatives across the region
 - Ongoing promotion of all work being delivered to attract and signpost people to what is going on and opportunities to cycle
 - Ongoing work with TfL around behavioural change and other joined initiatives such as national/regional workplace and schools cycle challenges
 - Taking forward existing and new partnerships especially with health and higher education sector around national, EU and other global funding opportunities.
 - Working in partnership with the Franco British Council to look at wider national cycling issues with a view to improving cycling policies both in the UK and France and learning lessons from each other. This work links in with Government Departments in

both countries and related organisations including the Bicycle Association.

- We will continue to coordinate cycling development activity across the region in conjunction with our partners and monitor progress against the regional delivery plan, objectives and the strategy with support from our partners
- Building upon the developed relationship we have with key officers in TfL and London and Partners
- Constantly looking for new opportunities for funding and support
- Working where advantageous at the national level including Public Health England, DfT, Moving More Living More and other bodies such as British Cycling, Bicycle Association, Sustrans and Association of Cycle Traders (ACT) to name but a few.





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