



**CYCLING TOWNS & CITIES
2008 – 2011**

INFORMATION FOR BIDDERS

February 2008

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A) INTRODUCTION

This Document

This document has been prepared to provide information for local authorities interested in applying for status as a new 'Cycling Town' or 'Cycling City' and for Cycling England funding to significantly boost levels of cycling in their area.

It sets out the background, funding available, process, timetable and selection criteria. It provides details of where further help can be obtained in putting together your bid.

Cycling England

Cycling England (CE) is the independent, national expert body set up by the Department for Transport in 2005, and charged by Government with delivering programmes that get 'more people cycling, more safely, more often'.

It completes its first 3-year remit in March 2008. Based on significant success in its major Cycling Demonstration Town & Schools programmes alongside a detailed set of proposals called 'Bike for the Future II' it has now been awarded £140m for the next 3 years from the Department for Transport, with a £15m contribution from the Department of Health.

Cycling Towns & Cities of the Future

Cycling England is seeking to partner with local authorities across England to create 10 new Cycling Towns and 1 large Cycling City, and a step-change in cycling levels.

B) GENERAL INFORMATION FOR BIDDERS

What is the *Cycling Towns & Cities* Programme all about?

2005 – 2008

We know from the experience of our European counterparts that it takes consistent investment over several decades to achieve large increases in cycling.

In order to demonstrate the impact of European levels of funding on cycling in this country, Cycling England selected six Cycling Demonstration Towns (CDTs), comprising Brighton and Hove, Lancaster with Morecambe, Darlington, Derby and Exeter, to receive funding of £500,000 per year for three years, while Aylesbury (due to its smaller size) was offered £300,000 per year. All towns were required to at least match the Cycling England funding from other sources, giving a total cycle budget of around £10 - £12 per citizen per year.

While all six towns possessed low or moderate cycling rates, each offered a different challenge in terms of demographic profile and topography. But the objective for all was to develop an exemplary physical environment for cycling, raise cycling levels and, by doing so, share learnings and create examples of best practice.

In two years all towns have seen significant increases in cycling levels and are helping amass the evidence to support the strategic, long-term role cycling can play in helping to tackle today's transport and health challenges.

2008 – 2011

Cycling England has proposed that a further 10 towns and one large city or conurbation are awarded 'Cycling Town' or 'Cycling City' status, in addition to continued investment in the existing towns.

Our paper 'Bike for the Future 2' estimates that an expanded Cycling Demonstration Town 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% increase in cycling in the targeted towns over four years. If achieved, it would be equivalent to a 7% increase in national cycling levels.

The Department for Transport has endorsed Cycling England's proposal to significantly expand its Cycling Demonstration Town Programme, and provided funding for up to 10 new cycling towns and 1 cycling city, in addition to the 6 current towns.

Cycling England now wishes to announce the opening of the bidding process to select the new Cycling Towns and Cities.

Who can apply?

Cycling England is seeking bids from Local authorities or consortia of authorities.

Bids are also welcomed from regional or sub-regional bodies with a relevant remit. We would expect that any such bids would have the active involvement of the relevant highway authorities. Consortium bids should have a lead body.

Cycling England intends that Cycling Towns & Cities will cover a range of sizes, from market towns (with their surrounding rural hinterland) up to at least one large city or conurbation. There are no constraints on the geographical size or population size of proposed towns and cities. All proposals will be judged on merit.

A note on population size: CE is seeking to create 11 new towns and cities with at least 1 very large conurbation as a cycling city. For the purposes of calculating budgets, benefits and value for money these have notional populations of around 100,000 for the towns / small cities and around 500,000 – 1,000,000 for the large cycling city. However please note that these figures should be treated purely as averages. It is quite possible that we will select a different combination of new towns and cities depending on the bids received. Bids of all population sizes will be considered.

How much funding is available and how much must be matched?

Funding will be based on population – as a rough guide, we expect that CE funding will be between £5 - £10 per head of population per year depending on the nature of the bid and programme proposed. Bids should reflect this range but should be focussed on what needs to be delivered i.e. the required programme, not population calculations. We anticipate that there will be some 'ramping up' of funding – that is, funding may be lower than this in the first year, when projects are under development.

Cycling England funding is available from the financial year 2008/9 until at least 2010/11 for this programme. Depending on funding settlements for Cycling England beyond this time, Cycling England would continue to commit to support Cycling Towns and Cities where appropriate, recognizing that commitment and consistency have been the key to long-term behaviour change in the best European cycling cities.

Bids may propose a mix of both revenue and capital funding. The final allocation to successful towns will depend on the nature of all bids and the total funding required across the programme.

Match-funding

All Cycling Towns & Cities will be expected to contribute additional funding to at least match that of the Cycling England grant.

Match-funding might be from the LTP settlement, or from developer-funded schemes; it cannot be from other programmes funded by Cycling England. Together with the CE contribution, the matched funds will bring the annual level of investment in cycling up to an amount which is comparable to the best European cycling towns and cities.

How much commitment does the programme require?

CE will be looking for senior political and officer commitment throughout the authority(ies) bidding. This must be (at least) from a political champion such as the transport portfolio holder, and the relevant Director in your local authority, who must be able to demonstrate that the authority supports investment in high quality infrastructure which gives clear advantage and priority to cyclists, including in circumstances where road capacity is limited.

It is envisaged that the highway authority will be the lead partner in delivering the programme of investment, but with the active involvement of second-tier local authorities, health and education bodies and voluntary groups. Successful towns will be expected to establish a strong steering group, drawing in local people who bring specific skills, contacts and experience to the initiative. Steering group members might include people such as the editor of the local newspaper, a head-teacher of a local school, and local business leaders.

Cycling England is seeking authorities that will feel a strong ownership of their programme, aims and objectives, with significant buy-in from local stake-holders. Throughout the funding Cycling England will expect to play a full and active role in supporting the preparation and delivery of your programmes, working with you, your partners and stakeholders to achieve higher levels in cycling.

What is Cycling England looking for in a Cycling Town or City?

Cycling England is quite simply looking for broadly based, ambitious and forward-thinking proposals from committed authorities to significantly boost cycling.

There are few everyday activities which have the potential to genuinely improve society and change the lives of individuals. Cycling is one of them. Whether it is through easing congestion, tackling traffic emissions or improving health, the bicycle can play a significant role in tackling some of the greatest challenges we face today, both nationally and locally. We are seeking authorities who share this view at the highest level, have their own ambitious ideas tailored to local needs, are able to demonstrate that they are willing to take difficult decisions to support their strategy, and are keen to learn from the successes (and difficulties) found in the current Cycling Demonstration Towns.

In addition to this there are a number of pre-requisites Cycling England feels need to be in place in a Cycling Town or City. These are set out in Section D – Pre-requisites and Selection Criteria.

C) THE SELECTION PROCESS

Written Application

An Application Form has been developed which asks key questions and will enable Cycling England to create a shortlist. Please complete this application form and provide supporting evidence. It is not necessary that the finer details of your proposal or partnerships are finalised by the time the written application form is submitted; Cycling England will explore shortlisted bids in more detail at a later stage.

The Application form should be supported by maps, photographs and any other visual aids to give Cycling England as good an indication as possible as to the nature, scale and ambition of the strategy.

FIVE COPIES OF THE FORM AND ALL SUPPORTING EVIDENCE SHOULD BE SUBMITTED.

Free help and advice during this period will be on offer from Cycling England's Local Authority Support Team. This team has worked with the current CDTs and provided advice, in particular technical advice, to many Local authorities on cycling issues. Please contact tony.russell@cyclingengland.co.uk to access this support.

Completed applications (with five copies of all documents) should be sent to: Cycling Towns & Cities Programme, Cycling England, PO Box 54810, London SW1P 4XX, to arrive no later than 5pm on 31st March 2008.

Shortlisting

- A short-listing process will take place during April and early May. All applications will be scored and a lower cut-off point set. Shortlisted towns will be divided into 2 interview phases.
- We aim that the successful first phase towns will begin delivering their programmes by September / October 2008; 2nd phase towns a little later. Being selected for 1st or 2nd phase interviews does not indicate likelihood of success.
- Unsuccessful towns will be written to immediately. All unsuccessful applicants will be offered continued support from Cycling England in the form of access to advice, updates and other areas of the programme.
- Successful shortlist towns selected for the 1st phase will be invited to attend an interview on one of either the 29th, 30th May, 2nd June or 3rd June 2008. 2nd phase shortlist towns will be invited to interview in September 2008. Please indicate on your application form which of the May / June dates you would prefer if selected for 1st phase interview.
- Depending on the nature of the applications for cycling city status, between 2 and 5 cities will be also selected and invited for interview in May / June.

Interviewing

Phase 1

- Interviews will be held for the first phase of shortlisted towns during 29th May to 3rd June. All successful shortlisted applicants invited to interview will be expected to be able to attend. Interviews will be in a central location (e.g. Birmingham).
- Each town and city will have 2 hours to present their case and answer questions, with the majority of time going to discussion and questions. It is suggested that the presentation lasts no more than 30 minutes. Cycling England will expect to see senior-level support at these interviews, as well as strong visual aids.
- Cycling England expects to select 5 or 6 applicants at this stage. Candidates not selected at this stage may be placed on the 2nd phase shortlist if the panel feel that a decision cannot be taken without a site-visit.
- Successful candidates will be informed following the interview period and public announcements made with the Department for Transport.
- Cycling England will reserve the right over the following 3-months after selection to withdraw their offer should it become apparent that the cycling town or cities' strategy and political support are insufficient / undeliverable.

Phase 2 Interviews

- Phase 2 shortlisted candidates will be invited to a mix of interview and site-visit assessments in late September for the final places. The exact nature of this process can only be determined once bids have been received and shortlisted.

Post-Selection

Phase 1 Towns

- A general strategy workshop will be arranged for the successful towns in June / July at which some of the CDT project teams will be present. This enables the towns' key contacts to meet each other, current CDTs and Cycling England.
- A visit to a current CDT will be arranged for each new town's project team and in particular for senior officers and political supporters. The CDT will be selected on the basis of programme similarity. The visit will include a cycle tour.
- There will follow a series of support visits by the Board and other CE resource to help develop each town's strategy and first years work programme.
- During this time, each town should begin the planning phases of key schemes, begin to recruit project teams, and develop the necessary internal and external links with key partners – e.g. traffic engineers, school travel planners, LEA, local PCT, local station, key local employers, developers etc.

- A local steering group should be formally set up at this time and should sign off the work programme before it is formally submitted to CE. This should obtain greater local buy-in.
- Work programmes for the Phase 1 towns should be signed off by CE by end August or earlier so that they can begin to deliver their work programmes.

Cycling City

- The same process above should run concurrently for the chosen cycling city except the visit for senior officers will be first to London, and also perhaps to a European city which has achieved similar success for that which the city has ambitions.

Phase 2 Towns

- The same Interview process as for phase 1 towns will be undertaken in September. Some site-visits may be required. Support visit to successful towns should take place during October, November and December 2008.
- Visits to CDTs (or Phase 1 towns) should take place in October and November
- Programmes should be signed off by the end of the year so that work can begin in January 2009.

The Process at a Glance:

Timeline	Milestone
20 th February 2008	Bidding Opens
31 st March 2008	Written Applications Deadline
April - May 2008	Shortlisting
29 th May - 3 rd June 2008	Interviews
June – September	Phase 1 - Visits and Programme Preparation
September 2008	Phase 1 - Cycling Towns & Cities begin delivery
September 2008	Phase 2 Interviews / Site-visit
October – December 2008	Phase 2 - Visits and Programme Preparation
January 2009	Phase 2 - Cycling Towns & Cities begin delivery

D) PRE-REQUISITES & SELECTION CRITERIA

Pre-requisites

- Applications need not be limited by population or Local authority boundary. Consortium bids are welcomed. Applications should be signed at least by the Transport Portfolio holder and the head of transportation in the Local authority.
- 100% or more match-funding of all CE funds spent on schemes that will support the programme.
- Cycling England will require each successful town to support other key elements of its programme¹. This includes:
 - Delivering Bikeability – with an aim that each cycling town / city offer level 2 to all children before they leave primary school by 2011. See www.bikeability.org.uk for more details.
 - Installing Schools Champions (e.g. Bike it Officers)
 - Promoting or setting up after-school clubs (e.g. Go-Ride)
 - A commitment to maintain the NCN in your area.
 - Taking part in Cycling England's national online cycle journey planner project (this will involve some data collection within your authority)
- 'Technical' requirements:
 - Permeability to cyclists of the town or city centre;
 - Certain quality levels of design in infrastructure conforming to CE's recommended design portfolio:
<http://www.cyclingengland.co.uk/engineering2e.php>
 - A willingness to restrain traffic volumes and speeds and to give advantage to cyclists;
 - A suitable package of complementary smarter choices measures;
 - A bold signing strategy (e.g. putting times rather than distances on cycling signs).
- The towns should form a local steering group upon which sit all stakeholders and evidence should be included of their support at a senior level. This must include (at least):
 - Other local authorities involved in delivery of the project;
 - the local PCT(s);
 - station / rail franchisee(s);
 - key employers, key developers.
- Monitoring – all Towns and Cities will be required to take part in Cycling England's monitoring regime to measure impact. This will take up a small proportion of the budget, depending largely on how many automatic cycle counters need to be installed. **Further details can be found at Annex 1.**
- Wider strategies for climate change and obesity should support the cycling strategy in particular dealing with levels of physical activity and traffic congestion.

¹ Note: some pre-requisite elements may be funded separately by Cycling England.

Assessment Criteria

The following areas will be taken into consideration when scoring your bid:

1. Leadership
Has the local authority persuaded us that there is strong commitment to the project at the highest level? Have they given a high priority to cycling in the past? If not, why will things be different from now on?
2. Quality of the team
Are we persuaded that the people who would be working to deliver the project are also absolutely committed to it, and are ambitious to deliver change? Does the authority have the capacity, skills and structures to cope successfully with the challenges of the project?
3. Ability to bring together whole of town
Does the local authority have good working relationships with a wide range of partners, including cycling groups, employers, public transport operators, and the health and education sectors, and will it be able to harness these? Are these partners committed to the project at a senior level?
4. Funding
What matched funding is the local authority already able to identify? Is this substantially more than their historical LTP spend on cycling? (That is, will our money unlock funds that would not otherwise have been spent on cycling?). From what programmes will additional matched funding that would not otherwise be spent on cycling be diverted?
5. Innate potential
What is the innate potential of the town? Are there any restrictions or barriers posed by geography or other factors that make it unlikely that cycling levels will rise, no matter what is done? Or is there evidence that they can overcome these barriers? Are there any particular advantages which make it promising cycling territory? Is the wider political context helpful?
6. Strategy & Work Programme
Does the local authority have a clear idea of how it will increase cycling? Are they able to be specific about what they will do? Does their strategy cover all the bases, including infrastructure, engagement with workplaces and schools, work with public transport operators, and promotion and marketing? Does this translate into an achievable, deliverable work programme? What is their current target for increasing cycling; what is their proposed target if their bid is successful and what is the basis for that?
7. Wider Complementary Programmes
How do the local authority's wider programmes support cycling; e.g. LTP2 targets and policies, LAA targets, track record in measures to restrain traffic. How do the existing programmes of key partners (e.g. PCTs, rail operators) support cycling.

8. Health
Proposals should include robust plans to optimise and demonstrate the health benefits of the programme, in particular how it will contribute to promoting healthy weight in line with the cross-government strategy Healthy Weight, Healthy Lives: http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378
9. Sustaining Strategy
Demonstrate how the local authority would sustain a commitment to cycling once the Cycling England funding ends.
10. Sharing best-practice / Disseminating Lessons
Demonstrate a willingness to share experience with other local authorities in the region, e.g. through conferences, seminars or workshops.

ANNEX 1 - MEASURING IMPACT

Accurately measuring levels of cycling is notoriously difficult. But being able to measure whether Cycling England's investment is having an impact lies at the heart of the project. Reliable, robust and independent monitoring has been put in place to chart:

- the change in total cycling figures in each of the six towns
- the effect of the programme on people's health

To measure the total amount of cycling in each town, Cycling England has worked with Sustrans, the University of Bolton, Leeds Institute of Transport Studies and Cavill Associates to devise a comprehensive monitoring plan, involving a number of different forms of data-gathering for each town. This includes:

1. *Installing a network of automatic cycle counters*
2. *Manual cycle counts*
3. *Gathering data from workplace travel surveys*
4. *Gathering data from school travel surveys*
5. *Behaviour and Attitude Surveys*
6. *Counting parked bicycles*
7. *Physical Activity Survey*

These surveys will be continued and developed for the Cycling Towns and Cities Programme.

Note - Cycling England will fund a separate contract to oversee the monitoring regime and will provide assistance, but the delivery and cost of automatic counters etc must be found from within the CDT programme. As a guide, around 5% of the annual budget is spent on monitoring.

ANNEX 2 – SUMMARY OF PROGRESS IN CURRENT CYCLING TOWNS

AYLESBURY

Highlights: Nine radial Gemstone Cycle Ways into the town, with time-based signs

While Aylesbury was less experienced in promoting cycling, the County Council had an excellent track record in marketing *bus* travel to its residents. Cycling England was therefore interested in whether the same approach could be applied successfully to get more people on their bikes.

Many of the main radial roads into Aylesbury could be intimidating to inexperienced cyclists. Whilst there were alternative routes, these used minor or estate roads and were either unsigned or discontinuous. Before Aylesbury was given its CDT status, there was nothing visible to give a non-cyclist the confidence that they could get around by bike in Aylesbury without having to do battle with heavy, speeding traffic.

Aylesbury has adopted a unique approach to tackle this. The Council has developed a network of nine colour-coded radial routes, branded with the names of gemstones. As well as being instantly recognisable, the signposts along each of the 'Gemstone Ways' tell cyclists how long it will take them to reach their destination - in minutes. Cyclists in Aylesbury who may be deterred by a sign which tells them it takes two miles to get to their destination are now encouraged by a sign that says it will take ten minutes instead.

Buckinghamshire County Council obtained special authorisation from the Department of Transport to introduce this signpost branding and it is hoped that the concept will catch on across the country.

Aylesbury has also developed route-specific pocket sized cycle guides to market the Gemstone routes to local residents. The first guide – for residents living close to the Sapphire Way – led to a 24% increase in cycling.

Buckinghamshire County Council has also been improving the infrastructure along the Gemstone Ways, filling in some missing links. For example, a new cycle path across a park will provide a missing link in the 'Aqua Way' from a large housing estate at Watermead into the town centre. Aylesbury also successfully bid for an additional £3 million from the Community Infrastructure Fund to build a new cycle and pedestrian bridge across the railway. When built, this will provide the final link on the 'Pebble Way' and 'Emerald Way' into the town centre, and enable residents of a new housing development near the train station to cycle into town.

The targeted marketing of the Gemstone Ways has been supported by a town-wide promotional campaign which has included a partnership with the local radio station to play the 'Cycle Aylesbury – it's better by bike' jingle on a regular basis and the distribution of a 'Cycle Benefits' card offering discounts at local cycle shops.

Aylesbury is also an interesting case study for other towns that are in a 'Housing Growth Area'. Aylesbury is set to double in size in the next 10 years with over 20,000 new homes being built. Research shows that people are most likely to re-evaluate their travel options when they experience life-stage changes, such as moving house. With this in

mind, Aylesbury CDT is working with estate agents to provide information about cycling to be included in all new home buyers' packs.

These initiatives appear to already be making significant impact. There are some early signs that not just avid cyclists are getting on their bikes more, but that a new group of cyclists has emerged. Nearly 11% of Aylesbury residents stated that a bike was one of their two main modes of transport in a council survey carried out in June 2007. This is compared to just 3% in 2005.

Val Letheren, Cabinet Member for Transportation

"We are so pleased to have been awarded CDT status and it has really helped to increase our investment and priority towards cycling in Buckinghamshire, not just for the three years of the project, but when planning our medium and long-term objectives. The results of the Cycle Aylesbury initiatives are very impressive and are a testament to the hard work of Buckinghamshire County Council and Cycling England."

Michael Box, converted local cyclist

"I don't live that far away from my office but always used to drive. Since the introduction of the Aqua Way that links my house with the Town Centre I've given cycling a go. I find that I'm less stressed and I now have more energy during the day. I didn't realise it was so easy."

BRIGHTON & HOVE

Highlights: Building segregated Cycle Freeways, and intensive cycle promotion to households

Prior to becoming a CDT, Brighton and Hove City Council had made a real success of encouraging more bus travel but with the submission of the city's new Local Transport Plan were able to focus on the development of dedicated promotion and infrastructure for walking and cycling. Cycling England recognised its ambition to improve the experience of cycling with the Council's decision to make 2009 a 'Year of Walking and Cycling'.

There are large parts of the city which are easily 'cyclable'. For example, the segregated seafront cycle track which runs east-west for the full length of the city forms part of the National Cycle Network and is used by around 1,600 cyclists per day increasing to 2,000 in the summer. As a result, Brighton and Hove has focused on high quality urban design, delivering schemes which provide a special experience to cyclists.

One example is New Road, which runs alongside the Royal Pavilion Gardens and theatre district. This road has recently been radically redesigned as a shared public space with priority for pedestrians and cyclists. As part of this, highway 'clutter' such as kerbs, signs and white lines have been removed with high quality materials installed. New Road is one-way for motor vehicles but two-way for cyclists, and the design (without lining) relies on road users respecting each other. Since its opening in July 2007, New Road has recorded 93% (or 12,000) fewer motorised vehicles with a 22% increase in cyclists (or 100) per day.

The city is 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, motorised-traffic-free, European-style 'cycle freeway' on both sides of the road along one of the city's most prestigious boulevards. Construction will begin in January 2008 with the Freeway expected to be open by summer 2008. Plans are also being made for a second cycle freeway running east-west along the busy Old Shoreham Road which will enable residents in the west of the city to cycle 'on the flat' into the city centre, instead of having to cycle steeply downhill to the seafront (and back up the hill again on the way home!).

The cycle freeways, when complete, will encourage those who would otherwise be deterred by traffic to give cycling a go. But cyclists need to use the rest of the road network too. So, to get more Brighton & Hove residents cycling on the roads, the council has installed 'advanced stop lines' (ASLs) at 28 of the city's busiest traffic light-controlled junctions. ASLs increase safety by enabling cyclists to come to the front of the traffic queue, where they can be clearly seen by drivers, and by providing a safe place to make turning manoeuvres. The ultimate aim is for every traffic light-controlled junction in Brighton & Hove to have advanced stop lines.

In addition to improving the road conditions for cycling in Brighton and Hove, the city council has set up a large-scale personalised travel planning programme, which is offering tailored information to households about their travel options. The first phase took place in summer 2006 and involved contact with 9,900 households close to The Downs with its off-road cycling routes. The second phase in summer 2007 was focussed on 9,400 households close to the seafront cycle route. It included intensive support to a small number of people who were keen to take up cycling training and those who wanted more information on bike servicing. Results from 2006 are encouraging with 500,000 fewer car trips and 172,500 more cycling trips.

Brighton also regularly organises large-scale city-wide events to promote cycling such as Car Free Day which involves closing off streets within the city centre to motorised vehicles.

Councillor Geoffrey Theobald, Chair Environment Committee

"Cycling contributes towards local and national targets of improving health and accessibility to local services, together with reducing congestion on our roads – a key strategic priority for all of us."

Miss Montague, local resident in the 2006 Personalised Travel Planning area

"We have recently moved to Brighton and had talked about going out cycling but it was difficult to know where to go. They came round at just the right time and really gave us the inspiration we needed to get out and do it."

DARLINGTON

Highlights: Seven radial cycle routes into the new Pedestrian Heart, where cycling is allowed too

Darlington is a compact and flat town, which at first sight offers perfect conditions for cycling. Yet historically, just 1% of trips in the town were by bike. Darlington is one of three 'Sustainable Travel Towns', with revenue funding from the Department for Transport for a programme of 'smart' measures to encourage people to change their travel behaviour away from driving and towards more sustainable options. Becoming a Cycling Demonstration Town has helped to drive these programmes.

Since there are few dedicated cycle lanes or paths, Darlington is focused on improving the town's cycling infrastructure. The council has identified seven radial routes into the town centre and has begun to install shared pedestrian/cycle paths and toucan crossings on three of these routes. New directional signs are under development for the whole town.

Major works in the town centre to create a 'Pedestrian Heart' have recently been completed and the council has decided to allow cycling in the newly-pedestrianised area for a six-month trial period. The council hopes that the trial will show that cyclists and pedestrians, including people with disabilities, can co-exist. The convenience of being able to cycle right into the town centre and park close to shops will be an incentive to residents to cycle rather than taking the car.

Alongside measures to improve the physical environment for cycling, Darlington is running a travel awareness campaign to encourage residents to think about the travel options available to them. Called 'Local Motion', the campaign has included a range of actions to promote cycling, such as guided bike rides and a cycle loan scheme. A major plank of the campaign has been to provide personalised travel information to Darlington households. Local Motion has also funded the purchase of nine bikes and equipment for Police beat teams to carry out their patrols by bicycle.

Darlington has also been working with schools to develop school travel plans and to further encourage pupils to cycle. This has included installing cycle shelters at schools (now 28 of the 38 schools in Darlington have cycle parking), introducing 'Medal Motion' – a walking and cycling challenge for pupils – and offering Bikeability cycle training. This has brought immediate benefits in the number of pupils cycling to school, with rates quadrupling from 1% to 4% of home-to-school journeys.

Cabinet member David Lyonette

"The expansion of non-traffic routes has seen a big increase in family cycling and has given many ex-cyclists the confidence to get back in the saddle. The new 'Safe Routes' have reassured parents about safety so more children are now cycling to school. The quality literature and cycle events have added to the renewed interest in health and exercise and an increase in young people cycling. Demand is rising so fast that even newly opened schools sometimes find it hard to keep up! The new inner and outer town cycle routes have also resulted in a rising number of people cycling to work. With results like these - we must keep the buzz going"

DERBY

Highlight: Getting young people cycling, through training and cycle clubs

Derby is significantly larger than the other Cycling Demonstration Towns, with a population of more than 200,000 people. As such, in its bid to Cycling England, Derby proposed to focus on encouraging cycling amongst a specific group - the 100,000 young people in Derby under the age of 25 years.

Derby already had a fairly well-developed network of on and off-road cycle routes and it has now developed this further. The City Ringway cycle route for example is now half complete and will provide a good route to school for many children living on the outskirts of Derby. It also brings the population of Derby within 1 mile of the National Cycle Network.

In addition to providing better cycle routes to schools, Derby City Council has been working to ensure that pupils have somewhere safe to park their bikes when they arrive. The city has spent a substantial proportion of its Cycling England grant on cycle shelters at schools. So far, 38 schools have received cycle shelters, creating 1,250 cycle parking spaces, in both primary and secondary schools. By the end of this year all schools that have expressed an interest will have received secure on-site cycle parking.

Derby is also establishing a number of activities based around the school calendar to get more young people on their bikes. After-school cycling clubs have become a regular feature with 28 clubs being delivered into schools this year. Its plans for the future are to strengthen the school and community programme further by developing facilities in partnership with the Parks Department.

This year every year six pupil – 2,800 – has been offered Level 2 Bikeability training. This has increased from 300 in 2005. In the coming year Derby will be established as a Training Centre of Excellence, building on its A* National Standards Accreditation earlier this year. Furthermore, the city is helping teachers to introduce cycle maintenance into the curriculum by developing resources for Literacy classes.

Derby is also working closely with parents, offering free cycle training ‘Learn to Cycle’ sessions, and after school clubs where parents can attend. In addition, it is co-funding a trial of Choose Cycling (a personalised travel planning service working with adults in schools and businesses). The service also includes cycle training and maintenance workshops.

Promotional campaigns targeted at young people have also been a major part of Derby’s strategy. From March until November 2007, the city is running a ‘Festival of Cycling’, including family bike rides, cycle try-outs and ‘Dr Bike’ cycle repair and maintenance sessions. A marketing agency has developed the cartoon characters ‘Shift and Sprocket’, which appear in costume at events and school assemblies, on cycle shelters (as vinyls), as stickers and cardboard cut-outs, and on publicity materials.

From September 2008, Derby CDT will also start to promote cycling to university and college students, building on existing marketing at Freshers’ fairs including providing cycle maps to all students annually. New ideas are midnight bike rides and even cycle dating! It will also be expanding its work to target hard-to-reach groups, and is developing a bike-recycling project as part of this approach.

Councillor Ranjit Banwait, Derby City Council's Cabinet Member for Planning and Transportation

"Cycle Derby is a fantastic initiative, and is really making a difference in Derby. We're seeing significant increases in the numbers of people - particularly young people - cycling, and participation in Cycle Derby events is increasing steadily. The city is really taking Cycle Derby to its heart, and I look forward to seeing the enthusiasm for the project and for cycling continuing in the years ahead."

David Cooper, Headteacher

"Cycle Derby's enthusiasm and support has enabled Ravensdale Junior School to put the Travel Plan into action resulting in days when 100 bikers arrive safely at school. I quickly saw the significant impact and benefits from the team."

EXETER

Highlights: Extending cycle routes to schools and workplaces, and building the Exe Estuary Trail

Devon County Council already had a programme of cycling investment so, perhaps more than any of the other CDTs, was able to 'hit the ground pedalling'. From the outset, there was a network of about 50 kilometres of cycle routes in the city and the number of cyclists using these routes has been increasing steadily over the last five years.

Since becoming a Cycling Demonstration Town, Exeter has focused on extending its network of cycle routes to provide good links to schools, colleges and industrial estates. Some 16 kilometres of new routes were constructed in the first 18 months of the project. The map below *[check if this is being used?]* shows how the network will look by the end of the three-year programme of investment in March 2009.

Exeter recognised that there was an opportunity to link into the changes that were happening in the education system in the city with the building of five new secondary schools. The CDT has taken advantage of this building programme by designing excellent cycle routes and cycle facilities for pupils. The result is that four of the five new schools were linked to the city's cycle network by off-road cycle and pedestrian paths from day one. Where these are alongside main roads, they are being designed so that cyclists have priority – and motorists must give way – at side junctions. Schools are also being provided with cycle parking facilities, with enough cycle racks for one in ten pupils to ride to school every day. As well as providing new paths and parking, 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 in the city. A quarter of employees in the city are now covered by a workplace travel plan, including major employers such as the Met Office and Middlemoor Police Headquarters plus other smaller businesses. Work-related cycling events have been organised such as the Exeter Travel to Work Tally where over 6,000 employees from more than 240 companies and organisations took part. The results showed 8.5%

of employees cycling regularly to work, compared to 4% 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.

In addition to ensuring all the new cycle routes in the city are linked up, Exeter CDT has also been investing in a major project to encourage more leisure cycling. This is the Exe Estuary Trail, which when complete will provide a link from Exeter to the coast at Dawlish and Exmouth. It will provide an excellent cycling route to the city for 80,000 Devon residents, as well as a major attraction for visitors. It is also hoped that it will encourage people to try cycling for the first time – perhaps on a Sunday afternoon, or while they are on holiday – with the hope that this may lead them to cycle regularly.

Cllr Margaret Rogers, Devon County Council Executive Member for the Environment

“The Exe Estuary Trails will create a fantastic leisure and commuting resource, which should prove a great attraction for visitors and residents.”

Cllr John Shepherd, Exeter City Council’s Portfolio holder for Sustainable Development and Transport

“The route when completed will give visitors a wonderful traffic-free means of appreciating all that the Exe Estuary has to offer.”

LANCASTER & MORECAMBE

Highlights: Improved cycle routes to the university and hospital and promotion of cycling to students and staff

Prior to its CDT status, Lancaster and Morecambe already had a fairly well-developed network of over 40 km of mainly off-road cycle routes but it has continued to extend its cycle network as a result of the project. A landmark achievement has been the opening of the Morecambe Promenade to cyclists. The next stage is a link between Morecambe Promenade and the Lancaster-Morecambe Greenway. The Greenway provides a key route from Morecambe across the River Lune right into Lancaster and is therefore already popular with commuter cyclists. This link is now about 85% complete.

In terms of cycle infrastructure, the top priorities looking forward are to build a cycle route from the centre of town to the university, and a cycle link to Lancaster Royal Infirmary. Lancaster also wants to tackle the problems faced by cyclists in the city centre, where an inner ring road makes cycling hazardous and unpleasant. They are planning a main north-south cycle route plus another route running east-west across the city centre.

The district is also creating a lot of short connections between existing off-road cycle paths and residential areas, schools and workplaces. This increases the number of people in the catchment area of each cycle path. In the past 18 months, a series of new access points have been created in addition to a link from the River Lune Millenium Path to Lansil Industrial Estate.

Alongside the planned new cycle routes, the council is working with schools and employers to encourage cycling. It has appointed a 'Cycling to Work' co-ordinator who is working intensively with four large employers – the university and the hospital (both of which are set to benefit from the planned new cycle routes), Lancaster & Morecambe College (which is ideally located close to the Lancaster-Morecambe Greenway) and the city council itself.

Finally, every household in Lancaster is receiving tailored advice about cycling options as part of a TravelSmart personalised travel advice programme which is being run by Lancashire County Council.

David Smallcross, one of the Health on Wheels clients

"I loved the course. It had a very positive outcome both physically and socially and helped me manage my breathing difficulties and weight. It also encouraged me to go ahead and buy a bike. Some of the group are continuing to meet on an informal basis and as soon as my new bike arrives I shall be joining them."

David Wood, Principal of Lancaster & Morecambe College

"Lancaster and Morecambe College recognises the huge challenges it faces in meeting the sustainability agenda in all areas of college activity and none more so than in implementing the College's Travel Plan, which as a minimum is aiming for an 18% reduction in car usage over the next three years. I have no doubt that the development of facilities as a result of this area being a CDT will aid us enormously in persuading staff to cycle to work. It is the presence of safe traffic free cycle ways that will make all the difference in being able to achieve this target and have also persuaded me to cycle to work."