



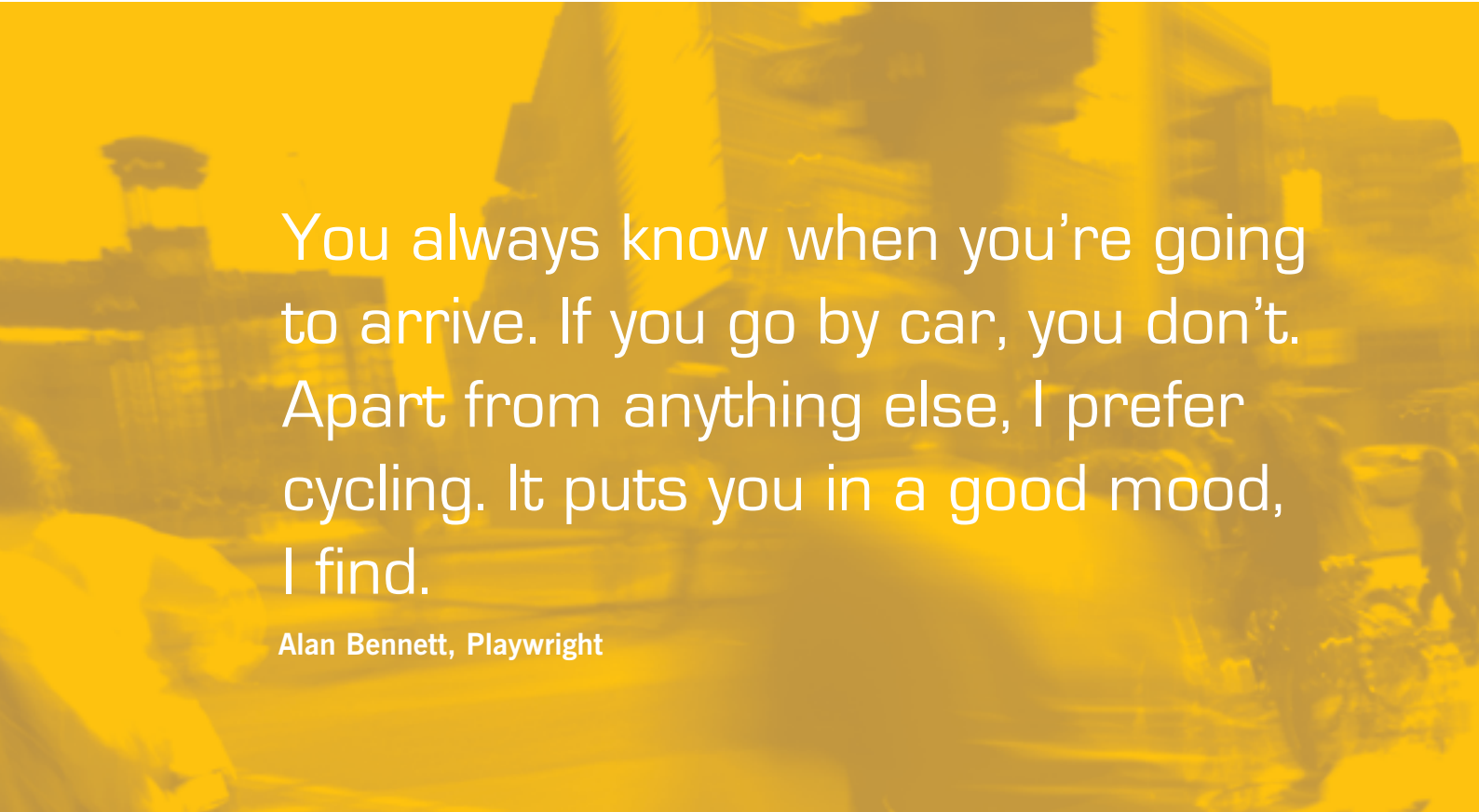
Think **Cycling!**

A Guide for Local Authorities

The Chartered Institute of Logistics & Transport UK – Cycling Forum

www.ciltuk.org.uk/pages/cycling





You always know when you're going to arrive. If you go by car, you don't. Apart from anything else, I prefer cycling. It puts you in a good mood, I find.

Alan Bennett, Playwright

About the authors

Think Cycling! has been written by members of the CILT UK Cycling Forum, led by David Hurdle. All photographs: David Hurdle, unless otherwise stated.

Chartered Institute of Logistics & Transport UK (CILT UK) Cycling Forum

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The Cycling Forum forms part of the Institute's Active Travel & Transport Planning professional sector.

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FACT: 25% of Cambridge commuters cycle to work compared with 3% nationally.

The aim of this guide

The aim of this **'how to do it'** guide is to encourage more provision of practical and cost-effective cycling measures by local planning and transport authorities by highlighting good practice drawn from:

- Innovative local authorities.
- Department for Transport Sustainable Travel Demonstration Towns.
- Department for Transport Cycling Demonstration Towns.
- Activities of Cycling England and Sustrans working with local authorities.
- Department for Transport Local Transport Note 2/08 Cycle Infrastructure Design.

The last mentioned, see:

www.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn208.pdf

sets out a hierarchy of provision for achieving an area cycle route network through a combination of measures. The priority order for what to consider first is:

1. Traffic volume reduction
2. Traffic speed reduction

3. Junction treatment, hazard site treatment, traffic management
4. Reallocation of carriageway space
5. Cycle tracks away from roads
6. Conversion of footways/footpaths to shared use for pedestrians and cyclists.

This is one of the key design tools to be found in LTN2/08. Other tools include the five core principles (Convenience, Accessibility, Safety, Comfort and Attractiveness), consideration of the needs of different types of cyclist, and the use of a table of speed and volume as an indication of suitable types of provision for cyclists. Between them, they cover the variety of factors to be taken into account when developing and designing cycle routes.

It is not always possible to develop an area network in one go and this guide highlights various measures that could help to build one up. Gradually, if some motorists cycle instead, traffic congestion and delays, parking pressures, air pollution and carbon dioxide emissions will reduce. And, cycling improves health and exercise, and is carbon-free.

Of course, everywhere is different, and examples shown here may not be appropriate in some places. However, the examples may:

- Be a useful starting point.
- Provide 'food for thought'.
- Encourage the seizing of opportunities.
- Show the range of things that are possible.

And some principles, such as using simple 'signage and lineage' are relevant to anywhere and are relatively cheap and easy to do.

Contents

There are six case studies detailing – location, lead organisation, partners, measures/initiatives and reasoning, cost/value, effects, relevance, and contact for further information. In short, the 'making the case' evidence for implementing cycling measures. Cycling measures can be extremely cost effective as demonstrated by some of the Facts throughout this guide; a vital consideration during challenging economic conditions when money is reduced and uncertain.

Who the guide is for

Officers and councillors of English:

- Local transport authorities when implementing stand-alone cycling measures or as part of traffic/highway schemes.
- Planning authorities when securing planning conditions and agreements for new developments, and approving Travel Plans.
- Either type of authority partnering train operators on Station Travel Plans.

Relevant officers are those doing Planning Policy, Development Control, Transport and Sustainable Travel Policy, Travel Plan Co-ordination, Environmental and Public Health and Traffic/Highway Engineering.

Benefits of the guide

- Demonstrates that investment in cycling can be highly cost-effective, relatively straightforward and achievable, even when funding is reduced and uncertain; and can bring economic, environmental and health benefits.
- Shows beneficial outcomes from 'localism', achieved by working in partnership with train operators, local cycle groups and communities.
- Enables authorities to progress action by 'building on the evidence'.
- Provides lessons for Local Sustainable Transport Fund, and other, bids.
- Improves sustainable travel policy development in:
 - Local Transport Plans
 - Local Development Frameworks
 - Design Guidance documents
 - Local Enterprise Partnerships
 - Public Health responsibilities, for upper tier authorities (subject to the passage of the Health and Social Care Bill).

FACT: Cycling levels increased by an average of 27% in the first six Cycling Demonstration Towns. Analysis shows that "...a sustained and well-designed programme of investment in cycling at about the level of £10 per head of population was sufficient, in every one of the Cycling Demonstration Towns, to achieve an increase in cycling". Health benefits alone of around £2.50 for every £1.00 spent were generated.

Cycle routes

Many places have an incomplete network of cycle routes. Stopping short of a town centre or no route through it are common problems. The main result from travel surveys is that more people would cycle if there were more cycle routes and they were safe and direct. Measures can include:

- Traffic reduction
- Lower speed limits
- Junction improvements including Advanced Stop Lines with feeder lanes
- On-road cycle lanes and off-road cycle paths
- Toucan crossings
- Side road priority crossing
- One-way streets made two-way for cyclists
- ‘Through’ cul-de-sacs for cyclists; “if an existing street is closed off, it should generally remain open to pedestrians and cyclists”¹
- Bus lanes permitting cycling

It is vital that local authorities keep track of available ‘Section 106’ money for cycling measures and compile a list of proposed schemes to use it on.



‘Fast’ junctions can be made much safer for cyclists, like this one outside Kingston-upon-Thames railway station

1. Department of Communities and Local Government and Department for Transport, 2007, Manual for Streets, Thomas Telford, para. 6.4.2.

Cycling on country lanes can feel threatening to riders. Norfolk County Council uses 'local dialect' signs in some places to slow traffic down



Traffic needs to be slowed where a cycle route crosses a main road, like at High Kelling, Norfolk



Advanced Stop Lines with a feeder lane place cyclists in a very visible location, and can be installed relatively cheaply as part of a junction improvement/upgrade



Cycle-only access points into supermarket sites can be more direct, and reduce conflicts between cars and bikes, like at Morrisons in Spalding, Lincolnshire; and can be secured through the planning process

Safe cycling to schools is especially important now that most schools have met a government target to have Travel Plans by March 2010. Schools need support from local authorities who are essential partners in Travel Plans.



This simple application of symbols and the absence of a centre line in a residential road with extensive parking in Lambeth, London, help to raise motorists' awareness of cyclists. Photography: Roger Smith

Toucan crossings, for pedestrians and cyclists, are useful for avoiding creating a gap in a cycle route that crosses a road, like this example in Crawley, West Sussex.



5

Cyclists mix with pedestrians in Leicester's city centre, where its recently enlarged traffic-free zones permit cycling and all one-way streets are two-way for cyclists. This forms a key component of the reinvention and reconfiguration of the city centre, which has seen footfall rise significantly, especially the number of visits by vulnerable road users.



A pedestrian, cycle, and horse crossing, Hyde Park Corner, London



An example from Boston, Lincolnshire, of a safe way for an off-road cycle path to join a road, whilst also raising motorists' awareness. Photography: Roger Smith



Case study 1 Reallocation of roadspace

Location

Hessle Road, Hull, HU3

Lead organisation

Hull City Council

Partners

Sustrans, CTC Right to Ride

Measures/initiatives and reasoning

The road is a busy main radial route into the city centre and on a National Cycle Route. It was dual 2-lane and was converted to single lane with car parking laybys marked out, a hatched buffer zone and advisory 1.3-1.5m cycle lanes. Two traffic lanes were retained on the immediate approaches to major junctions with the cycle lanes moved next to the kerb. And double yellow lines provided to keep them free of parked vehicles. The cycle lanes were continued across side road junctions and coloured green. The aims were to encourage more cycling and to improve safety.

Cost/Value

Beneficiaries were cyclists, particularly commuters, National Cycle Network users, pedestrians and local residents, and vehicle occupants due to safer, more appropriate, lower vehicle speeds. The cost was £37,260 (2010 prices) from the council's Local Safety Scheme Budget.

Effects

12-hour cycle flows increased by 138% from 355 a day before to 845 after. Cycle casualties reduced from 23 in the 3 years before to 12 in the 3 years after. All casualties fell by 55% from 65 in the 3 years before to 29 in the 3 years after. The reduction in the number of traffic lanes and a narrowing of those remaining to 3m resulted in a reduction in 85th %ile traffic speeds of about 4mph.

Additional comments

Hull is 5th highest in the UK for cycling to work, has 60km of off-road routes and 70km of on-road cycle lanes, 130 Advanced Stop Lines and 130 traffic calming schemes.

Relevance

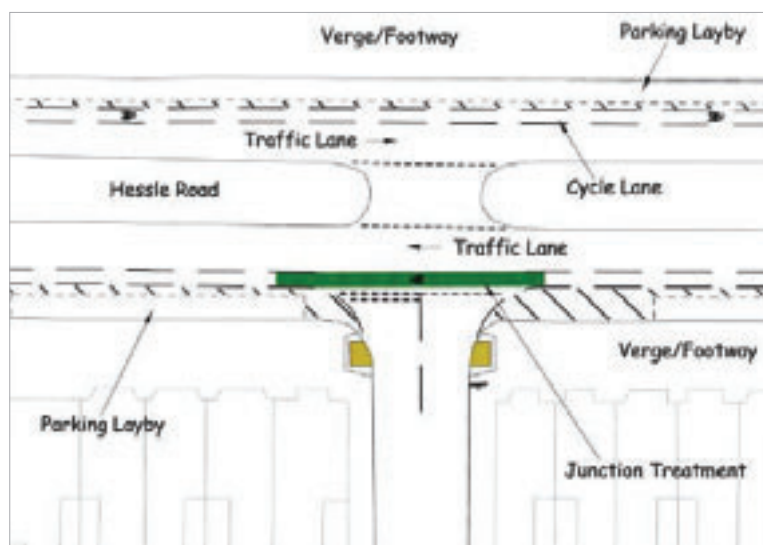
Cycling increased and safety improved. The treatment is widely applicable; five other similar routes have since been done in the city.

Contact for further information

Allan Davidson
allan.davidson@hullcc.gov.uk

For more information, visit the Hub on the CILT website:

www.ciltuk.org.uk/download/Case_study_Hessle_road_cycle_lanes_Hull.pdf



FACT: An evidence review for Bristol City Council concluded that small scale and targeted interventions can deliver benefit:cost ratios for cycling and walking of about 19:1.

Cycle facilities

Bikes need to be parked securely, otherwise they will become 'street clutter', propped up against shop windows or locked to lamp standards and other street furniture. As well as being of practical use bike racks help to promote cycling itself, and indeed the local authority's promotion of it. Cycle parking is relatively cheap and easy to provide. Having provided it there should be good signing to it, and at it, just as for car parking.

Cycle storage can be secured when giving planning permission for new or expanding development, either through planning conditions or through a planning agreement. This includes new housing – "Providing enough convenient secure cycle parking at people's homes... is critical to increasing the use of cycles"². The Department of Communities and Local Government's Code for Sustainable Homes sets out criteria to encourage developers to provide "adequately sized, safe, secure, convenient and weather-proof cycle storage... for each dwelling"^{3,4}. New or refurbished NHS premises should now be independently assessed for accreditation to BREEAM Healthcare 2008 'Very Good' or 'Excellent' standard. In the Transport section, Credit Tra3 (Cyclist Facilities) refers to the requirement for "covered, secure and well-lit cycle storage facilities for all building users"⁵.

Cycle Centres are becoming more common, where bikes can be parked for short or long periods, hired, repaired and bought. Case Studies 2 and 3 describe examples in Leeds and Leicester.

Breckland District Council, Norfolk, is a good example for having prepared comprehensive cycle parking standards for all types of development. These are set out in its Core Strategy and Development Control Policies Document, see Appendix D of:

<http://www.breckland.gov.uk/sites/default/files/Uploads/Adopted%20Core%20Strat%20Web.pdf>

Regarding workplaces Transport for London has published a useful 'Workplace Cycle Parking Guide', see:

<http://www.tfl.gov.uk/assets/downloads/businessandpartners/Workplace-Cycle-Parking-Guide.pdf>

Also a 'Workplace Travel Plan Signs' guide, see:

<http://www.tfl.gov.uk/assets/downloads/corporate/workplace-travel-plans-signs-guide.pdf>

Regarding provision for cyclists at their homes, Cambridge City Council has produced a 'Cycle Parking Guide for New Residential Developments', see:

http://www.cambridge.gov.uk/public/docs/CycleParkingGuide_std.pdf

It is specifically aimed at planning and highway engineering staff of local authorities, and developers and their agents. It stresses the early consideration of well thought out design.

2. Department of Communities and Local Government and Department for Transport, 2007, Manual for Streets, Thomas Telford, para. 8.2.1.
3. <http://www.communities.gov.uk/publications/planningandbuilding/codesustainabilitystandards>
4. <http://www.communities.gov.uk/publications/planningandbuilding/codeguidemay2009v2>
5. <http://www.breeam.org/page.jsp?id=105>

These 12 cycle lockers at Redhill railway station, Surrey, were provided by the local planning authority using £6,000 of Section 106 developer contributions; the train operator improved lighting and CCTV coverage



Local planning authorities can secure under cover cycle parking through planning conditions, or through match funding with train operators, like this example in the Borough of Reigate & Banstead



A good example, from Holt, Norfolk, of signing to both car and cycle parking



Cycle parking can blend into the streetscene when aligned with other features such as seating, advertising, litter bins and vegetation



Different looking cycle parking can attract attention and use, like this at Derby

Case study 2 Cycle centre

Location

CyclePoint hub at Leeds railway station, 10m from the main station entrance.

Lead organisation

Abellio (formerly known as NedRailways), a Dutch national rail company, who run Northern Rail's franchise. It is managed by Northern Rail, a Serco and Abellio joint venture.

Partners

Department for Transport, Network Rail, Metro (West Yorkshire PTE), Leeds City Council, CTC; and Evans Cycles who operate it. Network Rail manage the station.

Measures/initiatives and reasoning

'CyclePoints' have been very successful in The Netherlands and Germany, where they have been provided at most major stations. The first in the UK, at Leeds, opened in August 2010. It offers secure staffed storage for over 300 bikes plus cycle repair, retail, rental, and information, see:

http://www.northernrail.org/pdfs/press/Cyclepoint_Brochure.pdf

www.cyclepoint.org

http://blog.evanscycles.com/commuter_urban/leeds-cyclepoint-a-bit-of-amsterdam-in-yorkshire/

Leeds station is the second busiest outside London. The scheme complements the Station Travel Plan and is the hub for Northern Rail's wider 'Bike 'n' Ride' scheme covering 100 stations in the region. Cycling in the city centre has doubled in the last decade and is continuing to increase. Radial cycle routes are being provided from the suburbs into the city centre. Northern Rail's aim is to become "the country's leading train operator for cyclists". 39% of rail passengers in The Netherlands arrive at their local station by bike compared with 2% in the UK.

Cost/Value

Cycling England awarded Northern Rail a £1m grant to invest in secure cycle storage at over 100 stations in West Yorkshire. A commitment from Northern Rail and its partners to build the CyclePoint for £700,000 from their own resources and develop it as a hub in an integrated rail/cycle network was the major factor in the award. Northern Rail expect to have covered their costs by 2012. Users pay





£1 a day and regular users can buy a monthly ticket for £15 and an annual for £120. Less frequent users can buy a carnet of 11 daily tickets for £10. Rental starts from £8 a day.

Effects

Not yet available.

Additional comments

This brings a successful Dutch concept to the UK, managed by a Dutch-based train operator keen to improve accessibility. The prominent iconic building right at the station entrance promotes the facility and cycling generally. Attention to detail includes a screen at the shop's till displaying train departure times and maps of the rail network and of the city showing cycling journey times. Employees of members of the West Yorkshire Travel Plan Network can get discounts at CyclePoint.

Nottinghamshire County Council has also established a Cycle Centre, albeit just for its staff at County Hall. It was funded, along with other initiatives, by a Cycle Challenge Bid in 1995. The high quality centre cost about £80,000 of which £40,000 was provided as match funding from the DfT. Facilities include showers, changing facilities, ironing facilities, a drying unit and lockers. The local cycle campaign group, Pedals, was actively involved from the outset in a feasibility study on the provision of city centre parking and in publicising the project.

Relevance

This project has demonstrated how a partnership approach, enthusiasm of a train operator, building upon experience abroad, and complementary measures can combine to provide a very useful facility paying for itself within two years; a valuable component of the emerging Leeds Station Travel Plan. And a fine example for the many more CyclePoints that are now being planned at other major railway stations.

Contact for further information

For general questions on the concept:
www.cyclepoint.org
cyclepoint@abellio.com



Photography: Evans Cycles

Case study 3 Cycle centre



Location

Leicester Bike Park at the City Council's Town Hall

Lead organisation

Leicester City Council

Partners

Developed with Websters Cycles and Environ, latterly Groundwork, an independent charity. Now directly managed by the council, who are currently carrying out a £150,000 refurbishment plan expected to be finished by the end of August 2011. It is managed on a day-to-day basis, under a short-term contract by:

www.futurecycles.org.uk

Measures/initiatives and reasoning

Opened in 1997 and refurbished in early 2011, there is space for storing 200 bikes for the general public, along with showers, changing facilities, equipment lockers, and a bike shop that has skilled mechanics and a fully equipped workshop, and offers bike hire. The Park is aimed at both commuters and shoppers. There are hourly, 4 hourly and daily charges; plus weekly, monthly and annual passes. The passes include free use of the showers and changing facilities, and the annual one includes a free bike service. Locker hire is available daily and annually. Company membership is also available for employees to use the Park at a discount.

The Bike Park was developed following research into public attitudes to cycling. In addition to safe routes, the lack of secure parking and changing facilities for commuters were barriers preventing people from cycling.

Cost/Value

The Bike Park was created in the Town Hall's basement so was not a 'new build'. It has contributed, with other initiatives, to increasing cycling in the city and to developing a cycling culture.

Effects

The Park has proved to be very successful with up to 500 bikes parked per week. Through the Bike Park and other initiatives the city has seen an 81% growth in commuter cycling from 2004 to 2009 and the average daily number of cycle journeys has grown to 10,500.

Additional comments

Some other examples of Cycle Centres are:

Cambridge

<http://www.cambridge.gov.uk/ccm/content/transport-and-streets/cycling-and-walking/cycle-parks.en>

Finsbury Park and London Bridge, London

<http://www.tfl.gov.uk/roadusers/cycling/11947.aspx>

Middlesbrough

<http://www.middlesbroughcyclecentre.co.uk/>

Experience shows that providing parking alone is not enough to cover running costs. However, it is a way of attracting custom to bikes and equipment sales, repairs and servicing. Some offer other revenue generating facilities such as meeting room hire and cafes.

Relevance

Cyclists want somewhere under cover and secure to park bikes. Police-recorded thefts in England and Wales rose 6% from 2008/09 to 2009/10 and reached 109,851 or the equivalent of 301/day; and there is considerable under-reporting. Many commuting cyclists want showers and changing facilities. A Bike Park can provide all these whilst complementing other initiatives such as safe routes.

Contact for further information

Andy Salkeld, Cycling Co-ordinator, Leicester City Council, andy.salkeld@leicester.gov.uk

See also:

<http://www.leicester.gov.uk/yourcouncilservices/transporttraffic/transportpolicy/sustainable-team-homepage/cycle-city/bike-projects/bike-park/>

<http://www.leicester.gov.uk/cycle-city/>

Case study 4 Staircase cycle channels

Location

Redhill Station, Surrey. 4th busiest of Surrey's 83 stations. 2nd most important in the county for train/train interchange. 79th busiest railway station in country at the time, 2000, beating many city stations such as Chester, Coventry, Norwich, Swindon, and Wolverhampton. On Sustrans National Cycle Route 21, the Downs and Weald, since 2000. A survey in 1996 estimated a catchment population of working age within 5km of the station as 38,198, yet only 27 bikes were parked at the station.

Lead organisation

Reigate & Banstead Borough Council (R&BBC).

Partners

Connex (train operator), Railtrack, Her Majesty's Railway Inspectorate (HMRI), Strategic Rail Authority (SRA), London Transport Users Committee, Reigate & Banstead Cycle Forum, Royal National Institute for the Blind – who had a college in Redhill.

Measures/initiatives and reasoning

Manufacture and installation, in 2000, of tailor-made channels, 'safety yellow', on the side of staircases in the railway station for wheeling bikes from the station entrance/ticket hall to platforms. One channel on each of two staircases totalling 52 stairs.

Purpose was to (i) make it easier to convey bikes to the platforms; (ii) reduce the risk to passengers of being hit by a bike being carried; and (iii) encourage cycling to Redhill station and combined bike/rail journeys. Such channels are common in some other countries, e.g. over 100 in Germany. Redhill's was believed to be the UK's 2nd example at the time. HMRI approved the channels following a risk assessment, trial, user survey and consultation of all partners.

Cost/Value

£1,902 + VAT (2010 prices). Paid by Reigate & Banstead Borough Council from its Section 106 'Local transport initiatives' pot. The main train operator at the station, Connex, provided and financed associated signing, CCTV cameras and improved lighting.



FACT: Constructing one mile of single carriageway road costs £10.6 million; constructing one mile of traffic-free National Cycle Network costs £150,000.

Effects

- (i) Contributed to increased cycling to the station. Complementary measures included ongoing provision of cycle parking – increase in spaces over ten years from 6 to 160, and provision of 12 lockers.
- (ii) Local Cycle Forum surveyed cyclists after installation and got many useful comments about cycling generally.
- (iii) A R&BBC commissioned survey from Sustrans in 2004 of rail passengers found 25% of survey respondents arriving by car lived within 3km, and 1 in 4 motorists would cycle or walk if routes were safer.
- (iv) An SRA Bike and Rail Policy document, later endorsed by the Department for Transport, accepted that “wheeling channels and ramps on steps make it easier for cyclists to move their cycles around the station. The SRA would usually expect such channels to be relatively cheap and easy to install when stations are undergoing routine maintenance. As part of its best practice guidance the SRA encourages operators, where there exists a significant market for cycle carriage on trains, to fit these when routine maintenance is taking place and other circumstances do not make it unduly expensive”.
- (v) In 2006 R&BBC won the ‘Best Local Government Contribution’ category at the Association of Train Operating Companies’ annual National Cycle-Rail Awards for its cycle measures at Redhill station.



Additional comments

The channels are also worthy of consideration on footbridges not at stations, e.g. when a brideway crosses a rail line, such as this example in Spalding, Lincolnshire, when Network Rail replaced the footbridge in 2010. DfT guidance advises that a channel 100 mm wide and 50 mm deep is generally suitable⁶.

Relevance

Local planning and transport authorities, train operators, Network Rail, Sustrans. Station Travel Plans. Station and footbridge refurbishments.

Contact for further information

David Hurdle, d.hurdle@btinternet.com or see: http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2009/10/wheeling_ramps_leighton_linslade_june09.pdf

FACT: Changes in the Sustainable Travel Demonstration Towns 2004-2008 were: cycling up by 113% in Darlington (it was also a Cycling Demonstration Town part of the time), 12% in Peterborough and 19% in Worcester; and car driving down 9%, 9% and 7% respectively.

6. Department for Transport, 2008, Cycle Infrastructure Design, Local Transport Note 2/08, para. 10.9.1.

Cycling promotion

This section looks at how local authorities can promote cycling through signing, maps, Station Travel Plans and supportive marketing and promotion. Much effort has concentrated on encouraging children to cycle through training, 'Safe Routes to Schools', and the government target for schools to have Travel Plans by March 2010. Such activity at Aylesbury features in this section of the guide. However, the 'work run' is much larger than the 'school run', and more effort perhaps needs to be applied there. In particular women cycle much less than men, similar to the large cycling differential between girls and boys.

Darlington, both a Cycling Demonstration, and Sustainable Travel Demonstration, Town, has had a project, with Bremen, specifically aimed at making cycling more attractive for young women, see:

www.bikebeauty.org

Derby, another Cycling Demonstration Town, is also addressing the low cycling level of young women, see:

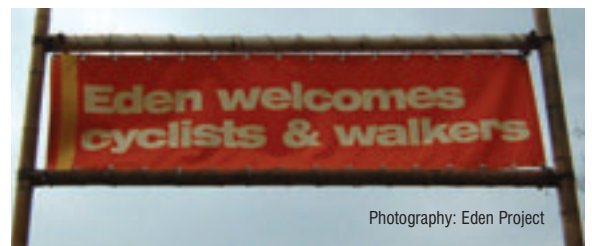
www.cyclederby.co.uk/latest-news/girls-on-wheels2

Signing

As well as being of practical value good signing helps to promote cycling. Signing can be secured through the planning process and when undertaking highway/traffic schemes. Signing is relatively cheap, yet easy to provide and highly visible. A one mile stretch in a town might cost in the region of £1,500 to sign. Ideally the '3 Ds' should be present on each sign – direction, distance and destination – although more signs are now showing time rather than distance.



This sign outside Derby railway station is very clear as to where the city centre is and how long it takes to reach it by bike



Photography: Eden Project

There are many ways to promote cycling like this example at Cornwall's Eden Project, where those visitors arriving on foot, by bicycle or by public transport can get a significant discount off the price of admission



Signing is an important element of the National Cycle Network developed by Sustrans with local authorities

Case study 5 Signage

Location

Aylesbury, Buckinghamshire, population of 65,000, the smallest of the first six Cycling Demonstration Towns (CDTs) set up in 2005. A Growth Area. The town has, by far, the highest level of two car households, 47%, of any CDT (average 27%).

Lead organisation

Buckinghamshire County Council using the brand name Cycle Aylesbury, see: www.cycleaylesbury.co.uk

Partners

Aylesbury Vale District Council, who have ensured that cycling provision is an automatic consideration for all proposed housing developments. Cycle Aylesbury works with 15 local businesses to promote cycling, accessing 11,000 employees. These workplaces can take advantage of a pool of 20 loan bikes, Dr Bike sessions, and cycle parking grants. And there is an annual Business Bike Challenge and National Bike Week activities. Cycle Aylesbury has strong links with local radio station Mix 96, Bucks TV and local newspapers. A marketing agency has been used and has proved valuable in supplying specialist knowledge and skills. Other key partners are the Primary Care Trust, Police and Aylesbury Cycling Campaign.

Measures/initiatives and reasoning

The initial three years of the programme focused on 'soft' measures such as route signing and promotions to get people cycling. Eight main routes have been named after gemstones to make them easily identifiable. The cycle route network has been expanded from three routes totalling 14.1km to eight routes totalling 24.4km. Cycle Aylesbury focused on routes to schools, work, town centre and railway station, feeling that marketing to these

destinations initially would provide 'quick wins'. 350 cycle parking spaces have been provided at these four target destinations to complement the marketing.

Cost/Value

Details of expenditure on all aspects of the project and the staff resourcing are available on page 28 of PDF document at website: http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/05/making_a_cycling_town_qualitative_report1.pdf

Effects

The 2001 census showed low levels of cycling, just 3.3% of residents cycling to work, 1.4% to primary schools, and 2.4% to secondary schools. The number of new adult cyclists in 2009 compared with 2006 has been estimated as 1,119, see:

<http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2009/12/valuingincreased-cycling-in-the-cycling-demonstration-towns.pdf>

Additional comments

Councillors' support for Cycle Aylesbury has been strong since the programme started and has been critical to its success.

Relevance

Aylesbury is a town with very high car ownership and a Growth Area; the district's population is projected to increase by 16% 2008-33. In the 2001 census 43% of the district's residents travelled less than 5km to work. So, there is clearly huge potential to increase cycling.

Contact for further information

0845 230 2882
cycling@buckscc.gov.uk



Cycle routes have also been identified on the ground



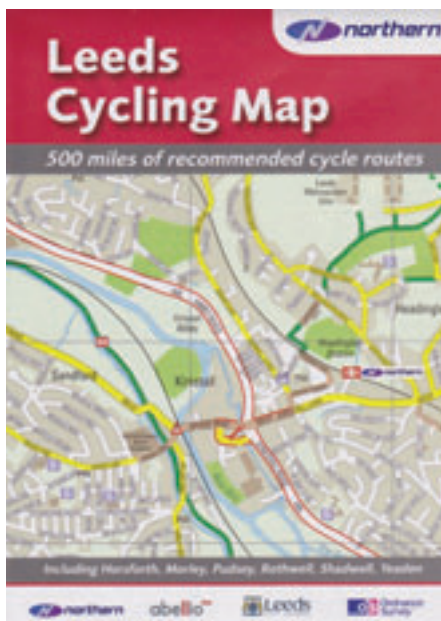
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Maps have been published of the whole town network and for each route. They are distributed to estate agents who give them to new residents moving near to a Gemstone route



DfT permission was obtained to count down to destinations in minutes rather than miles. The estimate is based on the national average cycling speed of 8-10mph





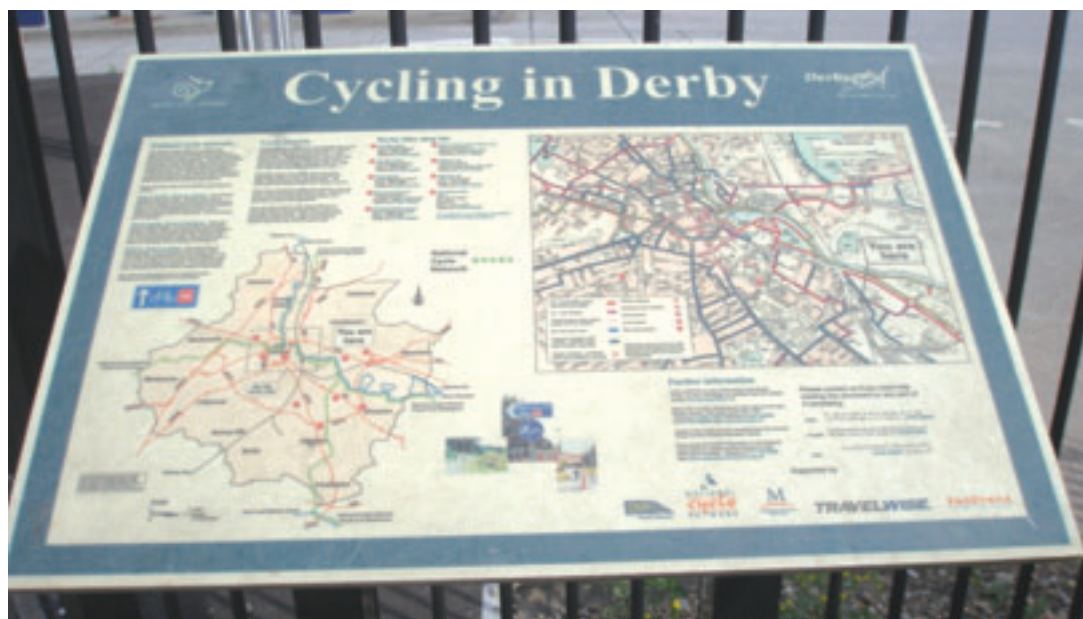
The guide for Leeds, published by the City Council with partners, is produced by CycleCity Guides, and includes information on cycle training, bikes and trains, lockers, cycling tips, and the benefits from cycling. The map depicts lanes, parking and cycle shops.

Cycling maps

Many local authorities produce maps of a town/city or wider area's cycle route network, and include information such as cycle dealers and parking locations, as well as safety advice. Such leaflets and booklets are often done in partnership. Maps for specific locations such as hospitals, or routes, can be encouraged by local authorities through partnership working, including with local cycle groups, and through Travel Plans. Local businesses who are 'keen to be seen to be green' may be potential sponsors.

Cycling and railway stations

Half the nation owns a bike and 60% live within a 15-minute ride of a railway station, but only 2% of rail passengers cycle to the station. Encouraging cycling to stations reduces congestion on roads near stations and car parking pressures, as well as improving health and reducing carbon emissions. Cycle parking is much cheaper to provide than car parking – £300 for a double deck cycle rack compared with £6,000 – £10,000 for one new car parking space. Encouraging cycle/rail journeys can be an integral part of Station Travel Plans, promoted in the Rail White Paper of 2007⁷.



This map and information outside Derby railway station is very comprehensive and useful, and includes details of cycle dealers

7. <http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/about/strategy/whitepapers/>

FACT: Portsmouth's town-wide 20mph scheme has created a safer environment for cycling and walking. It cost £570,000 for 1,200 roads (94% of its network). In the DfT's review of Portsmouth's second year of this policy a 22% drop in collisions was found compared to the previous three year's average (nationally the drop was 14%); and cycling had increased.

Marketing

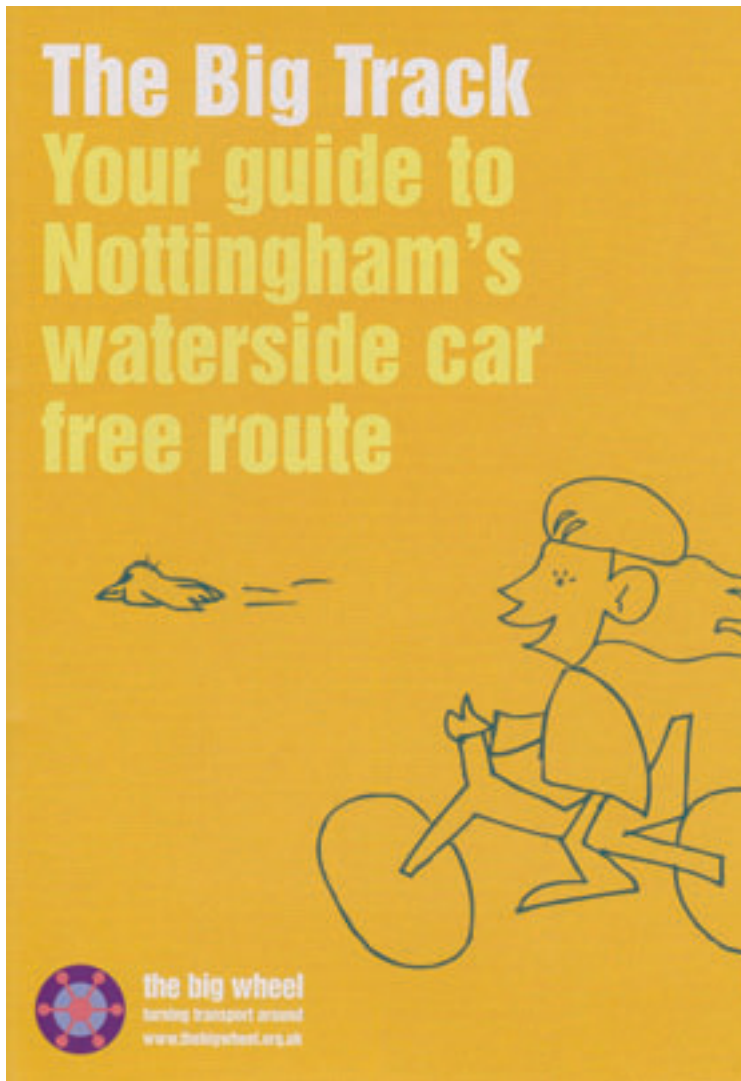
A fundamental lesson from Cycling England projects was the importance of establishing hubs of activity, whether schools, railway stations, workplaces or town centres. Infrastructure improvements were then backed up with promotional activities that engaged with potential new cyclists and existing 'occasional' cyclists.

Another fundamental element of this is to identify, support and nurture 'champions' who will make things happen. It can be a councillor, local MP, council officer, employer etc, so long as they have enthusiasm and drive to keep things going. This ties in with the Localism agenda and helps to bond partnerships with community groups and the voluntary sector.

Devon County Council's Cycle Devon project is a good example of linking infrastructure improvements with promotion. The project has investigated the link between promoting leisure cycling and how that encourages everyday cycling for commuting and shopping. Cycling hub towns were created in Barnstaple, Exeter, Exmouth, Newton Abbot and Tavistock. Improvements were made to infrastructure, signage and parking and a number of community events were held in each town such as cycling fun days and free guided leisure rides. All towns showed an increase in cycling. Very comprehensive information is provided, see:

www.cycledevon.info

In Exeter, a Cycling Demonstration Town, supporting promotions have included 'Cycle to Your Heart's Content', 'Strictly Come Cycling', and 'Freedom of Your City'.



Nottingham has a campaign group called The Big Wheel, www.bigwheel.org.uk representing the City and County Councils, the Greater Nottingham Partnership and many local companies and organisations. It publishes this 32-page pocket sized booklet on The Big Track, a cycling and walking route for visiting the city centre and riverside. Both the city and county councils publish maps of the city and wider area.

Case study 6 Station travel plans

Location

Station Travel Plans (STPs) bring together all relevant stakeholders (rail industry, local authorities, passenger groups, bus and taxi operators, cyclists and others) to develop and agree common objectives and a coordinated approach to delivering them. The Association of Train Operating Companies (ATOC) is leading a national pilot programme involving 24 locations and 31 stations, see:

www.stationtravelpans.com/view-the-pilots for a list and description of each pilot.

Lead organisation for the national pilot programme

ATOC.

Partners

The programme is supported by the DfT, ATOC, Rail Safety and Standard Board and Passenger Focus. Partners are all stakeholders with an interest in railway stations.

Measures/initiatives and reasoning

Taking one example, Truro in Cornwall, the county's busiest mainline station, measures cover all forms of travel. For cycling they include (estimated costs shown in brackets):

- Cycle route map, leaflets and information board in station foyer (£5,000).
- Signing of routes outside and near station (£1,000).
- Signing for cyclists around the station (£5,000).
- Cycle warning signs for motorists (£1,000).
- Advanced stop lines at roundabout (£12,000).
- Advisory cycle lanes (£2,000).
- More cycle racks (£2,000).

- Improvement of existing racks including cover, lighting and CCTV (£3,000).
- Wheeling channels on footbridge (£5,000).

Cost/Value

Not yet available.

Effects

Preparation work and negotiations about the planned improvements at Truro are taking place, so the impact of these measures have yet to be quantified. The monitoring and evaluation of all the pilots will not be complete until April 2012. The STP for Truro states that monthly monitoring of the use of the station's cycle racks will take place. The existing layout of the station forecourt does not make access for cyclists a priority as they have to contend with traffic movements from the car park, drop off area and taxi ranks. Signing in the area for cyclists is limited. The STP plans to improve safety for cyclists with lanes and advanced stop lines, and to improve facilities at the station. Along with the plan's many other actions, it is envisaged that an increase in sustainable travel will result. The improvements to the station forecourt, funded by the county council, start in 2011.

Additional comments

Success is to be measured against four criteria:

- Modal shift from car to sustainable forms of travel to/from stations.
- More rail passengers using a station.
- Carbon dioxide emissions reduced from passenger travel to/from stations.
- Improved customer satisfaction with end to end journeys.

In addition to the ATOC programme other local authorities are pursuing STPs, e.g. Warwickshire County Council. Train operator Southern has a franchise commitment to prepare STPs.

Operator National Express East Anglia is pursuing a 'lite' STP at the unstaffed North Walsham station on the Bittern Line, a Community Line, between Norwich and Cromer/Sheringham⁸. The cost of the study exercise has been estimated at just under £10,000. The operator envisages a return on this investment of about 10 additional annual season tickets sold from North Walsham to Norwich, or an extra 55 return journeys to Norwich each week (a 1.3% increase). From the local authority perspective it equates to the congestion relief and emission reductions resulting from 43 return car journeys a week to Norwich. Partners are North Norfolk District Council, Norfolk County Council, DfT Community Rail Team, Network Rail, the Association of Community Rail Partnerships, a local Further Education College, local community groups,

station adopters and volunteers; the project is steered by a small team of five.

Network Rail's Guide to Station Planning and Design contains details for cycle routes and parking at stations. See

www.networkrail.co.uk/guide_to_station_planning_and_design.pdf

Relevance

The key aim of STPs is to improve access to/from stations. As such they cover the station itself, and beyond, i.e. many issues will be 'off station', including cycle routes and signage. With a train operator and/or Network Rail responsible for stations and local authorities for beyond, STPs are a sensible, co-ordinated way to pull 'on' and 'off' station issues together and for all forms of travel.

Contact for further information

www.stationtravelplans.com

FACT: The Passenger Transport Executive Group and Sustrans have calculated that improved cycle facilities at stations to encourage those who currently drive but would like to cycle, could replace up to 3,000 car access trips across the six PTE areas every day, with an estimated benefit:cost ratio of 12:1.

8. Geraint Hughes, 2011, 'Station Travel Plans 'Lite'', Association of Transport Co-ordinating Officers News, Issue 139, Summer 2011, pp. 2-4.

Further information

ACT TravelWise

A UK network for all organisations working to promote sustainable travel. Its mission is to support its members in their work to promote sustainable travel through provision of first-class learning opportunities, partnership working, marketing support and networking events, all with a specific focus on building expertise and experience in travel planning and other cost-effective demand management measures.

www.acttravelwise.org
enquiries@acttravelwise.org
 01273 704924

Chartered Institute of Logistics and Transport (CILT)

CILT is the pre-eminent independent professional body for individuals associated with logistics, supply chains and all transport throughout their careers. As the focus for professional excellence and the development of the most modern techniques in logistics and transport, the Institute aims to encourage the adoption of policies that are both efficient and sustainable. CILT's mission is to:

- Facilitate the development of personal and professional excellence
- Encourage the development of leading-edge thinking and best practice in logistics, supply-chains and all transport
- Provide relevant and valued services to members and employers

CILT Cycling Forum

CILT's Cycling Forum was established in 2010. It is a professional group concerned with planning and engineering for cycling and for promoting cycling. In order to do this, one of the forum's core purposes is 'to highlight and disseminate good practice, guidance and experience through publications'.

The Hub – Cycling Knowledge for Professionals



The Hub is the new home for Cycling England's online resources. These pages are now hosted by The Chartered Institute of Logistics & Transport – CILT(UK) – as a free source of carefully selected guidance for anyone working to get more people cycling.

This site has been created with key resources from the former Cycling England website. Documents are available for download and the catalogue of reference material will be added to on a regular basis. Additional brand new material will also appear, ensuring that the Hub remains an invaluable source of guidance.

An Editorial Panel of experienced professionals and seasoned campaigners has been set up to oversee the development of the Hub. Over time, existing material will be refreshed and new peer-reviewed material will be added. The Panel is co-ordinated by Tony Russell from Sustrans.

www.ciltuk.org.uk/pages/cycling

Cyclists Touring Club

The CTC is the UK's and Ireland's largest and longest established national cycling membership organisation, with about 70,000 members.

www.ctc.org.uk
cycling@ctc.org.uk
 0844 736 8450

Department for Communities and Local Government

Planning Policy Guidance: Transport (PPG13), revised in January 2011, has objectives to integrate planning and transport and to promote more sustainable transport choices. There is a section on promoting cycling and improving routes and facilities in new and expanded developments and redevelopments; and in traffic management.

www.communities.gov.uk/documents/planningandbuilding/pdf/1758358.pdf

Department for Transport

Publishes policy and guidance on cycling, see website

www.dft.gov.uk/pgr/sustainable/cycling/
in particular:

Bike and Rail Policy, 2006

webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/sustainable/cycling/dftbikeandrailpolicydocument.pdf

Making a Cycling Town Report

'Making a Cycling Town' is a compilation of practitioners' experiences from the Cycling Demonstration Towns programme includes information on the staffing and funding levels required to deliver specific elements of a cycling programme, as well as key lessons learnt for successful design and delivery of these.

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2010/05/making_a_cycling_town_qualitative_report1.pdf

Cycling City & Towns Interim Evaluation Report

A report on the interim findings of the Cycling City and Towns programme evaluation

www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2011/01/cct_evaluation_interim_report.pdf

Cycling City & Towns Interim Evaluation Report – Executive Summary

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2011/01/cct_evaluation_interim_report_summary.pdf

Cycling City and Towns Audit – Summary Report, and Individual City & Towns Audit Highlights

The Summary Report from an audit process, carried out by Cycling England during 2010, reviewing major projects delivered by all 18 Cycling Cities and Towns

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2011/01/cycling_city_and_towns_audit_summary_report.pdf

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2011/01/individual_city_towns_audit_highlights.pdf

Cycling City & Towns Programme Delivery Comparisons

Lists of cycling infrastructure and Smarter Choice interventions, cross referenced against the local authorities and other partners that have implemented them as part of the Cycling City & Towns and Finding New Solutions programmes. These checklists signpost authorities and other stakeholders interested in developing a specific intervention to existing centres of excellence or partners with experience of delivery in that area.

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2011/01/programme_delivery_comparisons.pdf

Finding New Solutions Programme Delivery Comparisons

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2011/02/finding_new_solutions-project_contents_feb2011.pdf

Information on what all 18 Cycling Cities and Towns have delivered with programme funding

www.dft.gov.uk/cyclingengland/cycling-cities-towns/

Local Transport Note 2/08 Cycle Infrastructure Design

This is the latest comprehensive guidance from the DfT on all aspects of providing for cycling.

www.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn208.pdf

Cycling & Health: What's The Evidence

This report reviews all the available evidence on the health benefits of cycling

www.dft.gov.uk/cyclingengland/site/wpcontent/uploads/2009/01/cycling_and_health_full_report.pdf

Video interviews – Advice from the Cycling Towns

Representatives of the Cycling City and Towns and the Cycling England Board share the lessons they have learnt from developing and implementing their programmes.

www.dft.gov.uk/cyclingengland/2011/03/local-sustainable-transport-fund/

Cycling Demonstration Towns video

A short DVD demonstrating the successful initiatives from the first six Cycling Demonstration Towns – Aylesbury, Brighton and Hove, Darlington, Derby, Exeter, and Lancaster with Morecambe.

www.dft.gov.uk/cyclingengland/cycling-cities-towns/results/

Lift Off for Cycling – The headline results

A quick summary of the headline results from the first three years of the Cycling Demonstration Towns programme

www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/03/lift-off-for-cycling_headline-results_2010_final.pdf

Results from the first three years

A suite of documents on the results from the first three years of the Cycling Demonstration Towns is available here. These include information on the metrics used to evaluate the outputs of these cycling programmes and their benefit:cost ratio.

www.dft.gov.uk/cyclingengland/cycling-cities-towns/results/

Network Rail

The owner of over 2,500 railway stations and directly managing and running 18 of the largest. Published the Guide to Station Planning and Design, July 2011. The guide is relevant to new and enhancement projects, as well as renewals and maintenance. Cycling parking is covered, along with cycle routes to stations and their connection with local cycle networks (pages 4 and 65).

www.networkrail.co.uk/guide_to_station_planning_and_design.pdf

Sustrans

The UK's leading sustainable transport charity has over 30 years' experience of creating routes for people, working in partnership with organisations in the public, private and not-for-profit sectors across the UK. It undertakes practical projects that encourage more travel by sustainable modes of transport for everyday journeys. Sustrans co-ordinates the National Cycle Network which offers more than 13,000 miles of cycling and walking

routes on traffic-free paths, quiet lanes and traffic calmed roads.

www.sustrans.org.uk/resources/design-and-construction

info@sustrans.org.uk

0117 926 8893

Transport Advice Portal

This is a joint venture involving the Department for Transport and the Chartered Institution of Highways and Transportation. It is a website for finding up-to-date documents when planning, designing and operating road networks in the UK.

www.tap.iht.org

Ways to Work

(Formerly National Business Travel Network)

ways2work is a business led, business informed initiative to increase efficiency through better ways of working and travelling.

In this interconnected world, technological and social networking advances are enabling better ways of working and collaborating which, combined with the increasing attractiveness of sustainable and active travel options, are enabling the 21st century worker to interact, be productive and relax on the move.

ways2work provides practical guidance in promoting sustainable travel and reduced travel in companies as a strategic part of a business improvement programme – whether the focus is on business efficiency, environmental management, work site development or the promotion of employee physical and psychological wellness.

www.ways2work.bitc.org.uk

Heather McInroy 07912 274169

Weblinks broken?

If you find a weblink is no longer working, please go to the Hub and download the latest edition of Think Cycling! If it is still not working, please tell us immediately and we will update it.

When I see an adult on a bicycle
I have hope for the human race.

H G Wells

Think Cycling!

The aim of this '**how to do it**' guide is to encourage more provision of practical and cost-effective cycling measures by local planning and transport authorities by highlighting good practice.

Through a series of case studies and provision of useful links and tips, the guide demonstrates that investment in cycling can be highly cost-effective, relatively straightforward and achievable, even when funding is scarce. It brings with it economic, environmental and health benefits.

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This guide has been prepared by members of the Cycling Forum of the Chartered Institute of Logistics & Transport UK.

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www.ciltuk.org.uk/pages/cycling

