

WEST YORKSHIRE LTP CYCLE PROSPECTUS

The West Yorkshire Ambition:

To be recognised as a great place for safe cycling, inspiring more people to cycle more often.

INTRODUCTION

Cycling is low cost, environmentally friendly, healthy and fun. Encouraging more people to make more trips by bicycle is a priority in the West Yorkshire Local Transport Plan (LTP3, 2011-2026).

During the 15-year life of the Plan we want to develop the role of cycling both as a mainstream transport mode, but also for the health, sport and leisure benefits it brings. Cycling should be accessible to all and offer a practical, natural and popular choice for shorter journeys as an alternative to the car. LTP3 will also help support our local and regional partners in their promotion of leisure and sports cycling.

We are aware that the provision for cycling in West Yorkshire needs to be better coordinated and more sustained if we are to catch up to the levels of cycling seen in other European countries. Cycling makes up approximately 1.5% of all journeys in West Yorkshire compared to 18% in Denmark and 27% in the Netherlands. Some European towns and cities have over 30% of all journeys made by bike.

Achieving European levels of cycling will require strong leadership, strong partnerships and sustained commitment to significant investment in cycling.

The timing is right to take up this challenge. Yorkshire's hosting of Le Grand Départ of the Tour de France in 2014 provides a local platform to bring these elements together to deliver a transformational step-change in the perception and role of cycling. The success of the partnership bid in winning Cycle City Ambition Grant from the Department of Transport to provide a 23km continuous cycle Superhighway across Leeds and Bradford will help us to develop and embed the high quality standards for infrastructure, methods for cycle proofing our transport network and new collaborative approaches for promoting cycling and walking.

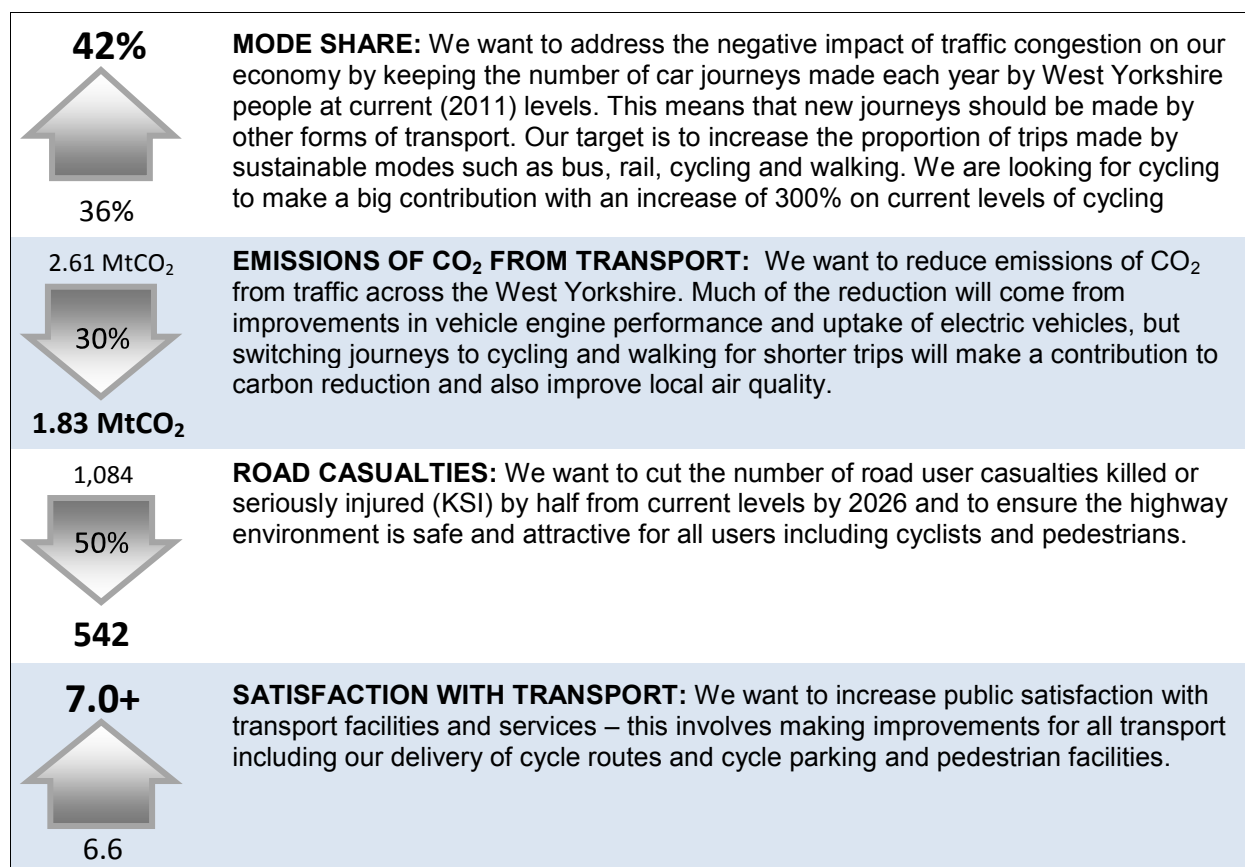
A strong mandate supported by political leaders and local champions from business and communities will need the confidence of high quality evidence. More and better quality data collection, analysis of issues and need, and clear presentation of the impacts of our investment on the benefits of cycling will help drive transformational change for cycling.

WHERE ARE WE NOW?

- **There is a growing demand for cycling to work in West Yorkshire.** The 2011 Census data and our own town and city centre cordon counts show modest increases in cycling. Where dedicated cycle facilities have been provided the mode share for cycling has increased significantly;
- **There is growing demand for cycling to school in West Yorkshire,** yet safety remains a key barrier for children and their parents;
- **There is a growing demand for cycling for leisure and health purposes in West Yorkshire.** There is a strong tradition of sports cycling in West Yorkshire and the 2011 Sport England 'Active People' survey shows increases in leisure cycling;
- **Our roads are much safer than they were 10 years ago,** with reduced injuries overall, but there has been a recent increase in accidents involving adult cyclists. We must be careful to ensure that an increase in the number of people cycling and walking does not lead to a significant increase in accidents;
- **People want good quality transport facilities.** The LTP Customer Satisfaction survey shows residents' place increasing importance on having good cycle routes and facilities but have low satisfaction in current ratings of quality, and there is a considerable challenge in raising satisfaction scores for cycling to our target levels identified in the LTP.

OUR LTP AMBITION

LTP3 has six key targets to state our ambition and measure performance. Four of these targets are directly relevant to cycling. Our performance against these targets will help steer our approach to investing in cycling:



It is important that increased cycling also supports the delivery of targets related to public health in particular. Some parts of the County have very low levels of people meeting the minimum recommended 3 x 30 minutes per week exercise, and indicators such as childhood obesity are much higher than the national average in many areas of West Yorkshire.

OUR AMBITION AND APPROACH TO INCREASING CYCLING - The three 'E's

LTP3 highlights three key areas within which to target improvements for cycling:

1. Improving the **Environment** for cycling
2. Providing **Encouragement** for cycling
3. **Engagement** with partners to achieve the best possible results for cycling



These three areas are proposed to provide the framework for making decisions on the use of LTP3 and other funding, and reinforce each other to effect the change required, leading to delivery of LTP3 objectives on economic benefits, CO₂ reductions and increased well-being.

1. Improving the environment for cycling

Research has identified that the main barrier to getting people to cycle is concern about the physical environment with regard to safety.

The All-Party Parliamentary Cycling Group panel of MPs and Peers took evidence for an inquiry entitled “Get Britain Cycling” from January 2013. A key theme of the evidence has been the need for greater safe provision for cyclists and particularly effective segregation or separation from motorised traffic. The report was published in April 2013 and can be accessed at <http://allpartycycling.org/news/>

The report recommends £10 per person per year to address the investment requirements of a good cycle network.

Research partly undertaken in Leeds (‘Understanding Walking & Cycling’, 2011 by Lancaster University, University of Leeds and Oxford Brookes University), identified that:

- if places are well connected and it is easy to travel by bike then levels of cycling should increase but,
- if the physical environment is perceived as potentially dangerous then people are less inclined to travel through that area by bike, will avoid that risky area or will travel in the relative security of a car.

The implication is that any cycle strategy should address infrastructure as a priority.

We want to increase the distance and quality of cycle routes. West Yorkshire currently has a combined total of 1,200 km (745 miles) of cycle route of varying standard. By the end of this LTP period we want to see this increased to 3,000km of high standard cycle routes.

The type of infrastructure required will be guided by the speed and volume of traffic so for busy roads and / or fast-moving traffic, segregation is required.

The guiding principles for improving the environment for cycling are proposed as:


IMPROVING THE ENVIRONMENT FOR CYCLING		
	Where we want to be	Key principles to guide delivery
ROUTES	Safe, pleasant-to-use cycle route infrastructure that gives confidence to cyclist	<ul style="list-style-type: none"> • A seamless journey experience employing high design standards for: <ul style="list-style-type: none"> ➤ The segregation or separation for cyclists, where traffic speeds or volumes require this; ➤ The upgrading of 'Advisory' on-road Cycle Lanes which suffer from the intrusion of vehicles and parking to provide a greater degree of security via Mandatory cycle lanes (which are cycle lanes by the side of a road generally marked with an unbroken white line separating cyclists from traffic or possibly by physical separation from the traffic) ➤ More greenways and off road routes to increase leisure cycling options; ➤ Changes in junction layouts – to tackle the higher profile, difficult locations; ➤ Engineering design that reduces the need for active enforcement against traffic abuses • Apply design standards to cycle proofing all LTP Highway schemes; • A seamless journey experience employing maintenance standards for cycle routes and facilities
NETWORK DEVELOPMENT	High-quality networks with access from neighbourhoods to core cycle routes and transport hubs	<ul style="list-style-type: none"> • Develop hub and spoke networks • Link routes up in coherent, legible networks supported by direction signing • Integrate cycling with the wider public transport network at key interchanges • Improved connectivity to jobs, education and local services
TRAFFIC SPEED	Attractive neighbourhood streets and spaces for local cycle journeys	<ul style="list-style-type: none"> • Vehicle speed reduction e.g. 20mph zones or limits where judged to be the most effective measure • Address number of casualties and conflict points by accident reduction measures • Safer routes to school schemes • Design to support sensible/respectful shared space
PARKING	Seamless, easy, end-to-end journeys	<ul style="list-style-type: none"> • Extensive roll-out of good quality, secure, covered parking at prime locations - transport hubs, schools, workplaces, car parks, on-street • Showers/lockers in workplaces

2. Providing encouragement for cycling

We want to get more people to cycle more often for whatever purpose - for work, school, shopping, social and recreational trips. This means 'normalising' cycling so it comes to be seen as the normal, natural thing to do. This means:

- encouraging non-cyclists to give it a try
- encouraging occasional cyclists to become more regular cyclists
- encouraging regular cyclists to become commuter cyclists and cycle ambassadors
- increasing accessibility to cycling by increasing the number of female cyclists as a proportion of the total and improving access to cycling for people with physical disabilities

The LTP is guided by a behaviour change model by which people adopt new and more sustainable ways to travel.

Travel Behaviour Change Model						
Awareness	Accepting responsibility	Understanding	Evaluating	Choosing	Experimenting	Habitual behaviour
Do I think there is a problem?	Can I do something about it?	What are the alternatives?	Does it work for me?	Do I really want to make a change?	Can I try it out first?	Can I keep doing this?
Marketing / Interventions 						

This model provides the guiding principles for encouraging cycling.

We focus on raising awareness of the new opportunities afforded by infrastructure improvements by promoting awareness of the health, economic and other benefits of cycling, supported by measures to encourage initial take up followed by measures to embed cycling as a regular travel mode.

PROVIDING ENCOURAGEMENT FOR CYCLING		
	Where we want to be	Key principles to guide delivery
PROMOTION	Cycling recognised as a safe, effective, healthy and enjoyable way to travel	<ul style="list-style-type: none"> Build towards and on the opportunity offered by the Tour de France 2014 Market research to inform the segmentation and targeted marketing of products and promotions
LIVING SPACES	Improvements to the city, town and community centre environments to enhance the experience of walking and cycling	<ul style="list-style-type: none"> Building infrastructure so that it adds to the local environments making it a space for people to move around easily, interact and socialise Public art – where appropriate and value for money
INFORMATION	Everyone able to access information to enable informed decisions on journeys	<ul style="list-style-type: none"> Provide high quality on- and off-road route and destination signage Maintain accurate records and mapping of routes and facilities Provide single, easy-to-use portal for electronic information - combining cycling, highway and public transport information
TRAINING AND SUPPORT	Gender, age, status and cost are not barriers to cycling	<ul style="list-style-type: none"> Overcoming barriers with appropriate support and messages Equip cyclists with appropriate equipment and training – targeted at women, children, minority and other groups e.g. bikeability Adult cycle training, 'Wheels to Work' schemes, cycle maintenance courses
ACTIVITIES	More opportunities to cycle	<ul style="list-style-type: none"> Guided rides, local events and campaigns Cycle hire schemes

3. Engagement with partners to achieve the best possible results for cycling

We want to deliver promotional activities in genuine partnership with other organisations and interest groups. We want to work closely with Directors of Public Health in each West Yorkshire district. We also wish to draw on the expertise, enthusiasm and energy of national cycle charities and local cycle clubs and interest groups.

The guiding principles for engaging with partners to achieve the best possible results for cycling are:

ENGAGEMENT WITH PARTNERS TO ACHIEVE THE BEST POSSIBLE RESULTS FOR CYCLING		
	Where we want to be	Key principles to guide delivery
DELIVERY PARTNERS	A broad range of public, private and community partners placing cycling at the heart of transport, land use and public health strategy	<ul style="list-style-type: none"> • Encouraging strong proactive leadership and seeking local champions • Putting in place a new multi-sector engagement team that brings together a range of public, private and third sector partners to deliver encouragement and engagement activities • Continue working with interest groups to develop cycle strategy and schemes
CROSS-SECTORAL PARTNERSHIPS		<ul style="list-style-type: none"> • Strategic cross-sector partnerships – to include: <ul style="list-style-type: none"> ➢ Key role for Local Authority Directors of Public Health to promote cycling ➢ A key role for the Police in respect of enforcement against traffic offences and inappropriate parking of vehicles ➢ Work with land use planners and developers to ensure cycle-friendly development - • Cycling integrated in streetscape, public realm and art delivery
EDUCATION	Greater awareness of cyclists' needs and safety requirements	<ul style="list-style-type: none"> • Engage cyclists and transport information providers as ambassadors for cycling • Awareness raising training to be provided to drivers • Complementary delivery and promotion of cycling and walking • Engineering - learn from best practice in the UK and abroad and apply peer review to peer review
DISSEMINATION PARTNERS	Schools, workplaces and key attractors have a role in the encouragement and promotion of cycling and walking	<ul style="list-style-type: none"> • Cycling and walking central to Travel Plan Network activity • Cycling and walking central to school travel planning • Work with key traffic generators to encourage visitors, students, employees and contractors to use cycling where possible

RESOURCING CYCLING

The issue:

Danish, Dutch, German and Swedish cities have enjoyed 30 to 40 years of sustained investment in cycling which continues. Much of the West Yorkshire transport network has been built up around car use and it may take a considerable length of time and significant sustained investment to achieve similar levels of cycling here as in those countries.

West Yorkshire funding for cycling 2011-2014 (IP1 period):

The West Yorkshire LTP3 strategy covers the 15-year period from 2011 to 2026. Delivery of the LTP is made through 3 year Implementation Plans.

The first LTP3 Implementation Plan (IP1) covered the three-year period from 2011 to 2014. IP1 collated LTP funding and other funding sources. The total invested in cycling infrastructure and promotion in the IP1 period was approximately £9 million, comprising:

- **£3.3m** from the Local Transport Plan for cycle infrastructure;
- **£2.2m** from the Local Sustainable Transport Fund for cycle infrastructure;
- **£3.0m** of 3rd party funds for cycle infrastructure;

- **£0.5m** from the Local Sustainable Transport Fund for revenue funded cycle training and promotional of cycling

This total of £9m investment equates to approximately £1.36 per head of the West Yorkshire population per year for three years.

Future funding:

Increasing capital investment in cycling and walking to deliver more and better infrastructure will be a key theme of future LTP Implementation Plans.

To be transformational, it is intended to commit investment equivalent to £5 per head of West Yorkshire population per year (approximately £11 million per year) to enable the growth of a comprehensive, safe and attractive cycle network.

West Yorkshire funding for funding cycling in 2014-2017 (IP2 period):

In IP2 it is proposed to deliver a minimum of £30m investment in cycling:

- **£18m** from the DfT Cycle City Ambition Grant fund for the Leeds-Bradford 'CityConnect' programme of cycle infrastructure improvements. A proportion of this grant will be made to a proposed new, multi-sector engagement team to ensure that the 'Encouragement' and 'Engagement' elements of the Prospectus approach can be delivered effectively alongside infrastructure;
- **£8.5m** from the Local Transport Plan for cycle infrastructure for the Leeds-Bradford 'CityConnect' programme and other cycle infrastructure schemes;
- **£3.5m** of 3rd party funds for cycle infrastructure and promotion

This currently totals £30m which equates to £4.54 invested in cycling per head of the West Yorkshire population per year for three years.

The cycle proofing of other Highways schemes including LTP schemes programmed for delivery in the IP2 period, and for example NGT, will increase the total funding and amount per head to the target figure of £5 per head of West Yorkshire population per year. There are also other proposals in development for funding cycle and walking that if successful will further increase the level of investment in cycling in the IP2 and future periods, with for example, opportunities such as further Local Sustainable Transport Fund funding.

Commissioning of investment in cycle routes, facilities and promotion

The commissioning of investment in cycle routes, facilities and promotional activities by the LTP partners will be informed by the key principles identified in this prospectus. Schemes and activities must demonstrate how they meet the principles in the table above in order to attract LTP investment.

The £5 per head per annum is an average figure across the county, and the intention is that during LTP3 investment is directed at delivering a coherent, high quality network across all West Yorkshire districts.

Review of the Cycle Prospectus and Investment plans

The delivery of the Cycle Prospectus will be reviewed annually, in partnership with local stakeholders.

Related Strategies

- West Yorkshire Local Transport Plan 2011 - 2026 at www.wyltp.com
- Realising the Legacy of Le Grand Depart – A Strategy for Cycling in the Yorkshire And Humber 2013

- Get Britain Cycling report
- District Cycle Strategies