

A green-tinted photograph of a boat on a canal. In the foreground, several people are sitting on the deck, and bicycles are visible. The background shows a large industrial building with many windows. The text is overlaid on a semi-transparent green box.

# Greater Bristol Cycling City

End of Project Report  
June 2011



## Foreword



Foreword by Cllr Dr Jon Rogers and Cllr Brian Allinson, Executive Members for Cycling City at Bristol and South Gloucestershire respectively.

*Bristol and South Gloucestershire's Cycling City status continues to be a source of great pride for the region and it is one that will live on in the months and years to come.*

*This report catalogues the achievements of both councils during the project, and as people reading this will see, there are many. We have not only successfully added to and improved the cycling network, we have also captured the public's imagination through engaging with people face to face, where they live, work, play, shop and go to school, and online through our website - [www.betterbybike.info](http://www.betterbybike.info) - and social media channels. As a result, approximately half of the local population are aware of the 'betterbybike' brand - a phenomenal achievement for a transport initiative. All this and we have provided some 18,000 children and adults with the training they need to undertake cycle journeys with confidence.*

*The project has added impetus and momentum to our transformation of the city and its surroundings. This is a vital part of a long-term commitment to improve the sustainability of our transport system and the overall quality of life for our residents. The project has also worked closely with other projects that aim to do this, such as the Greater Bristol Bus Network, and other partner agencies such as the NHS and Avon and Somerset Police Force.*

*Thanks to all of this we have already seen a doubling and even a trebling of use on some of the new routes. We're seeing faster rates of cycle growth than ever before - or at least since we started counting. Ride your bike at rush hour and you're now likely to find yourself waiting at a traffic light with lots of other cyclists. It's a great feeling.*

*All citizens, not just those who are already cycling, are benefiting from better air quality, less traffic congestion and safer roads. The thousands that have started cycling recently are improving their health and well being, using a cost-effective and sustainable form of transport to last a lifetime, and discovering a fresh perspective on our beautiful city and the surrounding area. We will continue to reap the rewards for years come too – people who have not been born yet will benefit from what we have achieved in the last few years.*

*The city is now recognised on an international scale for its commitment to cycling. Study trips by delegates from towns and cities in Norway, USA, Japan and Germany, plus a host of national awards prove that it is not just us locals who think Bristol is a great place to cycle!*

*Lastly of course, the work goes on. There are schemes being built as we write, such as the top class mountain bike facilities being built in Ashton Court and Leigh Woods, due for completion in 2011, and we have demonstrated our commitment to continuing to support and value cycling in our latest Local Transport Plan, which commits us to continue the focus right through until 2026.*

*We have supplied details about all the Cycling City projects to the Government's National Evaluation Report and we are looking forward to any learning and guidance that this will give us as we continue to build on what we have already achieved.*

*Vive les revolutions!*

## 1. Introduction

### The Greater Bristol Cycling City Project

In June 2008, Cycling England and the Department for Transport (DfT) awarded the urban area of Greater Bristol £11.4 million to invest in the promotion and encouragement of cycling through better infrastructure, training and promotion.

The two local councils covered by the area, Bristol City Council and South Gloucestershire Council, pledged to match this grant to create a total budget of £22.8 million.

The project, spanning two and a half years, led to an increase in investment of spend per head of population to £16 per annum, with the vision of more people cycling, more safely, more often. This funding was split according to population size, equating to 72% for Bristol and 28% for South Gloucestershire.

Greater Bristol's Cycling City Project is part of the second phase of a Cycling Demonstration Towns programme, alongside another 17 towns and cities, which aims to understand and evaluate how to invest effectively in cycling.

### Aims and Objectives

The project set out to put Greater Bristol well on the way to:

- doubling cycling to work
- doubling cycling to school
- doubling cycle flows counted on existing cordons and screen lines
- doubling the provision of on-street cycling parking
- doubling the number of people who see cycling as a realistic travel option in Greater Bristol



The project also set out to contribute to the independent evaluation of the Cycling City and Towns programme.

The award meant the start of a process to embed cycling as a real alternative choice of transport for short journeys within the whole of the urban area of Greater Bristol. This has allowed for the development of a longer term cycling strategy for the Greater Bristol area, which has fed into Joint Local Transport Plan 3 – a 15-year transport strategy.

### End of Project Report

In the funding agreement, all Cycling Cities and Towns were required to submit an end of programme report to the Department for Transport (DfT) by the end of June 2011. This report serves the following functions:



- To assist the monitoring and evaluation contractors to understand clearly what the activities or 'outputs' have been – this contributes to a national evaluation report, due to be published in 2012
- To give an overview of the investment in cycling in Greater Bristol (including both grant and match funding)
- To help the DfT to identify transferable lessons for other local authorities
- To provide a report to local stakeholders about what has been delivered
- To provide evidence to support an application to the Local Sustainable Transport Fund

In addition, from a Greater Bristol governance perspective, the report also aims to:

- Identify lessons learnt from management of projects
- Contribute towards future policy development

The audience for this report is the DfT and their national evaluation team. Other publications will be derived from this report for local public audiences.

## 2.1 Infrastructure Schemes

Cycling City infrastructure schemes, both on-road and traffic-free, have been installed with a focus on providing viable cycling alternatives to encourage motorists currently taking short journeys to make some or all of their journeys by bike. In particular, these schemes have been focussed along a number of radial and arterial routes out of the city centre, linking residential areas to employment and leisure areas. In total, 36 new or improved routes have been constructed and designed to ensure they are direct, convenient, legible and easy to use.



### On-Road and Traffic-Free Improvements

Full details of the different routes can be found in Appendix 6, which supplements the map in Appendix 2. In addition, descriptions and maps of each route can be found at [www.betterbybike.info/infrastructure](http://www.betterbybike.info/infrastructure)

Examples of work include:

- Contra-flow streets: A number of contra-flow streets introduced to allow cyclists to travel against the flow of motor vehicles on one way streets, provide an advantage by allowing cyclists 'filtered permeability' through an area – mostly in central Bristol.
- Measures to increase the use of the Bristol-Bath Railway Path: Two new paths have been installed to provide access to two highly populated communities. Lighting has also been installed to provide illumination up to Bristol City Council's administrative boundary.
- The creation of Concorde Way: Concorde Way is a new route which links two major retail centres – Cribbs Causeway on the northern edge and Cabot Circus in the city centre, with Bristol Parkway station and the 'Northern Fringe' major employment centre en route.
- Work with the Greater Bristol Bus Network: Cycling was considered using Cycle Route Implementation and Stakeholder Plans (CRISPs) to identify as many opportunities as possible to benefit cyclists in parallel with buses. This follows on from the success of the Showcase Bus Route delivered in 2003 on the A38 in north Bristol. The latest count (2010) shows a 14.8% modal split for cycling along this busy road, up from 7.6% in 2002.

### 20mph Limit Areas

The two 20mph limit pilot areas in Bristol were implemented as part of the Cycling City project and Active Bristol, with the overall aims being to:

- Encourage more people to walk and cycle
- Improve road safety (in line with Bristol City Council's casualty reduction targets)
- Help create more pleasant and shared community space.

Inner South Bristol area consists of part or all of the wards of Bedminster, Southville, Windmill Hill and Lawrence Hill and became active in May 2010. Inner East Bristol area consists of part or all of the wards of Ashley, Easton, Eastville, Lawrence Hill and St. George West and became active in October 2010.

Although evaluation is still ongoing, post-implementation monitoring by Bristol City Council in Inner South Bristol has shown the following positive outcomes:



- Cycling and pedestrian activity increased by up to 12%.
- Pedal cycle casualties decreased by 40% in the first six months – along with a general feeling from local residents that safety has been improved.
- Traffic speeds have generally reduced by 1.4mph across all roads, whilst the main roads have seen a greater average reduction of 1.8mph.
- The largest speed reduction has been on Greville Road, where mean average speeds have reduced by 5.3mph.
- Public support for the scheme increased during the study as local people saw the benefits that it offered and there is now very significant support for extending 20mph limit areas further across the city. Nationally 70% of adults surveyed (British Social Attitudes Survey 2010) support residential street 20mph limits. In Bristol's post implementation surveys this figure is 88%.
- In addition to the 20mph Vehicle Activated Signs (VAS) installed on several of the higher speed roads, there is also significant support for more enforcement of the speed limit.

*“In the after survey of Inner South Bristol 20mph Limit Area, residents’ support for a maximum speed limit of 20mph or less rose from 73% to 88%.”*

[Ref: Inner South Bristol: 20mph speed limit pilot area monitoring report]

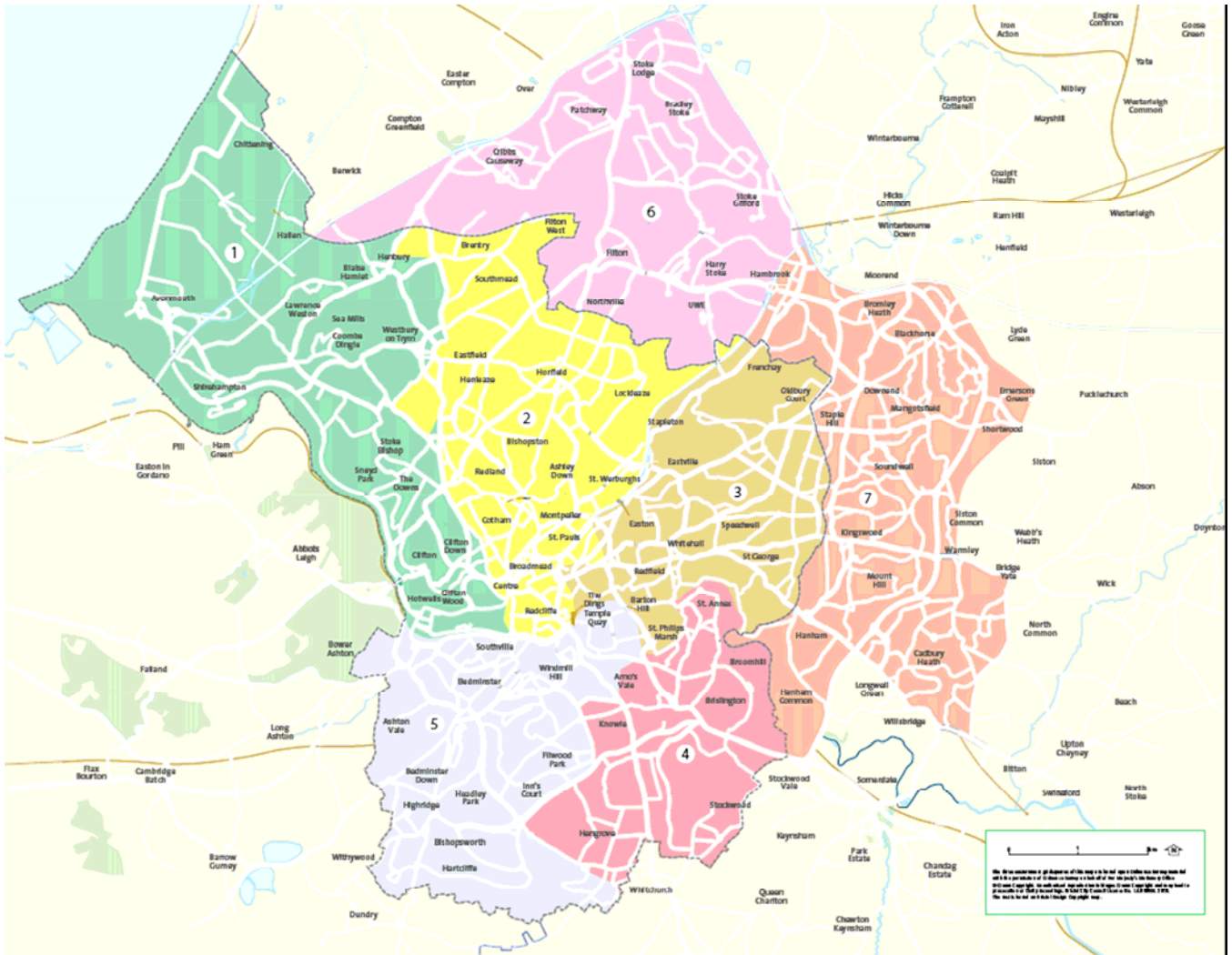
Both 20mph limit areas can be seen in a map at Appendix 2

### Tackling Pinch Points

Work began in June 2009 with representatives of the cycling community to identify the top opportunities to make Greater Bristol's cycling network more coherent and legible. The aim was to unblock existing barriers or pinch points, identify desire lines that may become contra-flows and resolve the other top identified issues; many of these were identified using a specially created online map for people to report problems and opportunities. This map was also useful to identify locations for the installation of cycle parking stands.

A map showing how the pinch points programme links up with the existing cycle network can be found at Appendix 4.

In order to allow analysis of the amount of infrastructure investment in Greater Bristol, the Cycling City area has been segmented into smaller areas as follows:



This has been done because:

- Some areas have benefited from higher levels of investment as agreed in the formulation of the programme
- An explanation may be required for what are likely to be variable results across the city
- It is anticipated that the national evaluation may benefit from this approach, not least because the size of these segments are more comparable with the size of other cycle demonstration towns and cities.

During the Cycling City Project, 53.14 km of new or improved on-road or traffic-free infrastructure was installed across the Greater Bristol area.

The following table shows the amount of investment in the seven segments as shown in the map above, and also the areas that the new or improved infrastructure serves.



<b>Geographical segment area</b>	<b>On-road cycle lanes added/improved (km)</b>	<b>Traffic-free cycle lanes added/improved (km)</b>	<b>Key residential/employment areas benefited</b>
<b>ONE</b>	0.42	0.2	Hotwells, Sea Mills, Avonmouth, Shirehampton.
<b>TWO</b>	3.95	0.84	Northern Fringe (UWE, major retail centre, large employers).
<b>THREE</b>	1.62	3.31	Frenchay, Snuff Mills, UWE.
<b>FOUR</b>	5	1.7	Whitchurch, Brislington, Hengrove.
<b>FIVE</b>	1.19	5.1	Bridge Learning Campus, Long Ashton, Hartcliffe.
<b>SIX</b>	0.72	19.19	Cribbs Causeway, Bristol Parkway railway station, major employers.
<b>SEVEN</b>	5.1	4.8	Cadbury Heath schools, Emersons Green.
<b>TOTAL</b>	<b>18</b>	<b>35.14</b>	

### Headline Infrastructure Messages

The information below gives a summary of improvements between July 2008 and March 2011.

#### Area One:

The Cycling City project implemented 0.42 km of on-road and 0.2 km of traffic-free cycle infrastructure. These infrastructure improvements are of particular benefit to commuters into Bristol from Sea Mills and Hotwells, and also provide a link across the floating harbour, which is a popular leisure route. New developments in this area joined to an existing path along the Portway.

#### Area Two:

The Cycling City project implemented 3.95 km of on-road and 0.84 km of traffic-free cycle infrastructure. This segment also contains half of the Inner East Bristol 20mph limit area covering Montpellier and St. Pauls. These infrastructure improvements are of benefit to all

cyclists, from commuters travelling from north, east and south Bristol, to school children in Westbury on Trym. The work here includes signals and junction improvements in city centre and reallocation of space on Prince Street Bridge.

#### **Area Three:**

The Cycling City project implemented 1.62 km of on-road and 3.31 km of traffic-free cycle infrastructure. This segment also contains half of the Inner East Bristol 20mph limit area covering Easton and Redfield. These infrastructure improvements are of particular benefit to those accessing Bristol from the north and east of the city, and also provide a link to Temple Meads train station. This segment contains Meads Reach Bridge, providing a link to Temple Meads station therefore allowing improved access to a major transport hub.

#### **Area Four:**

The Cycling City project implemented 5 km of on-road and 1.7 km of traffic-free cycle infrastructure. These infrastructure improvements are of particular benefit to those commuting into Bristol along the busy A4 Bath Road and also provide access to a popular leisure route into Whitchurch along a former railway line. In partnership with Greater Bristol Bus Network and as a result of a review with stakeholders, a new signal junction has also been installed on Totterdown Bridge that allows cyclists to filter through a red traffic signal when travelling inbound to the city centre.

#### **Area Five:**

The Cycling City project implemented 1.19 km of on-road and 5.1 km of traffic-free cycle infrastructure. This segment also contains the large Inner South Bristol 20mph limit area, covering the areas of Bedminster, Southville, Windmill Hill and Ashton. In addition, two new toucan crossings were installed at Clanage Road (providing a link to the UWE campus and a leisure route into Ashton Court) and at Hartcliffe Way (taking cyclists safely over to the new shared use path). These links are of particular benefit to those travelling into the city centre from south Bristol, as well as serving a new housing development and a new learning campus at Hengrove Park. At the Three Lamps junction of the A37 and A4, a new signal configuration was installed in partnership with the Greater Bristol Bus Network, giving buses and cyclists an advantage as they are able to pass through a red light for private motor vehicles.

#### **Area Six:**

The Cycling City project implemented 0.72 km of on-road and 19.19 km of traffic-free cycle infrastructure. These schemes serve many areas including large employment areas at the Northern fringe, several schools, retail and residential areas. Two of the routes directly service Bristol Parkway train station – providing routes towards central Bristol and Bradley Stoke leisure centre and community school.

#### **Area Seven:**

The Cycling City project implemented 5.1 km of on-road and 4.8 km of traffic-free cycle infrastructure. These schemes particularly serve residential areas along the northern and eastern fringes, and provide better cycling access to local schools and shopping centres.

## Examples of Specific Infrastructure Schemes

### Bradley Stoke Way

Forming part of the Concorde Way strategic cycle route, Bradley Stoke Way connects a route from Bristol Parkway train station to the Mall at Cribbs Causeway route, via Bradley Stoke leisure centre, library and community school. The improvements include a complete refurbishment of the timber bridge over Stoke Brook, the installation of around 600m of low energy LED lighting, provision of three new cycle crossing points and over half a mile of new shared use path. Consequently, a continuous off-road cycle route has been created between Stoke Brook to the south and Primrose Footbridge to the north. Manual surveys by South Gloucestershire Council at the footbridge reveal a 50% increase in cycle movements between February 2010 and January 2011. The route connects the above destinations (including the community school where the levels of cycling are well above average), the benefits in terms of are set to continue into the future.



### St. Werburghs Path

St Werburghs Path was one of the first paths to be completed (in May 2009) and is now part of the Concorde Way. Counts taken in May 2011 show 12,000 monthly trips (ref: Automatic Cycle Counter [ACC] readings). This is an increase of 31.7% on last September and an increase of 215% compared with September 2008 when a manual count estimated the number at 3,800 monthly trips.



### Hartcliffe Way

A 1.6 km segregated cycle and pedestrian path was built parallel to Hartcliffe Way road to improve this section of the Malago Greenway, which connects the south of Bristol with the City Centre. Two one-day counts were undertaken by the city council to compare usage figures between March 2008 (14/3/2008) and March 2011 (24/3/2011). The counts show an increase from 124 to 229 journeys, an 84% rise. A one-day count in May 2011 gave a figure of 356 journeys, a 187% increase from the March 2008 figure.



### Prince Street Bridge

Due to a number of interventions in the city centre over the last fifteen years, motorised traffic numbers on Prince Street Bridge had been steadily declining (down by 75% compared with 1995), whilst cycle numbers doubled over the same period. The Prince Street Bridge intervention was designed reflect this change, by re-allocating road space and making a more convivial environment for cyclists and pedestrians.

This intervention of 'shuttle-working' signals has increased cycle numbers significantly. The average number of journeys before the intervention was 1,624 daily cycle trips between Monday and Friday (July 2008). This figure increased to 2,025 daily cycle trips by May 2010, up by almost 25% in less than two years.

Qualitative surveys have been undertaken and 295 bridge users interviewed; the results show only 7% of people did not like the changes and 60% of people are in favour of the changes and believe it has been a benefit to the area.

### **Bristol-Bath Railway Path**

The railway path is now regularly seeing a combined two-way flow of up to 3,000 cyclists on a weekday in spring, with an average of 2,474 in May 2011. The number of cyclists using the path over the winter months has increased by up to 29% since cycle path lighting was installed. In March 2007 the total number of cycle trips on the railway path during the hours of darkness was 28,774. In 2011 it was 37,273.

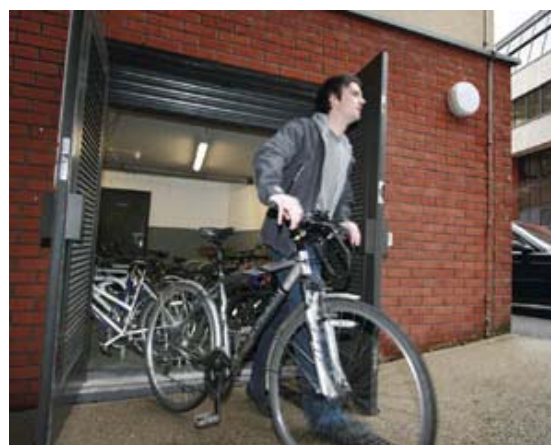


## 2.2 Cycle Parking and Signing

A map of cycle parking and signing can be found at Appendix 3.

### Cycle Parking

Between July 2008 and March 2011, a total of approximately 4,204 new cycle stands (and therefore 8,408 spaces) have been installed in public places across Greater Bristol. It is estimated that this represents an increase of 217% in the availability of cycle parking.



Location	Number of stands installed between July 2008 and March 2010
Schools	612 (1224 spaces)
Workplaces	622 (new office space) + 400 MOD + 260 (business grants) (2,564 spaces)
Universities/FE/HE	229 (458 spaces)
Train stations	174 (348 spaces)
Local shopping centres	657 (1,314 spaces)
City centre	1,401 (2,802 spaces)
<b>New Available Spaces</b>	<b>8,710</b>

Included in the above figures are the replacement of 12 pay and display car parking bays (with six stands in each) at six locations in the city centre where space is more limited, providing a total of 72 new stands (144 cycle parking spaces). A seventh location at Great George Street in central Bristol has been designed and agreed and will be completed by Summer 2011.

A number of highway 'buildouts' have also taken place, such as on St Marks Road in Easton where carriageway has been re-allocated to provide adequate and safe parking for bikes.

*"The number of new cycle stands and their wide spread across the City is a fantastic achievement."*

Cycle Forum member

### Cycle Parking Grants to Schools

Both Bike It and non-Bike It schools have had access to cycle parking grants (non-Bike It under the Wheels and Heels fund, with priority given to schools with travel plans). During the Cycling City project, 46 grants totalling £390,136 were awarded to schools, leading to a total of

1,223 new cycle parking spaces and an increase of 29% in cycle parking in Greater Bristol schools. As part of this, 35 cycle shelters were also built using grant funding, providing safe and secure parking for school children travelling by bike. Some of the grants were also used to upgrade access pathways to cycle shelters, provide cycle lockers and helmet lockers, and install secure fencing around existing cycle parking sites.

A number of schools rebuilt under the Building Schools for the Future programme were re-opened during the Cycling City Project and each has highly visible and conveniently located secure cycle parking.

## Cycle Signing

Cycling City worked in collaboration with Bristol City Council's City Design team to develop a strategy for signing that could be used across the Greater Bristol cycle network. The aim was to raise awareness of local route knowledge, countering this significant barrier to people cycling through the delivery of a coherent and integrated signed network. Using the help of stakeholders, a signing toolkit was developed that involved the use of surface cycle symbols with colours to help cyclists navigate individual routes.

The focus for the network was to sign and promote arterial routes that feed the city. As existing flow data shows, it is these routes where the greatest increase in the number of cyclists is initially expected.

The signing strategy in particular is

- linked to other modes of transport, e.g. walking and public transport
- linked to useful destinations for shopping, work, leisure and education
- built upon peoples' existing 'mental map' of Bristol

As a result of stakeholder consultations, 200 km of signage was implemented along seven main arterial routes (and the feeder routes which serve them) across Greater Bristol. These routes are: Concorde Way, Frome Valley Greenway, Bristol-Bath Railway Path, Whitchurch Way, Malago Greenway, Festival Way, the Downs Way (NCN4) and the key ring road paths to the north. These routes are shown in Appendix 3. Approximately 1580 directional signs and 700 surface markings have been installed as part of the programme.

## Customer Feedback on Signing:

*"The route wasn't signposted. I got lost, frustrated, angry and missed my train. I wish I'd taken the car."*

Bristol Resident in 2009 (pre-signing implementation)



*"I successfully navigated my way from home [to the city centre] on Malago Greenway using the new signs and I love the cycle symbols on the road, it makes you feel like you belong there."* Bristol Resident in 2010 (post-signing implementation)

*"I used the Cycle Journey Planner to plan a route, but along the way I came to the signs for UWE where I was headed. They were easy to follow and once I was on the Concorde Way the overall route was much, much better than I anticipated".*  
South Gloucestershire Resident (2011)

## 2.3 Workplace Engagement Activities

Between July 2008 and March 2011, Cycling City engaged with 12 major employers and around 50 smaller ones. Criteria were identified to decide and prioritise with whom to work. These were:

- Overall size and scale
- Pre-existing commitment to 'green' travel practices
- Willingness to engage with the Cycling City project
- Geographical proximity to existing or new infrastructure
- Likely (positive) influence on other businesses and the public
- Triggers for change – e.g. premises move, parking problems, mergers, etc.

Among the major businesses identified were the Ministry of Defence, Bristol City Council, the Environment Agency, University of Bristol, City of Bristol College, the University of the West of England, Hewlett Packard and John Lewis.

Each of the 12 major employers was assigned an Account Manager from the transport directorate in Bristol or South Gloucestershire Council. Their role was to develop a relationship, identify resource needs and mobilise support from the Cycling City roadshow team, with the aim of building some momentum to increase cycling levels. Regular roadshows were held on employer sites and other services were made available by agreement, including led rides, try a bike sessions, Dr Bike maintenance sessions and lunchtime talks.

The smaller businesses were again targeted for geographical proximity and propensity to cycle, with the greatest success coming from the 'white collar' organisations.

Many businesses were self-selecting, recruited through various cycle and transport forums, or as they pro-actively approached the project looking for help and support.

Bristol and South Gloucestershire councils worked to develop Cycle Champions at each workplace. The team found that cycle initiatives worked best where there were enthusiastic champions, capable of mobilising colleagues.

For example, energy firm Garrad Hassan worked with the Cycling City project to encourage cycling, applying for a match-funded grant to build what they believe is the biggest bike shed in any Bristol workplace. Garrad Hassan's Cycle Champion was instrumental in this process, even getting the whole company into branded t-shirts for the launch photo call (see right).

Similarly, legal firm Burges Salmon developed a cycling culture and used their office move to new premises as a catalyst for change, with a number of parking spaces being given over to cycle stands at their new headquarters.

*"A big thank you to you all. I had my bike serviced today and it is now working like a dream and feels really safe. Thanks so much for organising this event for the BBC. Brilliant!"*

BBC employee:





*"Just to say, thank you so much for attending the environmental awareness event at the University Hospitals Bristol this week. The hospital Trust was very pleased with the event and very grateful to those stallholders that gave up their time to participate. It was great that Cycling City could be part of it."*

NHS employee:

### Businesses Engaged With:

The following table shows the businesses that Cycling City engaged with, and their approximate number of employees:

Employer	Approx. number of employees
Airbus/GKN/Rolls Royce/BAE	3,000
Aztec West Business Park	5,000
Bristol City Council	16,000
Burges Salmon	600
City of Bristol College	2,000
Environment Agency	1,000
John Lewis/Waitrose	1,000
Ministry of Defence	10,000
North Bristol NHS Trust	6,000
Temple Quay	6,200
University of Bristol	5,474
University of the West of England	3,404
Plus 50 smaller businesses	20,000
<b>Total workforce engaged</b>	<b>79,678</b>
<b>Greater Bristol workforce</b>	<b>300,000*</b>
<b>Percentage of Greater Bristol workforce potentially engaged</b>	<b>26%</b>

\*This is an estimated figure as the Cycling City boundary is not co-terminus with the South Glos boundary (only a third of the geographical area of South Gloucestershire is included).

A map of businesses engaged with can be found at Appendix 5.

### Grants to Businesses

Grants were available to businesses within the Cycling City area to part-fund facilities that complemented the promotion of cycling within their organisation and helped to achieve the aims of Cycling City. The grants could be used for facilities including:

- Tools and safety equipment
- Locks
- Cycle parking

- Lockers
- Cycling clinics
- Staff workshops

The grants were match funded and eligibility was assessed on a needs/prioritisation basis, up to a total amount of £10,000.

Over the life of the Cycling City project, grants of £146,051 were awarded to public and private sector organisations. In turn, this was met with a total of £318,144 received in match funding.

Through Life Cycle UK, a local charity organisation, 300 cycle parking stands were given to organisations across Bristol, providing an extra 600 cycle parking spaces to businesses, community groups, churches and housing schemes.

### **Jam Busting Challenge**

The 2010 Jam Busting Challenge saw 91 organisations and 1,837 individuals taking part. Of the 232 people whose normal travel to work mode was by car alone, 216 reported a switch sustainable transport modes. In 2009 1,180 individuals participated from a similar number of organisations.

## 2.4 Neighbourhood Engagement Activities

### Community grants

A community grant fund was set up in 2009 and administered through the Quartet Foundation, with 20 projects funded to a total of £109,219. The grants enabled cycling activities to be added into many existing community projects, reaching target groups that would have been otherwise more difficult to engage with. The majority of neighbourhood-based projects that received funding were based in areas of multiple deprivation and health inequalities, where the potential health gain could be the greatest.



Examples of projects included:

- Refurbishing old bikes for re-sale into the community
- Guided bike rides around Bristol for new cyclists and riders lacking confidence
- Mountain bike sessions with young people
- The purchase of specialist bikes for disabled people
- Bike maintenance sessions for young people
- A 'Silver Cyclists' club to encourage older people to take up cycling
- A project to allow blind or partially sighted people the opportunity to participate in tandem cycling
- Workshops with young women to encourage them to take up cycling

A detailed report about the community organisations that received funding is available on request.

Additionally, outside of the Quartet Foundation grants, Cycling City funded further initiatives to encourage cycling including:

- the set up of 10 community bike stations (enabling people to maintain and repair their own bicycles)
- funding cycling initiatives at 13 community events
- providing resources such as lights and locks to 22 community organisations

In a number of cases, the addition of bikes into community groups' work was considered so successful that they are now using core funds or new funding sources to continue the projects.

There has also been a large amount of volunteering associated with these and other projects, which reflects the enthusiasm in Greater Bristol for enabling people and communities through cycling.

*"I welcome the opportunity to learn more about bike maintenance. It's great to have a project that allows you to be hands on with fixing problems, enabling learning and self sufficiency."*

Member of St. Werburghs Bike Workshop Project

## Case study - Bristol Bike Project

Bristol Bike Project is a community-organised scheme for vulnerable people. Each person attending the project is given a bike that needs refurbishment and taught how to do this for themselves. Cycling City funding of £2,500 was used to equip each bike with a lock and lights and also to increase the number of tools and workstations in the project in response to growing demand. To date over 400 bikes have been fixed and given to vulnerable members of the community, such as those not in education, employment or training, asylum seekers and recovering addicts, with ten new people benefiting from having bicycles from the project each week. The bike workshop is open five to six days a week and is entirely run by enthusiastic volunteers who are aiming to secure additional funding to allow them to reach more people and to expand their current space. The project has proved so successful that it recently won the 2011 Observer Ethical Award for a grassroots initiative.

More information about the Bristol Bike project can be found at <http://vimeo.com/12901441> and [www.flickr.com/thebristolbikeproject](http://www.flickr.com/thebristolbikeproject)

## Personalised Travel Planning

Between April 2009 and March 2010, Cycling City employed a team of cycle advisers, provided by Steer Davies Gleave, to undertake door-to-door personalised travel planning, focused on cycling. This was targeted using MOSAIC demographic analysis to find households with a higher propensity to cycle.

In the first year of engagement, residential door-to-door personalised travel planning (PTP) was carried out across three areas of Bristol in two separate phases.

This table shows household participation rates across the areas sampled:

Area	Households in ward*	Households targeted	Participating households	Participating individuals
Bishopston & Redland	9,214	7,032	1,587 (23%)	2,132
Horfield	5,000	3,850	1,242 (32%)	1,631

Out of all the households targeted, 26% participated with the Cycling City programme, leading to 3,763 conversations with a cycle adviser.



Take up of key offers across both phases were as follows:

<b>Service</b>	<b>Number taken up between April 2009 - March 2010</b>
<b>PTP appointments</b>	345
<b>Cycle training referrals</b>	244
<b>Dr. Bike sessions</b>	236
<b>Route plans given</b>	70
<b>Loan bikes completed</b>	63
<b>Accompanied rides given</b>	12
<b>Total services given</b>	<b>970</b>

The door-to-door personalised travel planning service was offered across a relatively small area of the city and although this approach worked well, there was a need to engage more widely.

In 2010-11 the approach changed. A new team of advisers were engaged as a roadshow team able to work across households, events and businesses in a flexible, scalable manner.

This approach extended the project's reach across the wider city and engagement through businesses was pivotal, with over 13,000 people contacted and a further 7,780 in-depth conversations held, which helped encourage people to start cycling and raised the profile of cycling in the city.

The following engagements were carried out by the roadshow team between May 2010 and March 2011:

<b>Type of engagement</b>	<b>Number of roadshows between May 2010 - March 2011</b>
<b>Business</b>	206
<b>Educational</b>	164
<b>Mobile</b>	45
<b>Public</b>	40
<b>Residential</b>	37
<b>Total engagements</b>	<b>492</b>

Employers embraced the roadshow to varying degrees. Some put on one-off events, whilst others, notably Hewlett Packard and the Ministry of Defence, created opportunities for the team to attend regularly. This enabled the offer to be varied, mobilising various partners to add

interest, not least as these major employers collaborated with the neighbouring University of the West of England to host joint events.

During the summer months, the team attended many events across the city, including Bristol's Biggest Bike Ride, the Harbour Festival and smaller events, such as the Festival of Nature and street parties organised through the Streets Alive initiative. All of these have substantial footfall, which kept the team busy with enquiries and follow on activities.

Road shows were also held at academic venues such as the University of Bristol, the University of the West of England, City of Bristol College and libraries to promote cycling to new residents of the city.

The team encouraged people to take up cycling with offers including free loan bikes, adult cycle training, personalised travel planning, accompanied rides and Dr. Bike sessions, plus tailored guidance, advice and support.

Type of service	Number delivered between May 2010 - March 2011
Resources (maps) given out	13,876
Conversations held	7780
Dr. Bike appointment	743
Route plans given	407
Loan bike uptake	177

*"I know from having spoken to a few people at work here that all of these different events you're doing are really encouraging people to cycle to work. Personally I would probably never actually have got past all the various barriers to cycling I had if it hadn't have been for going to one of the events here, getting a loan bike, having lessons and using the Dr Bike and Back Back sessions. So thank you and I hope you continue to get funding to carry on with all of this!"*  
Roadshow customer feedback

## Loan Bikes

Cycling City provided a fleet of good quality, fully equipped loan bikes for customers to borrow free for a one-month period. The aim was to provide an opportunity for people to try out cycling without having to buy a bike beforehand.

*"I wasn't cycling at all before I borrowed the loan bike. Now I cycle everyday."*  
Loan bike customer

*"Without it I wouldn't have started cycling. I'm now buying my own bike. Great service."*  
Loan bike customer

## Dr Bike

Many participants brought along bikes in various states of disrepair; mechanics fine-tuned them for free to a serviceable level wherever practicable. This helped to build confidence and assisted many people to return to their bikes.

*"My bike had broken so it [the service] was very good for getting me cycling again."*  
Dr. Bike customer

*"My bike wasn't working at all so he [the mechanic] got me going again. I thought it would cost me a lot of money to get the bike fixed but it turned out to be a simple problem and now it's working like a dream!"*  
Dr. Bike customer

## Adult Cycle Training

The aim of adult cycle training is to develop skills and confidence. Participants ranged from complete beginners wishing to learn to cycle, to improvers and experienced cyclists wishing to improve their skills.

During the Cycling City project, 1146 adult cycle training sessions were carried out within Greater Bristol, a small number of these were referred by the Police having been caught cycling anti-socially. As they had made the effort to pay for and attend a lesson, unsurprisingly many customers reported that their level of cycling has increased and/or their experience improved as a result of the training that they received:

- Before the training 61% reported to be cycling less than once a month
- After the training 78% reported to be cycling once a week or more.

(Ref: Life Cycle UK customer follow-up survey)

*"The cycle training was brilliant. I learnt a lot in such a short time."*  
Adult cycle training customer



## 2.5 Events

A comprehensive events programme was carried out with the aim of reaching all parts of Greater Bristol, with a focus on engaging new and non-cyclists:

### Cycle Carnival and Festival

This event took place over two weeks in September 2010 and featured a fortnight of 89 events including bicycle fashion shows, bicycle powered merry-go-rounds, bicycle tours, bicycle polo, bicycle poetry, bicycle photo shoots, a pedal-in cinema and several bicycle powered music stages. The emphasis was on participative events getting people onto bikes rather than as spectators and over 6,000 people attended events during the fortnight.



The main event of the festival was the Freewheelin' Carnival, which saw over 1,000 riders take part in a mass ride through Bristol city centre followed by an event in Queen Square, designed to encourage more cycling. An independent group is planning to stage another festival in September 2011.

### Cyclescreen Film Festival

Cyclescreen Film Festival was held at the Watershed and featured a weekend filled with cycling films, talks and events. A total of 779 people attended the film showings, and lots more visited the exhibitions and stalls, aimed at getting people back in the saddle. The event was so successful that the Watershed are running the event again independently in August 2011.

### Cycling Zone at the Harbour Festival

The pedal powered stage was a huge success, with teams from local employers and ad-hoc volunteers queuing up to keep it going all day. The roadshow team had in-depth 'conversations' with 87 people and gave away further resources to 245 members of the public (maps/leaflets).

### Bristol's Biggest Bike Ride - Mass Participation Event

2009 and 2010 saw the 16th and 17th anniversary of Bristol's Biggest Bike Ride, and with them came a record number of 7,500 riders at each event – an increase from 4,000 riders in 2008.

### Neighbourhood Events

Local neighbourhood events were carried out throughout the project to promote the opening of new infrastructure close to schools and parks.

### Street Parties with Streets Alive for 20mph Limit Area Launches

The roadshow team attended street parties to celebrate the launch of two new 20mph limit areas within the city, where they encouraged residents to take up cycling through advice,

guidance and the offer of key services such as personalised travel planning, loan bikes and Dr. Bike appointments.

### **Get Gorgeous and Discover Bristol Rides**

In 2009 and 2010 CTC provided a series of rides for novice women culminating in a 50 mile ride to the Cheddar Gorge and back in a day, whilst the Cycling Campaign ran a series of rides to help people discover the less known routes around Bristol. These will be continuing without Cycling City support in 2011.

### **Business as usual**

Cycle Bristol CTC and other local clubs ran weekly rides throughout the duration of the Cycling City project.

### **Bike Breakfasts**

In addition to breakfasts at individual schools and employers, the number attending public Bike Breakfasts rose from 150 in 2008 to 920 in 2010.



## 2.6 Increasing Bike Availability

In Bristol in 2009, a survey by Cycling England found that 34% of adults owned a bike and 86% of children and 26% of adults and 81% of children had ridden a bike in the last year. This showed the potential for investing in schemes that increase bike availability in the Greater Bristol area. (Ref: AECOM and consortium partners evaluation survey)

The following projects show the work that was carried out to make bikes more readily available:

### All Abilities Project

The All Abilities project was launched in August 2010 as a result of a partnership between Cycling City, Aiming High for Disabled Children, and Cycling Projects. Based in St Pauls Adventure Playground, the project offers children with a range of disabilities the opportunity to ride one of 12 specialist bikes, ranging from quads to hand cycles which can be adapted according to each rider and their specific needs.

Groups can hire bikes during 'closed' sessions with individuals being able to hire them during 'open' sessions. Both type of session are pre-bookable and until March 2011 this was free to members.

The project has proved to be popular with a number of local special schools making regular bookings for months in advance. The aim is to grow and develop this project to enable it to become self-sustaining, and to spread the benefits as widely as possible. This will be achieved by training teachers, group leaders and volunteers to run sessions and maintain the bikes, as well as widening access to other potential customers such as adults with disabilities.

To the end of March 2011:

- Three Let's All Play sessions took place involving 78 children and 10 adults.
- Forty-eight pupils and 26 staff have taken part in regular weekly schools sessions.
- Ten Bristol City Council instructors and two Life Cycle UK instructors were trained and are now delivering sessions.
- Since the launch day in August 2010, 175 people have used the bikes.

*"One of the pupils from New Fosseway has been attending since Autumn 2010. Initially he had no interest in the bikes and preferred to play in the playground but gradually he was encouraged to take short turns on double bikes with school staff. He liked to do things at his own pace, in his own way and without assistance (he is autistic) and began to start sitting on a trike and exploring the park by scooting it with his feet. In March 2011 he stayed*



*on a trike for a long time and rode using the pedals and brakes and joined in with the other students doing circuits."*

Teacher at Brislington Enterprise College Autistic Spectrum Disorder Unit (BEC ASD)

The service is now funded until March 2012 with a market research project currently underway to assess options to sustain the project in the longer-term.

## **Bike Back Project**

The aim of this project was to establish a large-scale bicycle recycling project in partnership with Bristol Prison, which would recycle and refurbish bicycles to encourage more cycling, reduce waste and reduce re-offending.

This involved equipping a prison workshop with bike maintenance work-stations and providing productive employment, training and qualifications for prisoners. HMP Bristol has provided the workshop rent-free and is paying prisoners' wages and in co-operation with Bristol City Council, has entered into a contract with a not-for-profit organisation, Life Cycle UK, to run the facility and provide bicycle maintenance.

Based on similar projects elsewhere, it is anticipated that the project will become self-funding, with the sale of bicycles generating funding alongside HMP Bristol's significant contribution of facilities, premises staff and labour costs.

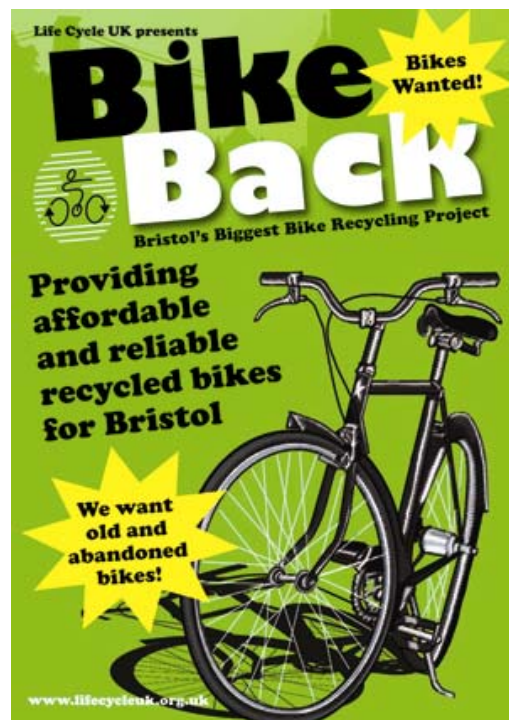
By the end of March 2011:

- The production line had been set up and the system was operational, with 48 prisoners having been involved
- More than 109 bikes had been sold to members of the public
- A total of 643 bikes had been collected through a mixture of public donations and arrangements with the household waste recycling sites across Bristol
- In excess of £200 had been put back into the project from scrap metal sales
- Regular sales were being held with at least 50 bikes per month being sold.

It is anticipated that the skills and training that the prisoners receive will result in increased confidence and better employability in the future. Prisoners have indicated that the project offers them the opportunity to learn new skills, to keep busy and have time outside of their cells with other people.

## **Customer Feedback**

Those purchasing recycled bikes have been very positive about the scheme and many have commented that it has enabled them to get back in the saddle. Selling the bikes at a low cost rate has meant that people who are unable to afford the cost of a new bike are still able to take to the city on two wheels.



A woman came in to donate a bike (that dated back to 1948) and to pick up another, having recently retired and was looking to get back into cycling again. She bought a refurbished bike and her husband commented:

*“Thank-you so much. You don’t know what this means to us both – for [my wife] to get her independence and confidence back, it’s very special indeed.”*

Another customer commented on how the mixture of low cost bike and adult cycle training sessions has helped them to get to know the city better by bike:

*“...I can't imagine my time in Bristol over the last couple of months without it. It has been really useful in getting to know the city and the (adult cycle training) lessons I took really boosted my confidence.”*

### **Recommendation for Future Action and Sustainability**

There are various plans in place to develop this project and ensure its sustainability into the future, but already the demand has been established with the great majority of the bikes being sold quickly. One grant giving trust has awarded £10,000 per annum for the next three years and further grant applications are being made. A Big Lottery Fund decision is due in autumn 2011.

## 2.7 Schools and Young People

### Bikeability

Over the Cycling City project, 16,920 children took part in Bikeability training. The table below breaks this figure down across the Greater Bristol area:

	<b>Bristol</b>	<b>South Glos</b>
<b>Numbers trained 2008-09</b>	Level 1: 600 Level 2: 2,100 Level 3: 0	Level 1: 402 Level 2: 517 Level 3: 20
<b>Numbers trained 2009-10</b>	Level 1: 1,129 Level 2: 1,583 Level 3: 23	Level 1: 854 Level 2: 2,524 Level 3: 106
<b>Numbers trained 2010-11</b>	Level 1: 1,186 Level 2: 1,664 Level 3: 62	Level 1: 1,292 Level 2: 2,805 Level 3: 53
<b>Sub-totals</b>	Level 1: 2,915 Level 2: 5,347 Level 3: 85	Level 1: 2,548 Level 2: 5,846 Level 3: 179
<b>Grand total</b>	<b>8,347</b>	<b>8,573</b>
<b>School population in Cycling City area</b>	<b>86,377</b>	<b>24,604</b>
<b>Percentage of school population trained</b>	<b>10%</b>	<b>35%</b>

Approximately 1,800 children were Bikeability trained in Greater Bristol in the year prior to Cycling City funding, with 89% of state primary schools, 40% of secondary and 57% of special schools involved.

### Working with schools

The schools programme included supporting a wide range of Bike it and non Bike It schools with help organising and funding bike to school initiatives, activities and events to engage pupils, parents and carers to cycle. This included bike to school breakfasts, Dr Bike activities, help and advice for parents and carers and competitions and prizes to encourage cycling to school.



Family events included themed cycle treasure hunts on the Bristol-Bath Railway Path, often in conjunction with neighbouring authorities. Other events supported the opening of cycle infrastructure and launch events in new or refurbished parks to raise awareness of new measures.

Work with schools also included working with other local authority departments, such as Parks and Neighbourhood Arts teams, to support their cycling activities and to provide activities and workshops leading up to the Freewheelin' Cycle Carnival in September 2010. Work was also joined with the Smarter Choices schools work programme at relevant points to support the healthy ways to schools project.

The schools programme also managed cycle parking grants to schools (see section 2.2 for further details). Parking grants have typically paid for covered cycle shelters with lockable gates containing Sheffield stands and scooter parking.

Bristol and South Gloucestershire schools took part as a pilot in Sustrans' Virtual Bike Race in 2010, whereby schools could enter a national competition usually only open to Bike It schools. Six non-Bike It schools in Greater Bristol took part, involving 1,505 children plus staff. The overall national winner was St. Mary's RC Primary School in South Gloucestershire.

Sustrans ran a similar themed 'Big Pedal' competition in 2011, open to all schools, with 44 schools across Bristol and South Gloucestershire taking part. During the three weeks of the competition, 62,462 journeys were made to a Bristol or South Gloucestershire school by bike, with a Greater Bristol Bike It school, Filton Avenue Junior, achieving first place in the regional category.

### **Bike to School Week**

Bike to School Week in September 2010 was organised in Bristol and South Gloucestershire with a range of activities to which schools could sign up. These activities included grants for Dr Bike sessions, bike breakfasts, Bikeability training during the week, bike costuming workshops and information on how to hold a school cycle carnival procession in the playground.

A range of paper resources such as a Bike to School Week manual, how-to-do sheets, diaries to record journeys, wall charts and stickers, posters, etc were available for different age groups and small Bike to School branded incentives produced for participating children. Aardman Animation allowed the use of the Shaun the Sheep images for branding. There were also prize draws for participants who cycled every day for the week over the two authorities, prizes included bike vouchers, locks and lights. A total of 36 schools (with a head count in excess of 15,000) were involved in this project.

Feedback from schools:

- They would prefer to hold a Bike to School Week in the summer term towards the end of the school year after Year Six SATs (2010's event was in early Autumn to link with the two week Bristol Cycle Festival and carnival).
- They would love to hold the week again and thought the grant to hold a bike breakfast and book a Dr Bike really helped to focus parents and children on the weeks activity.

Feedback from pupils:



- *"I like coming to school on my bike, it's fun."*
- *"I always ride my bike even in the snow and rain. I've won quite a few prizes over the years"*
- *"I love Bike Week!"*

## Concorde Project

The Concorde Project aimed to provide a cycle-based solution to transport problems arising from changes to 14-19 education provision at secondary schools in South Gloucestershire. The project aimed to encourage pupils and staff at four local schools (Bradley Stoke and Abbey Wood schools and Filton and Patchway Community colleges) to use the network of new off-road cycle routes that have been built in the area, by providing measures such as:

### Cycle storage:

Cycle storage has been installed at Bradley Stoke School, Abbeywood School and Filton College.

### Pool bike scheme:

40 pool bikes have been provided (10 bikes at each school), to encourage pupils and staff to make sustainable journeys between school sites. Equipment such as pumps, weather-proof clothing, maintenance equipment, locks and data tags are also being given to schools.



### Promotional materials:

A strong identity was developed with pupils and resulted in 'Cyked' branding to use on leaflets, cycle maps and pool bike scheme information.

### Public art project:

Pupils from three secondary schools have been designing artwork as part of their GCSE coursework portfolio. An artist was recruited to lead the project, and short listed designs have now been installed at various locations on the new cycle routes.

The project will soon expand to include transition work with primary schools within Bradley Stoke/Filton areas, the groundwork for which has already been laid by the Bike It project. Familiarisation for Year Six pupils and their parents with new routes between schools will also take place in order to promote recreational riding, as well as sustainable home-to-school journeys.

## Bike It

Sustrans Bike It programme is a scheme that delivers an intensive pro-cycling educational programme to schools in local authority/primary care trust areas. The programme seeks to raise awareness, develop skills and encourage children to take action to increase the number of school journeys they make by bicycle.

In consultation with schools and partners, each Bike It officer develops a programme of activities that can offer a wealth of additional benefits to the children, the school, the community and partners. The project adds to local investment in cycle infrastructure, bike storage and cycle training and helps to meet many transport, health, environment and education objectives.

Part of the Cycling City bid was for the Sustrans Bike It programme to be expanded to two officers, having previously only one officer working across Bristol City, South Gloucestershire and Bath and North East Somerset local authorities. In addition, the Bristol Primary Care Trust provided further funding for another two officers, bringing the total number to four.



One hundred percent of pupils at Bike It schools have participated, however some pupils were more intensively engaged than others. The most common activities were champion meetings, award presentations, classroom sessions, Dr. Bike sessions, pupil-lead steering groups and bike breakfasts.

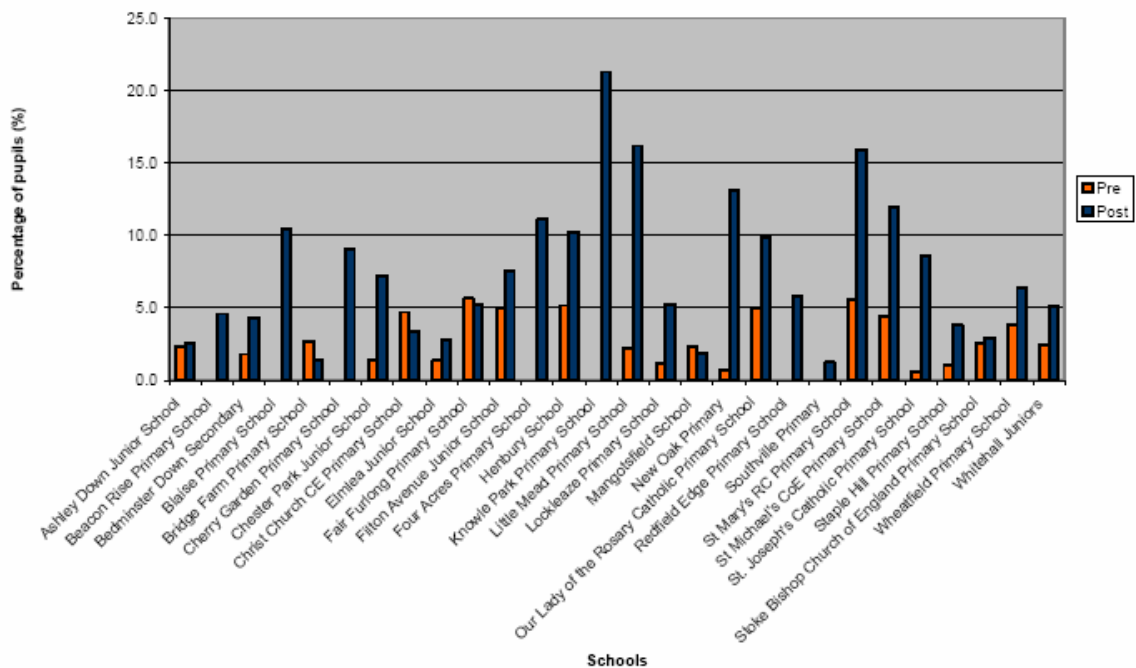
The levels of engagement of Bike It schools (at September 2010) is shown below:

	<b>Bristol</b>	<b>South Glos</b>	<b>Total</b>
<b>Intensively engaged</b>	24	5	29
<b>Supported</b>	12	12	24
<b>At a distance</b>	1	1	2
<b>TOTAL</b>	<b>37</b>	<b>18</b>	<b>55</b>

The Bike It project has achieved significant modal shift in the Greater Bristol schools where it has worked. Looking at the overall figures for all Bike It schools that have been part of the project for at least one year, regular cycling has effectively doubled from 12% to 23%, and the level of pupils who have never cycled to school has declined from 72% to 50%. The South West average for regular cycling to school is 2%.

The fact that 43% of Bristol pupils said in their 'pre' surveys that cycling would be their preferred school travel method shows that there is still a lot of potential to continue the trend of increasing the numbers of pupils who choose to cycle to school on a regular basis. There is also more work to be done in other areas, such as numbers of pupils travelling to school every day by car – for which the percentage remains approximately the same for most schools after one year of Bike It (around 26%). Schools in areas of multiple deprivation were targeted with some success, and this was augmented by schools self-selecting or targeted as being close to cycling infrastructure.

The graph below shows the percentage of pupils cycling to school both pre and post Bike It intervention:



A map showing Bike It schools across Greater Bristol can be found at Appendix 5.

(Ref: Sustrans (2010) 'Bike It: A progress report on the programme in Bristol and South Gloucestershire')

## Youth Engagement

This project used interventions to encourage more children and young people to cycle and to attempt to assess how cycling for leisure and sport impacts on the propensity to use cycling as a means of transport. To promote these projects 2,000 leaflets detailing all the extra curricular activities children and young people could take part in were disseminated.

This age group is all too often discounted from and under represented by community projects as they can be labelled as being 'hard to reach'. These projects were aimed at providing a legacy to the Cycling City project; useful skills and permanent structures for generations of Bristolians to utilise, pass on and share.

Key projects funded, set up and supported were:

- Refurbishment of an existing BMX facility in Lawrence Weston and another refurbishment in Stockwood is planned. A further two at Eastville Park and Brunel Way are planned and due to be installed later in 2011. BMX tracks enable young people to get fit and develop bike-handling skills and can often lead them to continue cycling into adulthood. BMX tracks will enable up to 20 young people at any one time to learn new skills from other riders or teach others their skills.
- A new BMX track built in Emerson's Green, constructed from the spoil when a new cycle path was implemented nearby. The BMX track was designed by the local groups who now use this new facility.
- Support for adventure playgrounds including cycling maintenance tools, training and storage. Four adventure playgrounds in various areas across Bristol are now able to teach and train young people to fix their bikes and learn useful transferable skills to take to potential future employment. Each of the four adventure playgrounds sees on

average 150 children passing through the gates each week and approximately 350 different children will use the facilities during an average year

- Purchase of helmets to support the annual BMX Jam in St George. Children who could not otherwise afford basic equipment were able to take part
- A pilot of Bikeability painted tracks in Eastville Park. Young children can now learn basic cycling skills in a safe, off road, environment.

## **Go Ride**

British Cycling's Go Ride sports development programme provides young people opportunities to participate in the sport and to develop their potential through improving the quality and quantity of cycling provision in schools and clubs.

Cycling City funded a Go Ride Coach to work within the Greater Bristol area, to deliver a high quality school and community-coaching programme, through engagement with young people, volunteers, schools and clubs.

During the Cycling City project, the Go Ride Coach worked with seven schools and 309 young people. The programme in the Greater Bristol area also engaged with a further 304 young people throughout events such as inter-schools competitions, activity coaching, club support sessions and Go Ride racing. Work is still in progress as the project's funding is ongoing.

As part of this programme 8 Specialist Sports Schools were provided with 15 bikes each, and these are being regularly used both as part of the PE curriculum and as part of after-school and holiday activities, and a considerable number of PE staff are now ACAT trained. The bikes are likely to be used to support Duke of Edinburgh Awards in the future

One of these schools is turning a container into a workshop and store where BTEC engineering pupils will maintain the bikes as well as work on building bikes for a charitable project with schools in Kenya.

## **Bike Club**

Bike Club aims to reach young people who experience barriers in access to cycling and works to increase participation in a number of areas. Thirteen clubs were supported across Greater Bristol, reaching approximately 1,250 participants. Clubs included:

### **Made 4 Ever Youth Club, Kingswood:**

Tailored specific girls only programme to encourage them into cycling through cycling trips and film making.

### **Bristol Bike Club and Hospital Education Service:**

Helped to develop a programme of cycling activities including Bikeability and mountain biking to help young people who are in, and recovering from hospital to get physical activity.

### **City Academy Youth Achievement Foundation:**

Helped disengaged young people to get involved in bike maintenance and mountain biking.

## 2.8 Further and Higher Education

Engagement was carried out with the University of the West of England (UWE) and the University of Bristol (UoB) as employers, and has ensured a great deal more parking on each site. Many of the new routes end with or have UWE en route. Work directly with students has taken place via these initiatives, rather than anything directly targeting students.

A research project will be undertaken with UoB next year to assess the impact of loaning bikes to new students when they arrive at university.





## 2.9 Train Stations

### Bristol Temple Meads

Seventy additional cycle parking stands (140 spaces) have been paid for by Cycling City and are in storage awaiting their installation (by Network Rail) on platform three – this is to cope with the demand as the existing 175 spaces are often fully utilised. Additionally, there are 87 stands currently within 20m of the station. A major remodelling of transport interchanges at Temple Meads is planned but was delayed by the recession - this is now part of Bristol's 'Enterprise Zone'. As such, work with Temple Meads to improve the overall cycling experiences will be part of this larger plan. In year one of the project, Meads Reach Bridge was installed, providing a safe and accessible link by bike to Temple Meads station from the city centre.

### Bristol Parkway

Fifty-two additional cycle parking stands (104 spaces), including two secure covered shelters in prominent spaces in the car park have been installed at Bristol Parkway station. Two new routes also feed this area (City Centre to Parkway Station and Parkway Station to Bradley Stoke leisure centre and community school), linking key destinations to the train station.

### Suburban Stations – Cycle Parking Stands

Suburban Train Station	Number of stands installed
St Andrews Road (Avonmouth)	12
Sea Mills	4
Shirehampton	6
Clifton Down	22
Redland	4
Montpelier	6
Stapleton Road	4
Lawrence Hill	6
Bedminster	4
Filton Abbey Wood	15

## 2.10 Leisure Cycling

Many of the routes developed, especially the traffic-free routes, can act as both utility and leisure routes. For example, Festival Way provides a viable route from the south and west of the city into the city centre. A booklet of 10 short family/leisure rides was published in 2010 and 20,000 copies were given out to members of the public, along with 70,000 (Bristol) and 10,000 (South Glos) cycle maps during 2009 and 2010.



The Cycling City project was also instrumental in ensuring that £400,000 funding was levered in for the development and upgrade of 12 km of mountain Bike trails in Ashton Court and Leigh Woods. Additionally BMX tracks are being built/refurbished as part of the Youth Engagement programme of initiatives (see section 2.7 for further details).

### 3. Expenditure

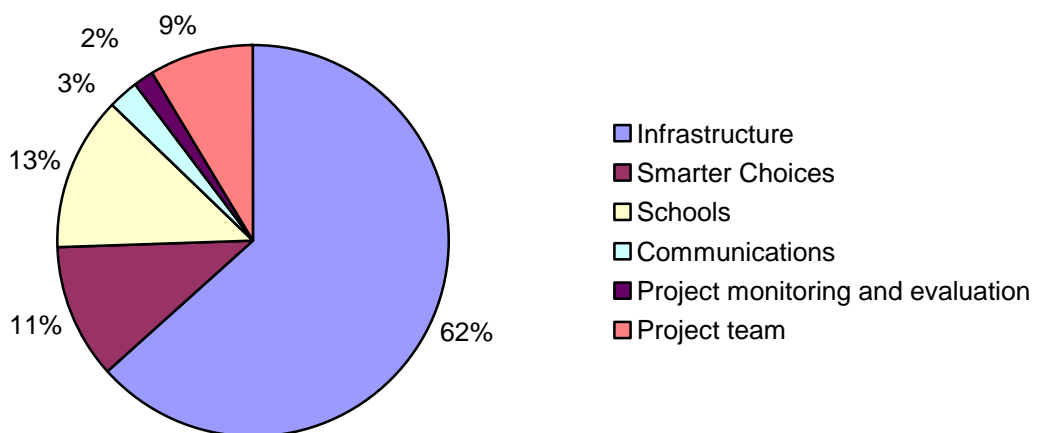
The project overall came in on budget, with the full amount of the Government grant being invested and claimed including an extra allocation of £60,000, which was awarded and invested in 2011 towards the end of the project. The split between capital and revenue is shown in table one.

**Table one: grant split between capital and revenue**

Funding source	Amount of grant funding claimed from DfT
Capital	£7,641,625
Revenue	£3,996,743
<b>Total grant claimed</b>	<b>£11,638,368</b>

The majority of grant funds were invested in infrastructure as demonstrated by pie chart one.

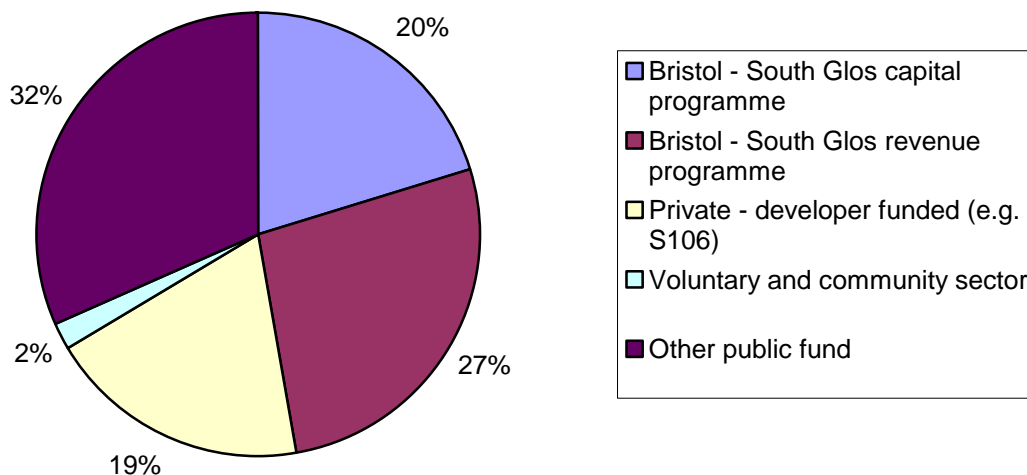
**Pie chart one: grant spend by category**



A number of resources were shared by Bristol and South Gloucestershire councils across the overall budget (items such as communications and project management were top-sliced) and the remainder of the budget was split by the proportion of population living in the two council areas, being 72% for Bristol and 28% for South Gloucestershire.

Due to the size and complexity of the programme a separate spreadsheet for match funding was developed in line with the counting rules developed by Cycling England, which mean that initiatives with direct benefit to cycling in Greater Bristol can be counted. A summary is presented in pie chart two, which demonstrates that the required match was met and exceeded from a variety of sources.

**Pie chart two: match funding by source**



The category of ‘other public funds’ includes a wide variety of sources such as:

- The NHS, who contributed staff time and expertise as well as financial contributions to the Bike It programme and 20mph speed limit area roll out.
- Grants and other direct financial contributions came from the Big Lottery Fund, Youth Sport Trust, Aiming High for Disabled Children, the Arts Council, Quartet Foundation and Safer Bristol
- In kind sources of match funding came from areas such as the Highways Agency, HMP Bristol, local charities and volunteers, and the Play Pathfinders Programme.
- Ten percent of Greater Bristol Bus Network funds invested on the highway can counted as match funding. Significant benefit to cyclists were identified and implemented as part of the programme for these bus corridors.

## 4. Initial Outcomes

The full national evaluation of Bristol and South Gloucestershire's Cycling City project will be released by the DfT when post-intervention data is available. The project has submitted all the data requested by the national evaluation team. Ongoing monitoring post-Cycling City will also be submitted to the national evaluation team.

However, some early independent indicators are available, showing that Bristol has made encouraging progress and is now regularly ranked as one of the best regions in the country for cycling facilities.

For example, a Cycling Plus survey in 2010 ranked Bristol as 'the number one cycling city' and a report by Bike Dock Solutions in 2011 ranked Bristol as number one for cycle parking per head of population. More recently, a CTC Fill That Hole survey gave Bristol a 'highly commended' award in its 2011 survey and the Municipal Journal named the project as the winner of the 2011 Sustainable Infrastructure Achievement of the Year Award.

In terms of the quality of provision, the IPSOS/MORI 2009 National Highways Satisfaction Survey (released in 2010) ranked Bristol top in two categories (cycle route information and cycle facilities at place of work) and scored the city highly against the other 25 urban unitary authorities in cycle parking and directional signage for cycle routes (coming second and third respectively).

Meanwhile, in the same survey South Gloucestershire came second out of 76 in four categories (cycle facilities at place of work, cycle route information, cycle parking and drop kerb crossing points) and third in four categories (provision of cycle routes where needed, condition of routes, cycle crossing facilities and direction signing). Scored against the 20 rural unitary authorities, South Gloucestershire came top in the same six categories.



Measures collected by each council back up the general consensus that Greater Bristol's Cycling City demonstration town status is bringing about some significant changes:

- Due to factors such as the lowering of speed limits, raising awareness of the presence of cyclists and a 'safety in numbers' effect, the number of serious injuries to cyclists under 18 years of age is down by 50% (ref: NHS report). Further monitoring by Bristol City Council suggests a decrease in the rate of cycle accidents when viewed against the total number of cyclists.
- In the new 20mph limit areas cycling has increased, cycle accidents are down and local residents are strongly in favour of the new speed limits (67% pre-implementation, 83% post-implementation). (ref: Bristol South 20mph limit area monitoring report).
- Automatic count data on two new bike routes, Concorde Way and Hartcliffe Way, have risen by 102% and 84% respectively since 2008 (ref: Automatic Cycle Count data 2010).
- The average rate of people cycling to work in 2007 was 6.7%. Figures from 2010 show 9.8% of people now cycle to work, with the Ashley area of the city showing over 1 in 4 people cycling to work (26%). The areas of Bishopston, Redland and Southville also show around 1 in 5 people cycling to work (ref: Quality of Life report 2010).



- The project's website - [www.betterbybike.info](http://www.betterbybike.info) - has received ½ a million page views in the last 18 months, with cycle maps and route information receiving the majority of hits (ref: Google Analytics).
- Bristol City Council's Citizen's Panel survey (2010) indicated that 38% of people in the city were aware of Cycling City or the Better By Bike campaign and 9% of people now cycle daily, 16% cycle once a week. Similar figures are also reported in South Gloucestershire's Viewpoint survey.
- Gloucester Road, one of the city's major roads, now has a 14.8% modal share for cycling, up from 7.6% in 2002 (ref: Manual cycle count data).

Whilst these results give a flavour of the impact of the Cycling City project, they don't by any means give the full picture. As stated above, the DfT will release an independent progress report when post-intervention data is available.

## 5. List of Appendices

Appendix 1 – Map showing Greater Bristol investment segments

Appendix 2 – Map showing Greater Bristol cycling infrastructure

Appendix 3 – Map showing Greater Bristol signed cycle routes and cycle parking locations

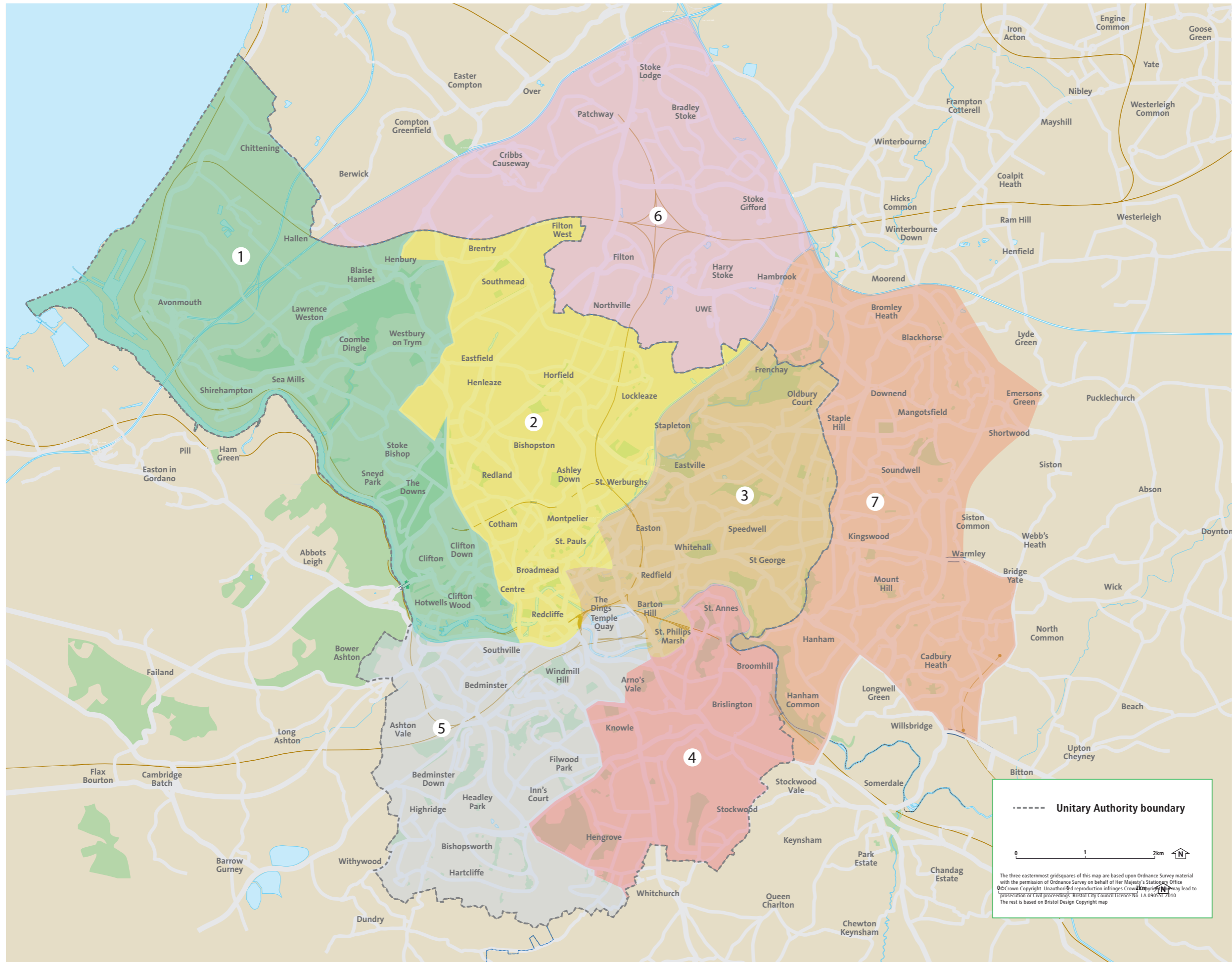
Appendix 4 – Map showing pinch points and connectivity with other routes

Appendix 5 – Map showing Bike It schools, targeted businesses and areas of encouragement activity

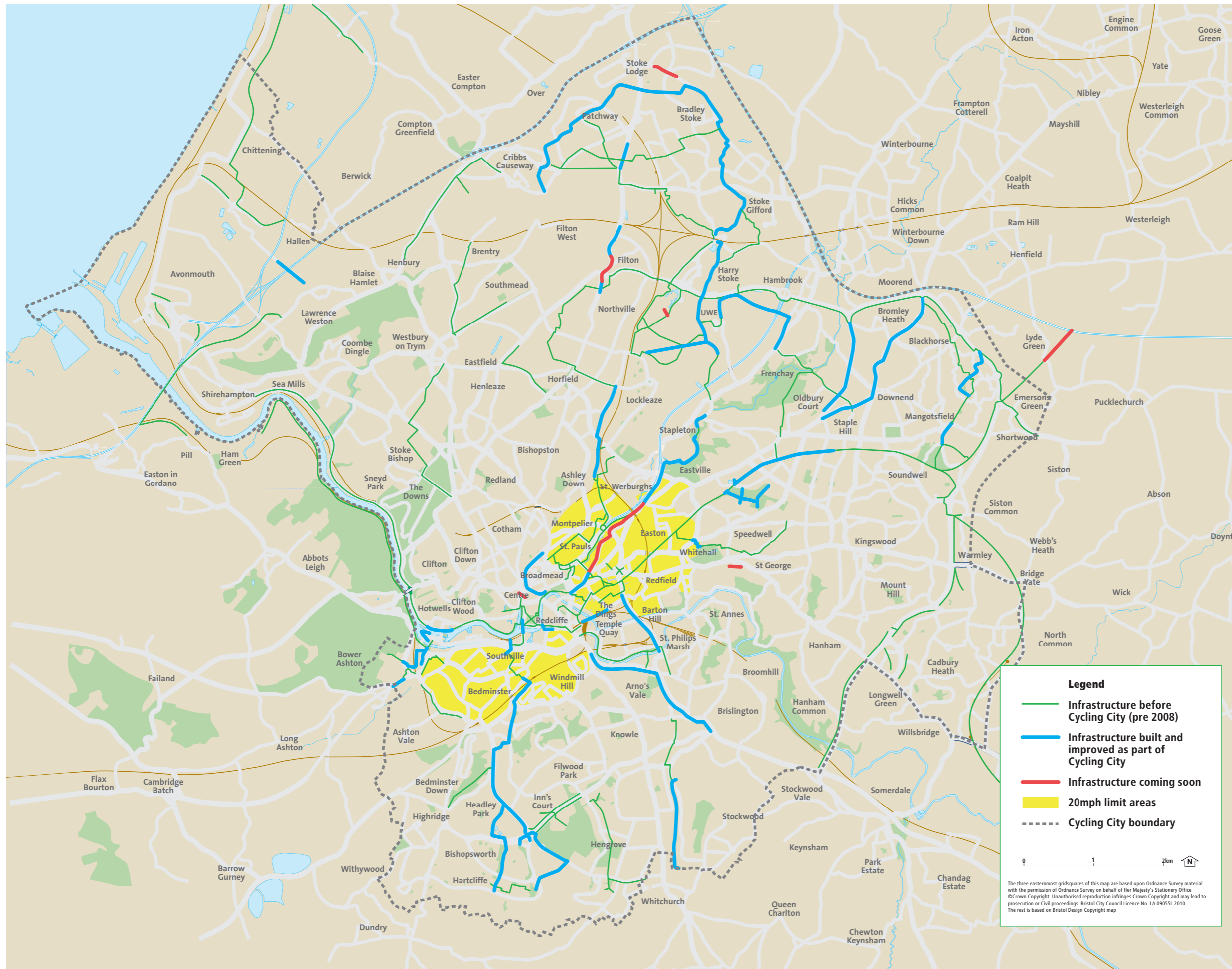
Appendix 6 – Table of infrastructure schemes

Appendix 7 – Case studies

# Greater Bristol investment segments

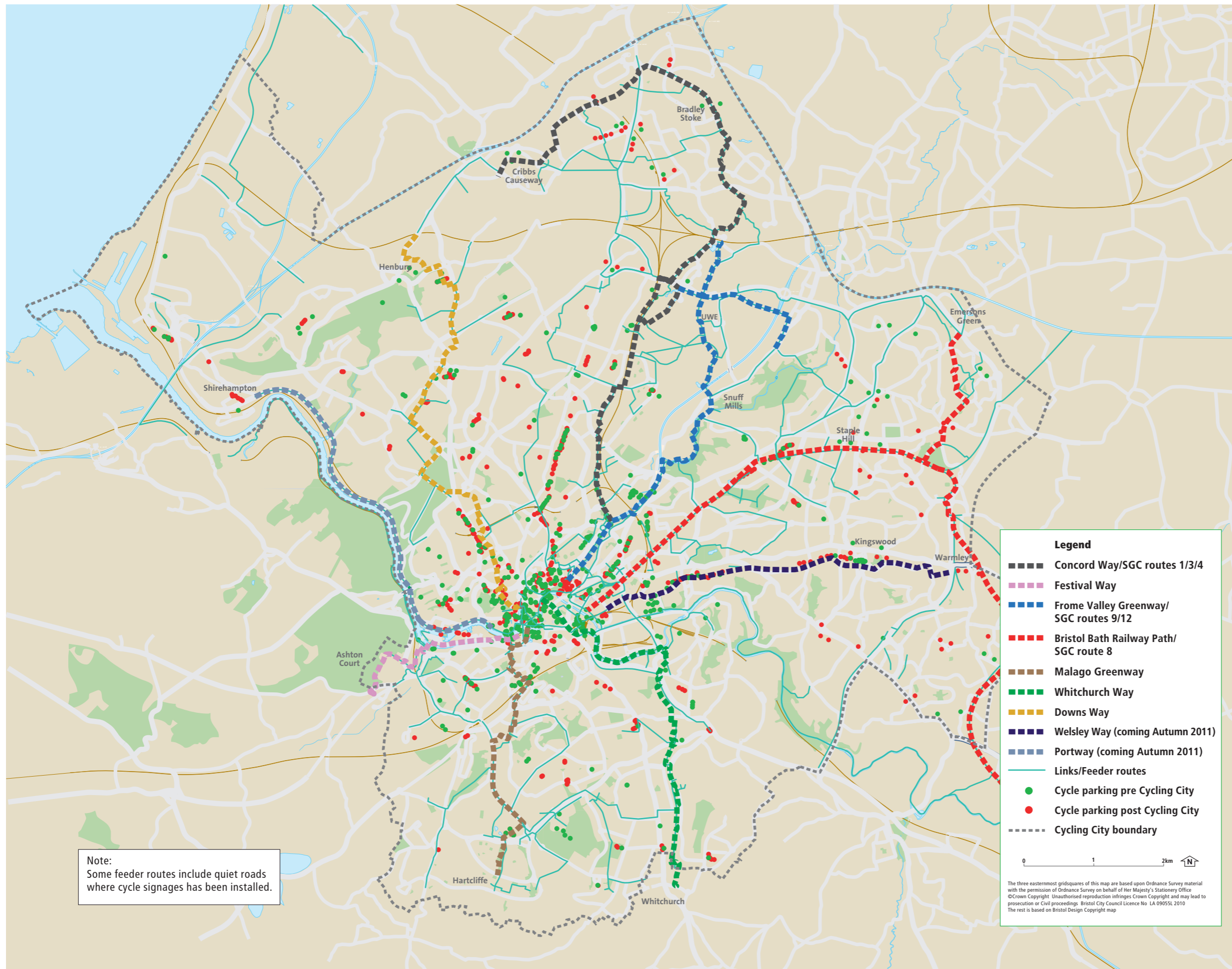


# Greater Bristol cycling infrastructure



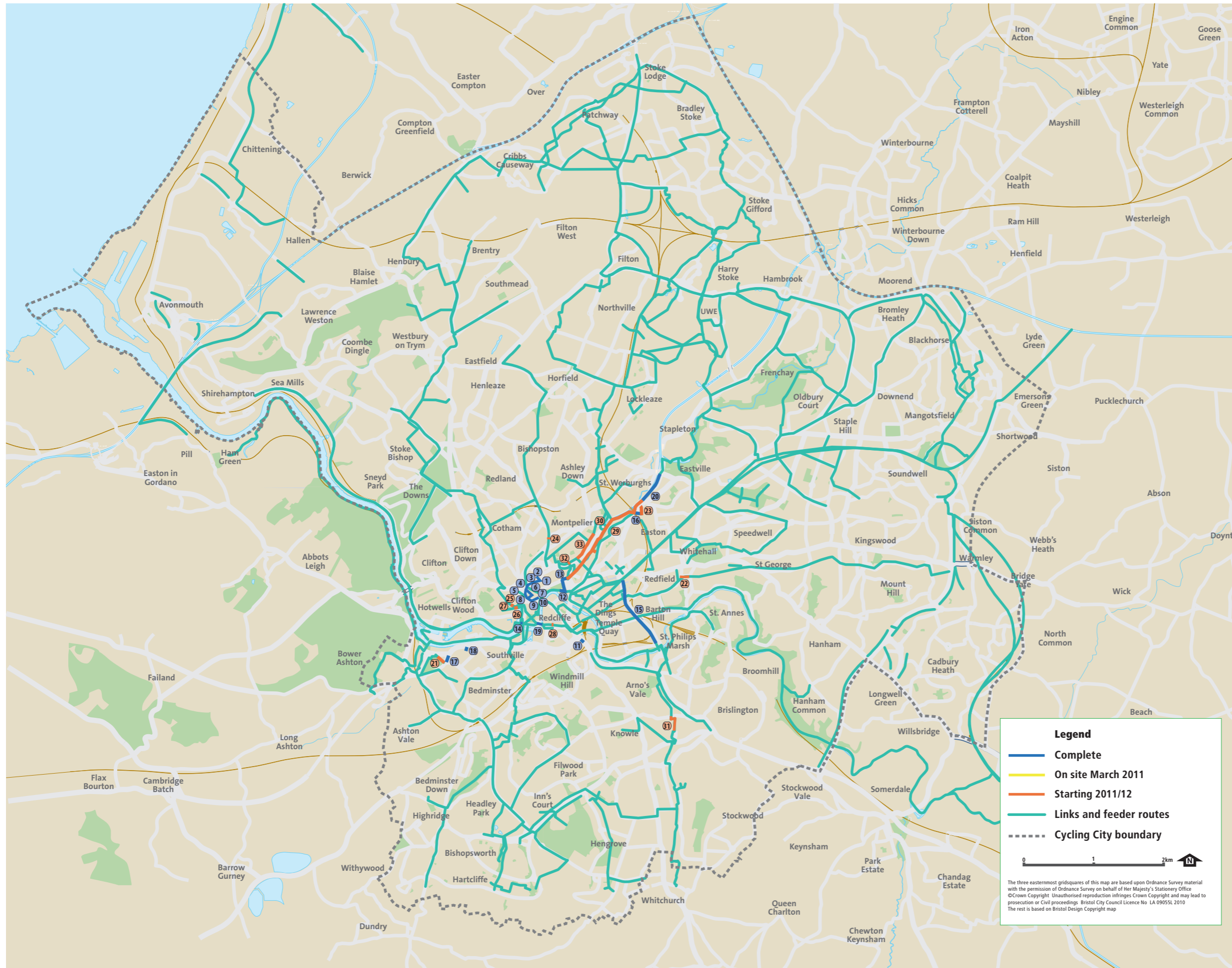


# Greater Bristol signed cycle routes and cycle parking locations

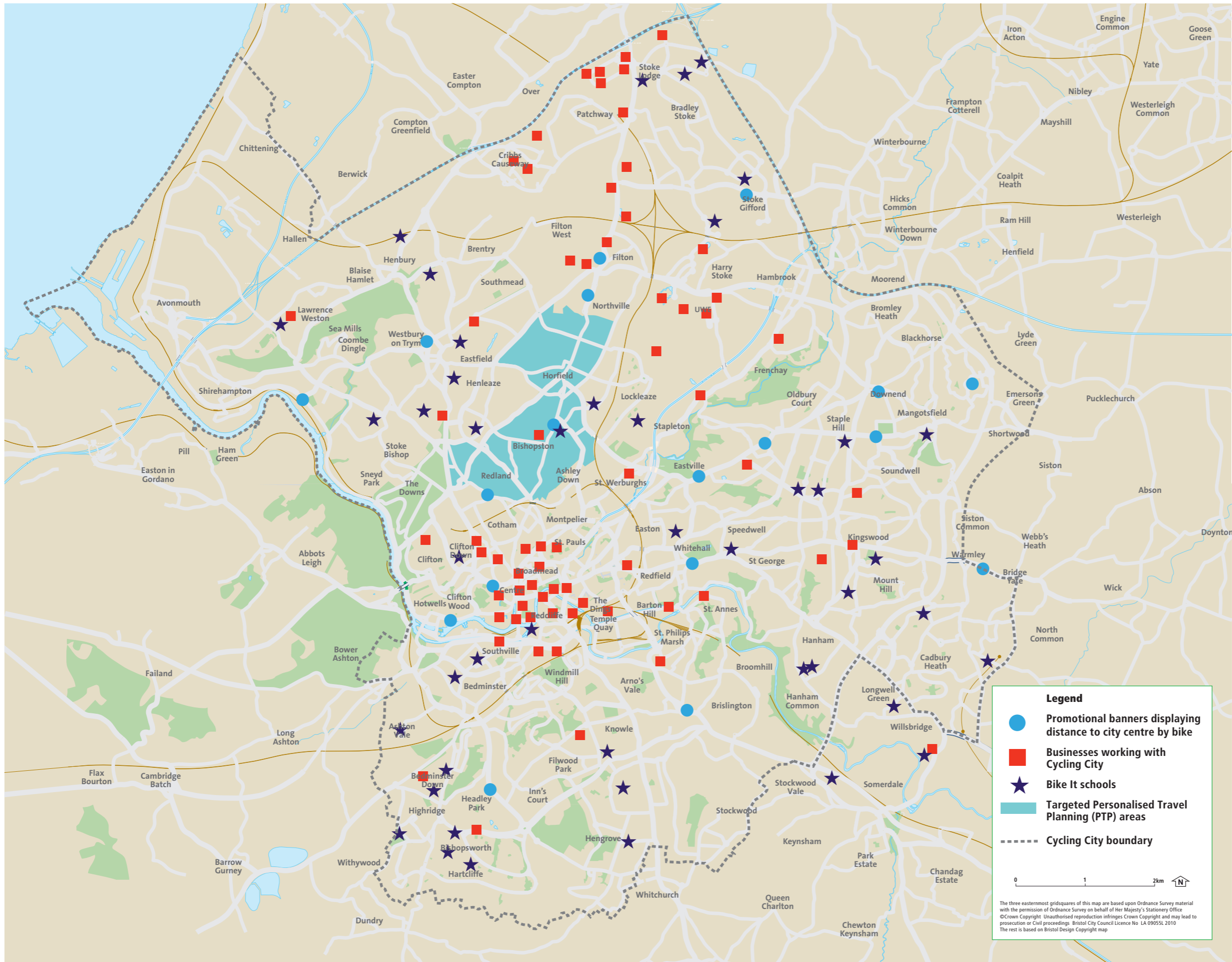




# Pinch points and connectivity with other routes



Greater Bristol map showing Bike It schools, targeted businesses and areas of encouragement activity



## Appendix 6

### Greater Bristol Cycling City - End of Project Report

Segment	Infrastructure Scheme	On road length (km)	Traffic free length (km)
<b>One</b>	Portway Contraflow Floating Harbour crossing	0.42	0.2
	<b>TOTAL</b>	<b>0.42km</b>	<b>0.2km</b>
<b>Two</b>	Westbury on Trym Safer Routes to Schools Northern route 1 (St. Werburghs path) Northern route 2 (Northern fringe to city centre) Constable Road traffic calming Prince Street Bridge River Street St. Matthias Park Pinch points (* see below)	0.44   0.3 0.7 0.25 0.7 1.56	0.7 0.14
	<b>TOTAL</b>	<b>3.95km</b>	<b>0.84km</b>
<b>Three</b>	Frome route – Stapleton Road link Meads Reach Bridge Speedwell Link to Bristol-Bath Railway Path BBRP lighting extension Eastville Park improvements St. George's Park link Lawrence Hill underbridge Pinch points (* see below)	0.17     1.45	0.28 0.55 1.18 0.21 0.69 0.4
	<b>TOTAL</b>	<b>1.62km</b>	<b>3.31km</b>
<b>Four</b>	Bath Road review Whitchurch Railway Path	5	1.7
	<b>TOTAL</b>	<b>5km</b>	<b>1.7km</b>
<b>Five</b>	Malago Greenway uplift Southern Route – Hartcliffe Way Hengrove Park links Bridge Learning Campus	0.9	2 1.35 0.65

## Appendix 6

### Greater Bristol Cycling City - End of Project Report

	Connect2 Ashton Sidings and Bedminster Cricket Club		0.72
	Connect2 Megabowl Link		0.25
	Long Ashton Road		0.12
	Pinch points (* see below)	0.29	
	<b>TOTAL</b>	<b>1.19km</b>	<b>5.1km</b>
<b>Six</b>	City Centre to Parkway Parkway Station to Bradley Stoke Leisure Centre and Community School		4.69
	Bradley Stoke to Cribbs Causeway		3.36
	Northern Link to UWE		5.33
	Eastern Link to UWE		2.92
	Western Link to UWE (developer funded realignment element only)		2.49
	A38	0.72	0.4
	<b>TOTAL</b>	<b>0.72km</b>	<b>19.19km</b>
<b>Seven</b>	A432	3.2	
	A4017	1.9	
	Emerson's Green Links to Village		3.31
	Emerson's Green Science Park link		1.5
	<b>TOTAL</b>	<b>5.1km</b>	<b>4.8km</b>
	<b>GRAND TOTAL</b>	<b>18km</b>	<b>35.14km</b>

## Appendix 6

### Greater Bristol Cycling City - End of Project Report

#### \*Pinch Point Schemes

Segment	Pinch point scheme	On road length (km)
<b>Two</b>	Broadmead	50m
	Silver Street	100m
	Nelson Street	250m
	Quay Street	80m
	Colston Avenue	50m
	Small Street	150m
	Corn Street	80m
	St. Stephens Street	150m
	St. Nicholas Street	200m
	Bridge Street	50m
	Castle Street	100m
	Lower Castle Street	150m
	Royal Oak Avenue	15m
	Redcliffe Bridge	130m
	<b>TOTAL</b>	<b>1.56km</b>
<b>Segment Three</b>	St. Phillips Causeway	1300m
	Berwick Road	150m
	<b>TOTAL</b>	<b>1.45km</b>
<b>Segment Five</b>	Mead Street	60m
	Coronation Road	130m
	Greenway Bush Lane	100m
	<b>TOTAL</b>	<b>0.29km</b>
	<b>GRAND TOTAL</b>	<b>3.3km</b>



## Appendix 7: Case study one – Conditional Cautioning approach

One of the most common complaints concerning cycling is about riding on pavements and jumping red lights. This is an issue that is frequently raised in neighbourhood forums as well as in the media and correspondence. Equalities assessments also highlighted concerns about cycling in parks and on shared use pavements. At the same time inconsiderate behaviour by other road users is seen as a barrier to getting more people cycling.

The Cycling City project has taken a holistic response to the problem, which covers the following areas:

### Education

Cyclists need to know about and feel confident in using suitable roads and cycling routes, so training, maps and route finding support is provided. Cycle training on safe road cycling and awareness of more vulnerable people is an effective response, and 16,920 children and 1146 adults have received this through the Cycling City programme. A Code of Conduct for cycling features on publications and the Better by Bike website.



### Engineering

Cyclists belong on roads or on shared use paths. Where there is persistent pavement cycling it can be indicative of a problem on the road that needs addressing. Sometimes there is also uncertainty about which pavements are shared use and signing can help with this, although this needs to be treated with care so that motorists are not tempted to “encourage” onto the pavement those cyclists who do legitimately want to use the road. The setting up of 20mph limit areas covering 20% of households in the city has made road cycling a more viable option for many.

### Enforcement

This should be 'tough on irresponsible cycling, and on the causes of irresponsible cycling'. But there is also a need to tackle the sort of poor driving that is a barrier to cycling for many people (including obstructing cycle lanes or Advanced Stop Lines). Joint roadshows between Safer Bristol, the police and Cycling City have been organised, giving advice, maintenance, hi-viz straps and lights. Police and Community Support Officers (PCSOs) may issue Fixed Penalty Notices (FPNs) for inconsiderate and anti-social behaviour. The Home Office has issued guidance about FPNs and cycling:

*“The issue is about inconsiderate cycling on the pavements. The new provisions [FPN] are not aimed at responsible cyclists who sometimes feel obliged to use the pavement out of fear of the traffic, and who show consideration to other road users when doing so. Chief officers recognise that the fixed penalty needs to be used with a considerable degree of discretion and it cannot be issued to anyone under the age of 16.”*

The idea of a conditional cautioning system was devised as an enforcement response but with an educational approach. A system was set up linking Avon and Somerset police neighbourhood teams and the Central Ticketing Office with Life Cycle UK who deliver adult cycle training. When a £30 Fixed Penalty Notice is issued there is an option to take it as a cycling awareness-training course for £15. The police continue to apply the same conditions they use for Fixed Penalty Notices.

About half of those issued with a FPN ticket took up the training option (but none of the motor vehicle drivers). Feedback has been positive with main learning points being road positioning, observation of the road, awareness of other road-users and alternatives to cycling on the pavement.

## Appendix 7: Case study two – the Cycling City roadshow team

One of the big challenges faced by Greater Bristol's Cycling City project was to get more people cycling, more safely, more often. Improving the infrastructure and availability of routes created the environment for this, yet many people simply cannot see themselves on a bicycle.

Initiatives to engage people in discussion about cycling featured strongly throughout the project, along with a comprehensive programme of communications activities – e.g. advertising, press releases, the [www.betterbybike.info](http://www.betterbybike.info) website and many events. Contracts were let for other supporting services such as adult cycle training and 'Dr Bike' cycle maintenance, together with the acquisition of a fleet of 100 loan bikes, intended for one-month loans to people who wanted to try cycling for an extended period.



In 2009, travel consultancy Steer Davies Gleave was commissioned to undertake some targeted customer engagement activities; principally door-to-door personalised travel planning (PTP) in neighbourhoods whose demographics suggested a higher propensity to cycle (e.g. Redland, Bishopston & Horfield). Some workplace engagement was also conducted during this phase. The objective was to engage people in discussions about cycling, using Motivational Interviewing techniques, intended to elicit a response from the customer to overcome their own fears and objections. Those who were contemplating cycling were encouraged to participate by taking up relevant supporting services as described above.

It was quickly recognised that concentrating intensively on a limited number of neighbourhoods was restrictive and the project team considered a range of options to enable a broader reach across the city. At the same time, many requests for attendance at local events across Bristol and South Gloucestershire were being received, which were becoming increasingly difficult to fulfil. The way forward was to establish a 'roadshow' team, which could be deployed flexibly in support of the Cycling City project.

The team was set up using a combination of existing PTP staff and new recruits, managed locally by a team leader. Equipped with a branded cargo trike, a range of display stands and a gazebo, the team took on the challenge of working at multiple events, seven days a week, wearing their 'betterbybike' t-shirts with pride.

2010 was a particularly high profile and busy summer, with events ranging from street parties, neighbourhood and cultural events, through to the city's first Cycle Festival and Carnival. The team could be seen every day at leisure centres, health centres, libraries, council Customer Service Points and street markets, meeting people, route planning, providing information and signposting customers to available services.



The other important strand of the roadshow team's work has been support for business engagement. Led by Officers from both local authorities, they played a crucial part in visiting over 50 local businesses, engaging with employees, running led rides and supporting cycle champions and bicycle user groups to get more people in the saddle. Businesses large and small became involved, ranging from small professional services firms in the city centre, to major employers, such as the Ministry of Defence at Filton, employing over

8,000 people.

What was clear is that there are many ways of innovating around a core approach – the team have found many ways of enhancing the customer experience, from working alongside health professionals and community groups to access ‘hard to reach’ customers, to arranging buddy rides for loan bike customers or helping people plan routes to work, all of this whilst a ‘Dr Bike’ is getting their bike back on the road. The versatility and flexibility of the team has been a winning combination in reaching a wider public and converting people to cycling who might otherwise have remained contemplators.

## Appendix 7: Case study three – direct marketing

As part of the Smarter Choices work programme, a direct marketing campaign (using mail, email and social media) was employed in targeted parts of the city to promote cycling infrastructure and initiatives organised by the Cycling City team.

The largest direct marketing campaign ran in spring 2011 to promote a complete, end-to-end route between two large shopping areas – Cabot Circus in central Bristol and Cribbs Causeway, some seven miles away in north Bristol. Above-the-line advertising and training and support services from the Cycling City roadshow team backed the direct marketing campaign.

The cycle route, which takes in several cycling paths, namely the Frome Greenway, Concorde Way and South Gloucestershire routes 1, 3 and 4, includes a significant number of businesses, retail and leisure areas, making it a useful route for commuters and other short trips by bicycle

Likely prospects were identified using Mosaic segmentation software, according to a range of socio-demographic and lifestyle characteristics that favoured cycling.

The mail campaign saw 40,000 fold-out leaflets printed and distributed to targeted households in several wards along the route. With a user-friendly map and copy and imagery derived from the latest research findings from a report into The Image of Cycling by the University of the West of England's Business school (due to be published in summer 2011), the aim of the campaign was encourage people to discover that cycling was free, easy, gave you freedom, made you feel young again and helped to relieve stress - key emotional drivers identified by pre-campaign focus group respondents.

E-mails were also sent to 4,500 people on the Better By Bike mailing list and followed up with associated social media work (using 1,500 fans/followers on Facebook and Twitter).

The call to action was to either ride part of the route or to visit a website address to download more detailed maps and other useful resources.

The campaign went live on March 18<sup>th</sup> 2011 and ran for 3 months. Total website hits during that time rose by 68% on the same time period in 2010, totalling 160,200 (or 580 visits per day) with 700 hits arriving on a dedicated landing page. Prompted recall rates for the campaign images came in at 18% using a sample base of 677 people.

A comparison of automatic cycle count data between March – June 2011 and the same period in 2010 showed a 110% increase in two-way cycle traffic along the route.





