

# 'Lift Off' for Cycling

## Cycling Demonstration Towns Report 2009

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# ‘Lift Off’ for Cycling

## First Results from the Cycling Demonstration Towns

First results show that the Cycling Demonstration Town programme has been a major success, with all six towns achieving their aim of getting more people cycling, more safely, more often.



For the first time in the UK outside London, ‘lift off’ has been achieved for cycling. The national trend of a gradual decline in cycling levels has been reversed. Averaged across all six towns, cycle counts increased by 27%.

This is a direct result of Cycling England bringing together top level cycling expertise to coordinate a programme of serious investment.

## Introduction

Cycling England was established by the Department for Transport (DfT) in Spring 2005. Its job is to get more people cycling, more safely, more often. It is a unique collaboration involving Government, three major cycling organisations – British Cycling, CTC and Sustrans – and independent specialists in the fields of health, education and transport.

Its aim is to provide a single point of contact bringing together technical advice and expertise on cycling and to facilitate linkages across Government, NGOs and the cycling community. It acts as central hub of expertise for local authorities, assisting and supporting the execution of their own tailor-made local programmes for cycling.

At its launch, Cycling England agreed with DfT two major initiatives: the development of six Cycling Demonstration Towns (CDTs), and a new programme of cycle training – Bikeability – with an ultimate goal of giving every child the opportunity to learn to ride a bike safely on-road before leaving primary school.

Funding, initially £5 million per annum for three years, was exclusively provided and managed by DfT; during 2006, this was increased to £10 million to accelerate the cycle training programme. The DfT retained the role and responsibilities of “paymaster”, while Cycling England was responsible for ensuring that the agreed programme was co-ordinated and delivered quickly and cost-effectively.



# The Cycling Demonstration Towns programme

Starting in October 2005, the Cycling Demonstration Towns programme involved six towns across England. Cycling England invited bids from towns with a population of about 100,000. The towns were selected from applications by 31 local authorities, on the basis of three principal characteristics:

- The ambition of their programme to increase short urban trips by bike
- The commitment and involvement of senior members and officers
- The commitment by the local authority to match-fund the Cycling England central grant.

The six towns were:

- Aylesbury
- Brighton and Hove
- Darlington
- Derby
- Exeter
- Lancaster with Morecambe

Derby and Brighton & Hove both had populations larger than 100,000, and therefore chose to focus their investment on specific targets. Derby concentrated on encouraging cycling among those aged under 25; Brighton focused geographically on the western part of the town, principally Hove. Aylesbury had a slightly smaller population of 60,000.

## How it was done

Each town was granted funding at the level of about £5 per head per year, matched locally, such that total investment was about £10 per head per year. This higher level of funding was comparable with the annual investment in cycling in towns in mainland Europe which had achieved continued growth in urban cycling over a sustained period. It contrasted with the average annual investment in cycling across England over the previous decade of about 70 pence per head, much of which was spent on poor infrastructure.

The core hypothesis was that with investment at “European levels” and co-ordinated activity on both infrastructure improvements and “smarter choice” behavioural change measures, cycling could be shifted to year on year growth – provided that investment was maintained continuously and consistently.

Each town developed its own programme of activities, designed to take best advantage of local opportunities, but supported by some high quality “ready made” packages funded or developed by Cycling England – Bike It, Bikeability and Go Ride. The balance of investment (between infrastructure and “smarter choice” measures) and the principal target groups (the potential new cyclists) varied from town to town. There were differences too in the topography of the six towns, and their initial levels of cycling.

## Benefits of the programme

Cycling contributes to seven of Government’s key objectives, shared by six departments.

### Health benefits

Increased cycling in the CDTs went hand-in-hand with a *town-wide* increase in physical activity – an achievement matched by few, if any, physical activity promotion projects in the UK.

### Transport benefits

The focus of the CDTs is on enabling people to cycle for short everyday trips – to work, to school, to the station or the town centre. In urban areas, making these trips by bike helps cut congestion, pollution and carbon emissions.

### Economic benefits

The investment in the CDTs had a high benefit-cost ratio. A partial cost-benefit analysis, taking account *only* of benefits due to reduced mortality, suggested that for each £1 invested, the value of decreased mortality was £2.59. The overall benefit cost ratio is likely to be greater than this. However, decreased mortality benefits alone put the CDT programme in the Department for Transport’s ‘high’ value for money category.

## Headline results from the CDT programme

An overview of the results of the CDT programme is available as a separate report, 'Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns'. The highlights are as follows:

- The average increase in cycle counts across all six towns (from a network of automatic counters) was 27% between 2005 and 2009.
- Manual counts also showed an increase, which averaged 4% per year.
- The proportion of adults doing any cycling increased by 14% between 2006 and 2009.
- The proportion of adults who took no exercise at all decreased by 10% between 2006 and 2009.
- At those schools which were the target of most intense support in the towns, the proportion of pupils who cycled regularly (at least once or twice a week) increased from 12% to 26%.
- Cycling mode share for trips to these schools increased from 4% to 11%.
- Cycling increased amongst most age groups, but was particularly marked for those aged over 34 – an encouraging result because 'middle' and 'older' age groups are likely to derive even greater health benefits from cycling than younger people.
- Comparison with data from the National Travel Survey and from the Sport England Active People Survey suggests that the increase in cycling seen in the Cycling Demonstration Towns bucked the national trend.
- The rate of growth in cycling in the six CDTs was similar to the rate of growth in London since 2005, and also compared well with the growth rate over many years in successful cycling towns and cities across Europe.

## Cycling England's role: delivering a co-ordinated national programme

There is no single hierarchy of "measures which work" or a common "blueprint". To get more people cycling depends on a clear understanding of local needs and local priorities, and from that, a systematic plan.

At a national level, a co-ordinated programme achieves important efficiencies, and, in the long run, bigger increases in cycling. It does this through:

- A concentration of resources, expertise and experience.
- Encouragement of innovation and experiment, and the means for new ideas to be shared and copied.
- Specialist support skills and resources to assist local authorities with particular challenges, generating a maximum return from local investment, as well as value and efficiency.
- A focus of resource in a select number of places at a time, thereby building strong local experience and getting results more quickly. This creates a foundation for effective investment in cycling in future.
- The ability to develop and roll-out high quality "ready-made" schemes – such as Bike It, Bikeability and Go Ride – which can be delivered across England, without individual local authorities having to develop their own schemes from scratch.
- A mechanism to devolve all funding locally, at the same time ensuring that these funds are really allocated for cycling investment, allowing for clear accountability and transparency.

# What have we learnt?

## Three crucial ingredients

To make cycling an everyday alternative requires:

1. Consistent political leadership and a determination to champion sustainable travel;
2. Sustained investment over time. In London, where high investment has been maintained for a decade, cycling has increased by over 90% and continues to grow;
3. A combination of investment in both infrastructure and smarter choice measures.



## Engagement by many parts of Government

More cycling will contribute to many Government objectives. And the levers to get more people cycling are in the control of many Government departments - Health, Education, Sport and Environment as well as Transport. It makes sense for the different arms of Government to work together.

## “Joined up” projects

The measures needed to increase cycling trips are, in themselves, uncontroversial and unsurprising. But greatest success comes from several interventions working together. For example, schools need cycle training plus secure cycle storage plus good cycle routes to school plus activities like Bike It or Go Ride to inspire pupils and parents to start cycling.

## Local responsibility

In each CDT, the local authority with support from NGOs and volunteer cycling groups needs to deliver its own bespoke cycling programmes. These may be drawn from national schemes and experience, or may be local innovations; either way they require senior leadership, efficient management of funding, and a skilled, motivated delivery team, supported by colleagues across the local authority.

## Start with people (not infrastructure)

Finding the appropriate target audience – the potential cyclists – is the critical starting point for investment in cost-effective behaviour change. Successful cycling programmes start with people:

? **Which** people can be motivated to cycle?

? **What** will motivate them? (“What’s in it for me?”)

? **Where** do they live?

? **Where** do they go?

? **What** measures are required for them?

? **How** do we engage with them?

Building new infrastructure is not sufficient of itself to increase cycling levels; nor is the inability to build routes necessarily a barrier to getting more people to cycle. But where new routes are built, continuity and quality are essential if non-cyclists are to be persuaded to cycle.

## Targeting investment increases effectiveness

Successful programmes focus on specific locales, or ‘hubs’, where the target groups can be most efficiently engaged. A hub may be a school, station, hospital, university or neighbourhood.

Schools, particularly primary schools, have proved the most positive ‘hubs’ for encouraging cycling. About half of school pupils say they want to cycle, and programmes like “Bike It”, after-school clubs and “fun cycling” (eg BMX) have all proved successful. Likewise Bikeability training has been enthusiastically adopted by all CDTs, showing its value as a lynchpin of any schools-focused programme.

## The demand is there

Getting ‘more people cycling’ will not appeal equally to all local authorities, or indeed across the general population. Nevertheless the demand for CDT-type investment is very encouraging – in 2008, at the end of the first investment phase, DfT/Cycling England had bids from 74 local authorities for the 12 grants available.

The Cycling Towns approach works, and can be scaled up to meet this demand.

# Key lessons for local authorities and LTP3

For local authorities, the key issues are – can this be achieved in my town or city; if so, how; how much will it cost; and what will be the return on investment?

## Can this be achieved in my town / city / local authority?

**Yes.** The CDTs represent a range of regions, types, and topographies and there is no reason to believe this success cannot be replicated in other towns and cities in England given two simple but crucial criteria:

- consistent political leadership and a determination to champion sustainable travel;
- sustained investment over time

## How can this be achieved?

The most valuable lesson from the CDTs is that increasing cycling requires a coherent plan, focussed on an understanding of three things:

1. **People** – who can be converted?
2. **Place** – where do they go?
3. **Purpose** – why do they go there?

It may seem obvious, but schemes that begin with a decision to install or improve cycle infrastructure without considering who will use it, or where it will usefully go, do not work.

Successful programmes in the CDTs show that a package of measures is required. This is most often a mixture of infrastructure and ‘smarter choices’ projects. Individual projects have only limited success. Thus, getting children to cycle safely and well requires National Standard training; secure cycle parking at school; an identified suitable route to school for each child; and ideally a school champion to establish a ‘cycling culture’. This is true for every target audience and trip type.

We have found that the most successful programmes focus on specific locales, or ‘hubs’, where the target groups can be most efficiently identified and engaged. A hub may be a school, workplace, hospital, station, college or a town centre.

## How much will this cost; how much return will I get on my investment?

Each town was granted funding at the level of about £5 per head per year, matched locally, such that total investment was about £10 per head per year. This level of funding was comparable with the annual investment in cycling in towns in mainland Europe which have achieved continued growth in urban cycling over a sustained period.

It is worth noting that some target audiences, and their associated programmes, cost more than others. Targeting children and the trip to school consistently shows good returns.



However, even high-cost infrastructure pays back. Cycling England has shown that even a piece of cycling infrastructure costing £1m needs to convert only 109 people to regular cyclists in order to pay back in terms of health, congestion and pollution benefits<sup>1</sup>.

The investment in the CDTs had a high benefit-cost ratio, estimated to be at least 2.59:1, taking account *only* of benefits in reduced mortality. The total benefit (including benefits in terms of congestion, pollution and carbon emissions) will be higher than this.

<sup>1</sup> An investment of £100k requires an overall increase of just 11 more people cycling regularly for the life of the project. An investment of £1m would require only 109 additional cyclists (cycling at least 3 times per week through the full life of the project – assumed for the purposes of calculation to be 30 years). This does not mean that the same people must continue to cycle, but that on average, there should be 109 more cyclists each year than would be the case were the investment not made.

# The Cycling England approach: 'People, Place and Purpose'

Through the experience of the last three years, Cycling England and the six towns have developed a new approach to planning for cycling, which we call 'People, Place and Purpose'.

## People

Finding the right target audiences is the essential starting point for cost-effective behaviour change: 'Which people can be motivated to cycle?', and then 'Where do they live?'; 'Where do they want to go?'; and only thereafter 'What measures are required to help them take up cycling?'; 'What are the motivations/benefits for them?'.

The starting point in each CDT was to identify which groups of people might be most likely to make such a shift, the *maybe* cyclists, and then to target them with a series of initiatives designed to overcome barriers to change and provide relevant motivation to start cycling and 'benefit' from so doing.

Towns that had active 'stakeholder' steering groups for their project found them to be invaluable. It was clear that the advice of local cycling groups needs to be considered in context i.e. it represents the views of experienced cyclists and not necessarily 'maybe' cyclists. The best results were had when local cycle campaigners worked hand in hand with the local authority, but where both acknowledged that the target audience was 'maybe' cyclists and the needs of this latter group were actively and separately sought.

In all six towns, the first target group identified was young people (between the ages of 8-14). This group has a very high desire to cycle to school (c.48% stated preference), but few (<1%) do. Further, primary schools are on average less than 2 miles from home; and there are 500m trips to school by car each year. This target group of young people therefore forms an ideal focus of: those who want to cycle; have a short urban trip; and have a significant impact on car traffic at peak times.

Confidence and perceived safety are the two biggest barriers. There are many ways to tackle each, but by far the most cost effective starting point is training, when delivered as part of a comprehensive package. Derby, in particular, has focussed on providing a complete cycling experience for young people from infant stage ("Scootability") through to Further Education. Training is the essential starting point as part of a package that looks like this:

- **Getting started** - primary school: Scootability; Bikeability levels 1 & 2
- **Keeping going** and the transition to secondary school: Bikeability level 3
- **Winning support** of the school and parents: school champions (e.g. Bike It, Go-Ride)
- **Opportunities to keep cycling**: after-school clubs, girls clubs / activities (e.g. Beauty and the Bike), cycling and excitement (e.g. BMX).

Other significant target groups which the towns engaged with include:

- University students (Exeter, Lancaster)
- Large employers and their employees (Brighton, Exeter, Lancaster)
- Over 50's (for health and social reasons) (Exeter)
- Women and families (Darlington)
- People travelling to the station or visiting the town centre (Aylesbury).

Several CDTs targeted people with short journeys to work as potential new cyclists. For this group, it is more productive to work intensively with a few (3-5) large employers, than to work at a more superficial level with many employers. Staff champions within the target organisations play an important role in promoting cycling. Efforts to recruit and support such individuals (via Bicycle User Groups or Cycle Challenges) are therefore particularly worthwhile.

Some of the CDTs promoted cycling to residents via personal travel planning (PTP). This is likely to be more effective in neighbourhoods where cycling has been made significantly more attractive (e.g. by providing a high quality direct route to the town centre).

## Place & Purpose

Having established the key target group and their specific trip or destination, consideration must be given as to how they will get there. This requires finding or knowing the way and having a reasonable route.

Finding your way requires clear comprehensive signage and maps. Aylesbury's 'Gemstone' routes formed the core of their marketing plan. The routes were thoroughly signed on-road, and simple route-maps were given to all households along each route and put in estate agent information packs.



On-road signs can also act as advertising to other road users. Use of times instead of distances highlights to potential cyclists (particularly motorists) that cycling is a convenient and quick alternative.



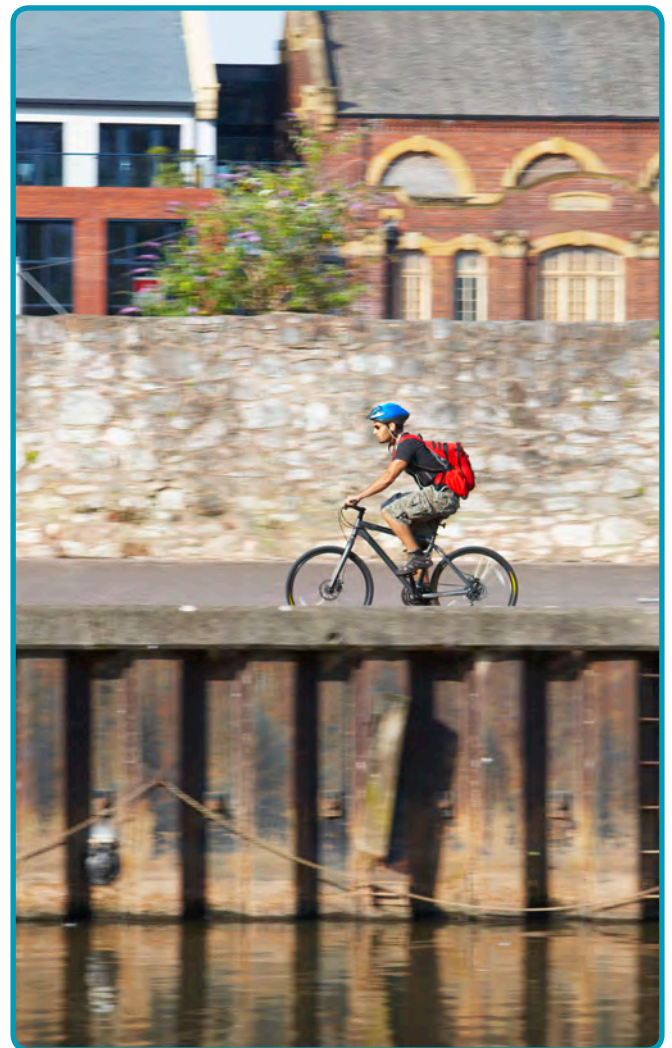
Cycle routes must be **convenient, direct, safe** and **attractive**. The cycle network must be determined by the previous identification of key destinations (and **not** simply by where it is easiest to build new infrastructure). Routes should not have gaps or barriers. There should be clear provision at main roads and reasonable priority at junctions.

Cycle routes may include a mix of:

- Slower speed roads (often with lighter traffic)
- Attractive traffic-free sections (e.g. through parks)
- Tracks alongside busy roads (sometimes shared with pedestrians)
- High-quality on-road cycle lanes.

Town centres must be permeable to cyclists, and town centres and stations must offer convenient parking.

It takes time and persistence to achieve the ideal cycle route network. However, the CDTs have demonstrated that persistence pays off. Notable successes include Darlington's decision to allow cycling through its new 'pedestrian heart' and Lancaster's determination to create a link to its university.



# How can I incorporate planning for cycling into my local authority?

## Organisational / Structural considerations

The right political will, high level support within the authority, and a motivated and skilled team is essential. It is only with these in place that sustained funding and consistent delivery is possible.

The right team requires sufficient professional skills and, crucially, support from the rest of the authority structure. A project manager in charge of a cycling plan requires understanding, support and action from a number of key related departments such as the authority's planners and engineers, as well as more widely within the authority such as from their education and health colleagues or tourism and marketing teams.

## Planning for Cycling

There is no substitute for examining local circumstances and making choices about the most likely target audiences – the 'maybe cyclists' in the local authority, town or city. A programme balancing infrastructure and soft measures can then be developed. As a broad guide, the CDTs' programmes can all be roughly divided between the following programme areas, each of which has elements of infrastructure and soft measures:

- Encouraging young people and families
- Encouraging cycling to specific destinations – e.g. commuting to work
- Encouraging specific groups to cycle, especially for the health impact
- Discouraging driving for short urban trips through focussed travel planning.

## Local Transport Plans

Getting more people cycling requires that the right policies are adopted across a range of local government responsibilities – planning, education and tourism as well as transport. Nevertheless, the Local Transport Plan is the best place to start, particularly with authorities planning now for the third Local Transport Plan phase. Local authority policy areas and programmes that directly impact on cycling include:

- Land use policy and development control guidance
- Traffic management and car parking policies
- LTP capital investment programmes
- Smarter Choices Programmes (including travel plans and personal travel planning)
- Cycling and public transport interchange
- Recreational, tourism and health cycling partnerships.

For greatest impact, LTP capital investment in cycle route networks, cycle parking and cycle hire schemes should be accompanied by supporting revenue-type measures such as:

- Cycle skills training programmes (Bikeability)
- Promotion events and materials
- Development of route maps and signage
- Cycle commuting and employer partnerships.

## Capitalising on wider initiatives

There are other national cycling programmes that can be accessed by local authorities to boost local initiatives. These include the joint DCSF / DfT School Travel Initiative and the national online cycle journey planner in development with Cycling England and Transport Direct.

The most significant of such programmes is the Bikeability cycle training scheme – cycling proficiency for the 21st Century. Bikeability provides the access point to all sorts of other kinds of cycling, particularly for school children, and should be seen as a prerequisite to any programme designed to boost cycling levels to school. There is significant investment in instructor training as well as in grants to schools for the basic training itself from Cycling England. Local authorities can access both funds to pay for training instructors and training children to Bikeability level 2. Visit [www.bikeability.org.uk](http://www.bikeability.org.uk) for further details.

There are very often programmes of much wider significance and influence that can have a greater impact on cycling than any direct spend on cycling projects themselves. Examples include congestion charging in London, and wide-scale introduction of 20 mph limits on minor roads.

Exeter has been able to take advantage of a major school building programme to include new cycling facilities, parking, links and routes to schools as the schools were being redesigned – a particularly cost-effective moment to introduce measures for travel behaviour change. The national 'Building Schools for the Future' programme offers an important opportunity to 'design-in' cycling right from the start.

Despite the recession, new housing developments offer a considerable long-term opportunity to 'design-in' cycling from the outset at much lower cost than the retro-fitting required in our existing towns and street layouts. Developer contributions can be used to substantially subsidise the cost.

## Events and Fun

A final word on the role of large events: as part of a more general engagement with the whole local community, CDTs have invested in various events to make cycling an enjoyable/fun activity. These range from active engagements in mass rides and charity events to passive 'entertainments', such as elite cycle races, bicycle film shows and a 'bicycle ballet'. To date there is little evidence of the impact or effectiveness of these 'broad spectrum' activities; they may help to set cycling in a more attractive cultural milieu, but do little to encourage new cyclists. Likewise mass rides tend to appeal to existing, albeit occasional, cyclists and do not represent the circumstances of ordinary everyday cycling.

Some towns (e.g. Darlington; Exeter) have used elite cycle races as a powerful "hook" to encourage schools to engage with Bikeability training, offering the chance to ride the race course and be photographed with the riders. This is very motivating but entails considerable additional effort and resource.



# Where next?

## Working with the Cycling Towns

The original six Cycling Demonstration Towns are now in the second phase of their cycling programmes, and will be supported by Cycling England until 2011. Building on the experience of the first three years, they are delivering strong programmes which combine investment in infrastructure with smarter choice measures. Cycling England is maintaining its proactive approach with the towns, and monitoring the effects of their work.

In 2008, another 11 Cycling Towns and a Cycling City were recruited, and these city and towns are benefiting from the experience of the original six. The 18 city and towns meet three times a year to exchange experience. An expanded evaluation programme has been put in place to understand in more detail the key success factors in these places.

Cycling England's aspiration is to continue the Cycling City and Towns programme beyond 2011, focussing effort, support and resources on a group of around 20 towns at a time. We believe that each town should be supported for up to six years; any less than this risks wasting effort. Our experience is that it takes up to a year for a town to recruit and build the skills of a high-performing cycling team. Having made that investment, it is important to give a team time to deliver.

## Supporting programmes

Alongside the Cycling City and Towns programme, Cycling England has two more programmes: Schools and Young People; and Finding New Solutions.

The **Schools and Young People** programme offers an outstanding opportunity to ensure that the next generation of young people is a generation of cyclists. Schools, and after-school activities, are the hub for this.

The next stage will involve:

- **Building the Bikeability brand.** This has been adopted by 75% of local authorities. It has the potential to be as significant over the next 20 years as Cycling Proficiency was from the 1950s to 1980s. It should not decline into simply a short-term initiative. It needs continued communications investment.

- **Building skills for on-road cycling.** The initial programme addresses basic cycling skills, principally among 10/11 year olds (Year 6). Young people are the "most willing" target group and the most important for the growth of everyday cycling. To train all primary and secondary school pupils to ride safely on-road (Bikeability Level 3) would cost £50 million per year.
- **Safe Routes to Schools.** Investment through local authorities must continue for the improvement of routes to schools. This should include wide extension of 20 mph zones and experimentation with "cycle priority" routes on selected urban minor roads.
- **Cycling as a "Life Skill".** Young people must become sufficiently engaged in cycling so as to change their travel behaviour and adopt it through their lives. To help create that durable behaviour change, we should increase the number of school champions, to cover every school within 7 years; invest further in cycling's role in extended schools and youth group activities, where we are developing the new Bike Club scheme; extend the scope of training through School Sports Partnerships; and introduce Bike Loan schemes in all major sites of tertiary education following the Nottingham pilot.

Through its **Finding New Solutions** work package, Cycling England is trialling new packages of measures to increase cycling for leisure and cycling to work, as well as with train operating companies to encourage cycling to and from stations.

The measures now being developed under the Finding New Solutions banner will provide the next generation of large-scale programmes, helping local authorities and other agencies, such as National Parks, major employers and train operating companies, to play their role in getting more people cycling, more safely, more often.

# Conclusions

In its first three years (2005-2008), the CDT programme has shown that it is possible to get more people cycling for short urban trips.

This is a very promising start, but it must be sustained. The high levels of cycling in many European cities are the result of consistent policy and sustained investment over two decades. If the level of growth seen across the six towns is sustained for twenty years, cycling trips will rise fivefold. This will have a transformative effect on health and make a major contribution to cutting carbon emissions and congestion.

This is an opportune time to capitalise on the start which has been made, given:

- Increasing public engagement with leisure cycling activities
- Growing awareness of our everyday lives' impact on our environment and our health, and
- The growing interest and support for Team GB at the 2012 Olympics.

Increasing the amount of cycling is a unique way of meeting a range of government targets on the environment, health and activity levels, as well as helping to reduce congestion in towns. The work of Cycling England so far has demonstrated that it is possible to reverse the trend of falling numbers of cyclists and, indeed, to get more people cycling more often and more safely. This is the time to scale up the level of activity and to roll out programmes on a national basis.

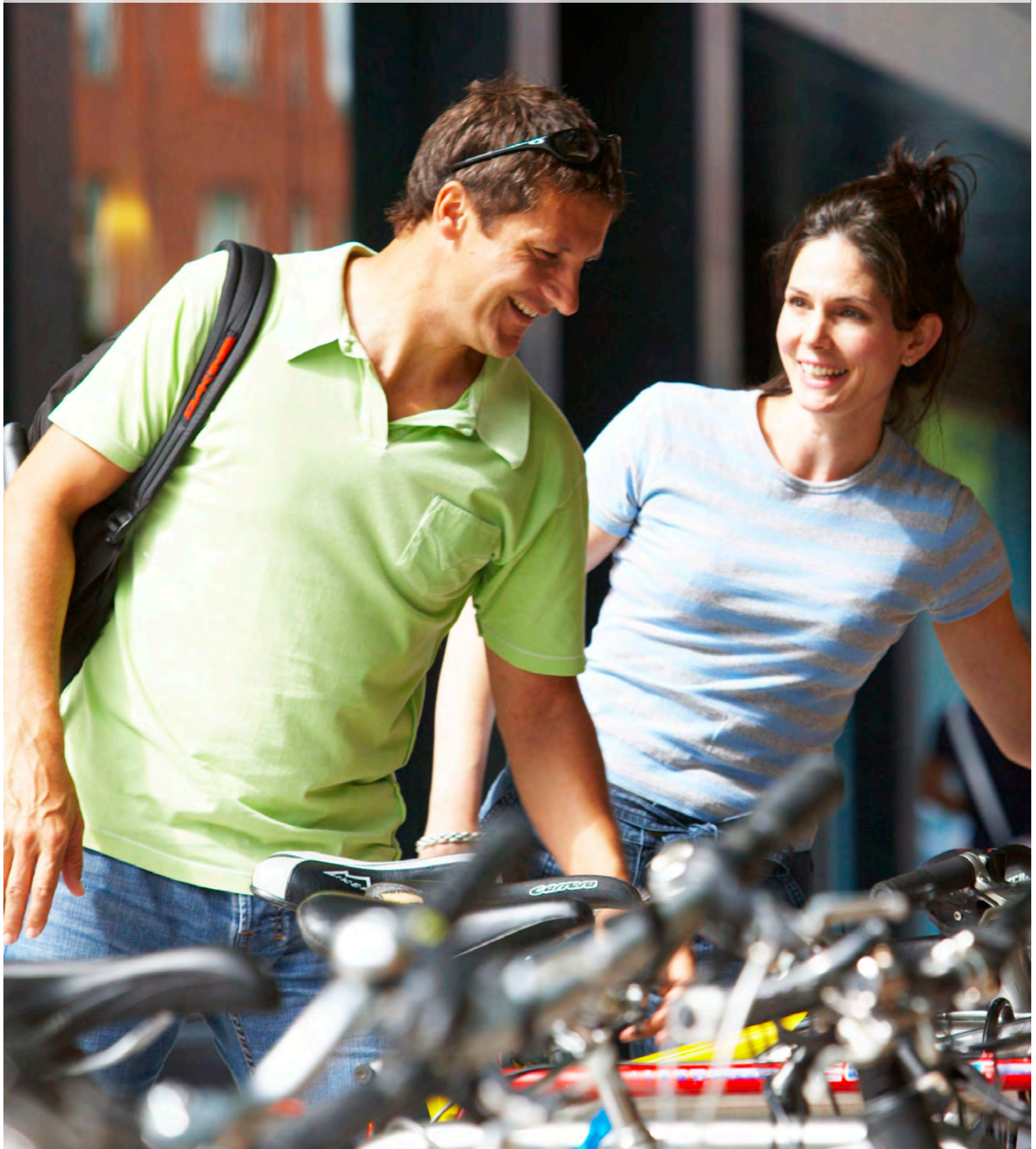


Phillip Darnton, Chairman of Cycling England  
7th December, 2009



# The programmes in each of the towns

## Appendix



Several programme elements were common to all six towns:

- **A focus in schools – cycle parking, Bike It officer support, Bikeability training**
- **Engagement with the local business community**
- **Major cycling events and publicity.**

This section picks out a few highlights of the work in each of the towns.

## Aylesbury

Aylesbury is the smallest (60,000 population) of the Cycling Demonstration Towns; however as a growth area, and being typical of many shire towns in England, it is a good location for working to build a cycling culture.

Initially Aylesbury adopted a different strategy from the other CDTs with a strong emphasis on marketing their existing cycle network. A series of highly visible, colour-coded routes using quiet roads and current infrastructure were developed, with minimum investment in new routes. The focus was on cycling trips to four key destinations – school, the railway station, work and the town centre.

Each route is branded with the name and colour of a gemstone (“The Gemstone Cycleway Network”) and links communities, schools, hospitals, local centres and employment areas.

The routes are signed with times (rather than distance) to the destination – an idea subsequently replicated in other Cycling Towns. The Network was launched with extensive local media coverage and advertising.

Route-specific maps were produced and distributed to houses adjacent to each relevant route.

In 2009, the Bourg Walk Bridge (a £3 million investment, not part of the Cycling England programme) was opened to provide pedestrian and cycle access across the railway line, and to unite the north and south of the town.

## Brighton and Hove

With a population of 243,000 this is the joint largest of the CDTs. Given the budget available (£500,000 per year), the focus was on the western side of the town towards Hove. The east/west sea-front route was widened and extended, and a 1.5 km north/south fully segregated Cycle Highway was built in Hove, with the intention in 2009/2011 of linking it to an east/west Cycle Highway across Hove to the Brighton town centre to complete a network of priority cycling routes.



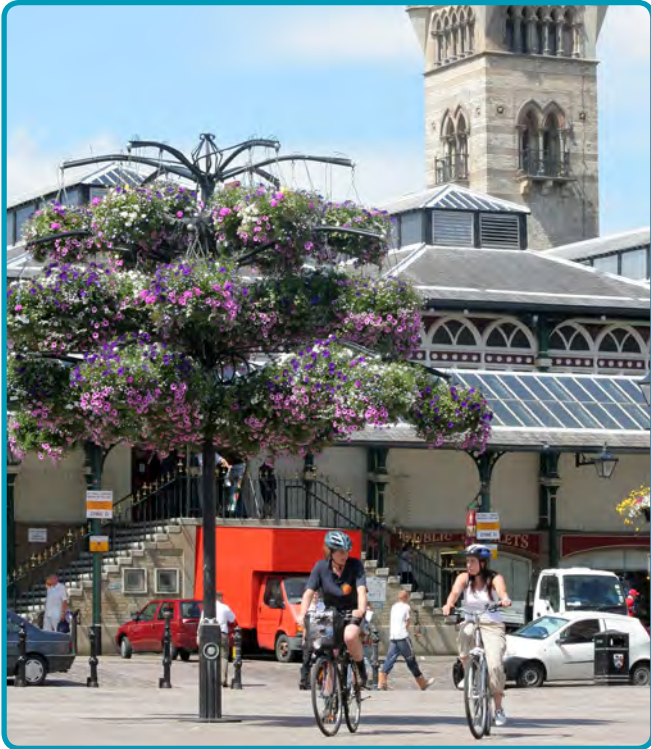
Brighton’s plan also featured a programme of Personalised Travel Planning (PTP). This targeted neighbourhoods in sequence as their local cycle infrastructure was improved, and provided information and incentives to cycle, including adult training.

To signal the emphasis on encouraging cycling in town, Brighton installed advanced stop lines at all 29 traffic-light controlled junctions within a 3 month period.

With a high proportion of 16-34 year olds, cultural events linked to cycling were an important part of the programme, in an effort to make it fashionable and to appeal to the town’s liberal, artistic community.

## Darlington

Darlington also obtained DfT funding as a Sustainable Travel Town just prior to its selection as a Cycling Demonstration Town. This dual investment allowed revenue funding for a programme of “smart measures”, branded “Local Motion” (designed to promote walking and public transport as well as cycling) and capital funding for new/improved cycling infrastructure.



Despite its flat topography and compact urban area, levels of cycling in Darlington started well below the national average – about 1% of all trips.

Seven radial cycling routes have been installed through quiet streets, green spaces and off-road; this has doubled the length of cycle route to 41 km. As in Aylesbury, signs show times rather than distance, and routes lead to, and cross, the town centre which has been newly redesigned as a shared pedestrian/cyclist space.

Intensive support has been given to getting pupils cycling to school, with 1200 new parking spaces installed; Bikeability training is taken up by 96% of primary schools.

Funded as part of “Local Motion”, a personal travel planning programme targeted every household, and a travel club has attracted 10,000 households.

## Derby

Derby is the joint largest (240,000 population) of the CDTs. Within the available budget (£500,000 per year), Derby focussed its programme exclusively on children and young people. (c.100,000 in total).

Cycling England funding was used for “smarter choices” activities in all Derby schools, with additional cycling promotion and information and out-of-school activity.

The core objective was to ensure that cycle training led to a sustained change in behaviour in cycling among young people, engaging them in extended hours’ activities; after-school clubs and BMX cycling.

Cycle training takes place at all 54 primary schools; 36 schools have Bike It officer support; over 1300 pupils have participated in after-school clubs, and all secondary schools will have permanent clubs from 2009. School holiday activities feature training for all ages. The Cycle Derby website had over half a million visitors in three years.

The BMX track was improved to competition standard, enabling it to host regional/national events, and become a focus for out-of-school activity.

Derby’s focus has been to ensure that children do not just receive basic training in cycling, but are encouraged to make this a ‘life skill’ through their continuing engagement with all forms of cycling activity in after-school clubs and BMX.



## Exeter

Both Devon County Council and Exeter City Council had a strategic commitment to cycling prior to the start of the CDT project. Plans were in place for the 18 mile Exe Estuary route for both leisure and commuting; information from projected maps of the eventual town cycle network and data from school travel plans allowed a rapid start to scheme implementation from 2005.

Senior management support and involvement at both County and City level by officers, portfolio holders and stakeholders lent powerful impetus to the implementation of projects, as well as to a longer-term vision of cycling in the region.

The shift from a “junior/middle” school structure to a “primary/secondary” system, with its attendant large building programme, has given significant momentum to the cycling schools projects; five new schools have on-site cycling facilities and cycle routes “built in” from the outset, and nearly every school provides Bikeability training. “Beauty and the Bike” – a scheme to encourage more teenage girls to cycle – has been trialled in Exeter, and subsequently taken up in other CDTs.



## Lancaster with Morecambe

Even prior to the start of the CDT project, Lancaster had made significant investment in cycle infrastructure. With Lancaster and Morecambe being only 5 kms apart and the greenway off-road cycle route joining them, the geography is well suited to cycling. Furthermore the construction of the Millennium Bridge – a pedestrian and cycle bridge crossing the river – created an attractive uninterrupted route between the towns, as an alternative to an extremely congested traffic route.

75% of residents live and work locally, and 53% live within 5 kms of their workplace; two universities create high levels of 16-24 year olds – suggesting considerable potential for cycling growth.



Over the three year period, emphasis has continued on infrastructure investment, including a scheme to permit cycling on the Morecambe Promenade, and upgrading the town’s canal towpath routes.

In total the cycle network has increased by 30 kms to 79 kms.

In parallel with the construction and enhancement of cycle routes, the council has developed a programme of smart measures, including most notably an intensive focus on cycling to work at a few major employers, such as the University, the hospital, the council and a local college.

For more information about Cycling England, please visit [www.dft.gov.uk/cyclingengland](http://www.dft.gov.uk/cyclingengland)

For more information about Bikeability, please visit [www.bikeability.org.uk](http://www.bikeability.org.uk)