

**CYCLING ENGLAND  
PROGRAMME THEMES 2005/06**

**PT1 – Youth: Training & Schools Cycling**

**PT2 – National Support for Local Providers**

**PT3 – Place: Cycling Demonstration Towns**

**PT4 – Public Health Programme**

**PT5 – Marketing Support & Communications**

# PT1 - YOUTH: TRAINING & SCHOOLS CYCLING

## Strategic Overview

This training programme is designed to address all aspects of cycling - from the initial motivation and participation, through to utility cycling, leisure and sport.

Professional delivery of cycle training has an immediate and long-term influence on travel behaviour, and is a major factor in reducing the perception of cycling danger on road. Commitment to training is low-cost, and requires limited infrastructure investment by the supporting school, employer or health authority.

Conversely, it is estimated that up to 150,000 young people per annum are receiving substandard cycle training, in that it does not prepare people for cycling with motor traffic; or gives them only limited skills which result in illegal behaviour (cycling on the pavement); or creates an expectation that cycling is only an off-road/leisure pursuit.

This programme is designed to tackle these shortcomings and develop a cadre of new, professionally accredited trainers for children and adults.

A proposal is under urgent development to ensure the all British Cycling sports cycle coaches at local level (about 1,000) are encouraged to acquire the necessary accreditation to become instructors for on-road training also.

## Summary

Cycling England has developed an integrated programme for cyclist training which links the following elements:

- the creation of a new National Cycle Training Standard. This replaces and updates the "cycling proficiency" test which has fallen into abeyance, since its devolution to local authorities;
- the formation of a new Cycle Training Reference Group to oversee the Standard, ensure its adoption, and develop best practice. The Group will also accredit instructors and training schemes;
- the funding of a Training Helpline, and support for local authorities in the accreditation of their training;
- projects to increase the number of accredited instructors and training centres;
- extension and development of the Bikelt project, match funded by the cycle industry;
- appraisal and monitoring of cycle training activity by local authorities, as part of their LTPs;
- promotional support for the national standard - the helpline and web site information needed to encourage increased training, as well as publicity via the web portal "Bikeforall.net".

Funds have also been identified for promotional support for several groups of on-the-ground personnel who could encourage cycle training: school travel advisers; health trainers and those giving specialist advice via health referral schemes; and workplace travel planners, especially to be focused on health sector employees.

The Cycling England budget cannot encompass any child cycle training schemes. The Government Group is asked to consider how such funding might be made available from the DfES, DOH, DCMS and the DfT. The Bike for the Future Action Plan calculated that a national child training scheme would cost £12.1 million per annum

## **TRAINING PROJECTS**

### **1. Cycle Training Reference Group (CTRG)**

i) The Group has had initial discussions, and developed the National Cycle Training Standard. It is formed of representatives of the local authorities' road safety officers association (LARSOA); RoSPA; the CTC and other non-governmental organisations.

***Secretariat for group: £10,000 p.a.***

ii) The helpline has already been contracted by DfT to run for two years, with matched funding

***Helpline cost: £87,000 p.a.***

iii) Promotional support for the new Standard: publicity; literature; and web site

***Promotion: £50,000 p.a.***

### **2. Instructor training**

i) Current instructors will need to be trained to the new Standard, and a substantial group of new professional instructors will be required (100 new instructors were trained in 2004, funded by DfT). At present there are only four accredited instructor training centres in England, and more centres need accreditation. The proposal interludes a matched funding commitment; training requires a four-day programme at £150 per day.

***Instructor Training: £175,000 p.a.***

ii) Discussions have taken place with the DfT on the formation of a training support group which can assess, assist and accredit existing local authority training schemes. Their aim will be to get the schemes "up to the National Standard" over the next three years. The project can be extended to accredit independent training (for example, that of British Cycling) as well as commercial providers used by local authorities. A procedure has been drafted, but not yet tested. Transport for London, as well as other supportive authorities, will form the initial "trial group" in 2005/06, which will be extended in the next financial year.

***Support Team: £175,000***

### **3. Infrastructure**

In 2004/05 the DfT gave a grant of £10m to Sustrans for the provision of road links from selected schools to nearby sections of the National Cycle Network. Sustrans' evaluation has led to a new proposal to continue with this project. Subject only to available funding, Cycling England will allocate (at least) £1m in 2005/06 to schemes designed to improve and make safer routes to schools. Cycle storage at schools is a pre-requisite for parents allowing children to cycle. Cycling England has allocated £150,000 to match funding from local authorities or other central spending Departments to ensure continuation of the installation programme.

***Infrastructure: £1.15 million***

### **4. Child Cycle Training.**

i) The Schools and Skills project ("Bikelt"), developed jointly by the cycle industry, Sustrans and the DfT, demonstrates on a tiny scale (40 schools) how a well coordinated investment in infrastructure and training, with marketing support to parents and local authorities, can achieve large increases in cycling to school. The project is being developed, in conjunction with British Cycling as well as Sustrans, to give it greater scale

and a faster rollout. Schools and Skills teams will be established in each Government Office region in 2005/06. Cycling England will match fund the industry's investment.

**Schools and Skills development: £150,000**  
**<£250,000 from 2006/07>**

ii) School Travel Advisers may provide an additional resource to encourage schools to engage in professional cycle training. Their workload is already substantial, but with some proper briefing and a simple toolkit of support materials, they should act as "cycling ambassadors".

**Promotional effort: £50,000**

iii) The above projects will enable the establishment of a new professional standard of cycle training; ensure that there is infrastructure advice and that the standard is maintained; provide more instructors and assist the improvement of routes to schools. The budget cannot stretch to funding child cycle training per se. From 2006, this must be a priority, with funds secured from the Government Group of spending Departments, as well as possibly the Big Lottery Fund and commercial sponsors. Funding should be independent of local authority control in order to ensure cost-effective payments by results.

iv) Cycling England requires the Government Group's assistance for the project.

## **PT2 - NATIONAL SUPPORT TO LOCAL PROVIDERS**

### **Summary**

This programme will assist all those who work on cycling in local authorities to make their work more effective, to inspire their efforts, and to drive forward their programmes.

### **Strategic significance**

The programme will build on the work of the English Regional Cycling Development Team, concentrating on those aspects of ERCDT's work that were of most value, and developing new work.

### **What the programme will offer**

The programme will comprise two topics:

#### **1. LOCAL AUTHORITY PRACTITIONERS**

Objective: To get best value, highest quality and greatest impact on cycling trips from the current LTP settlement and the people working on cycling issues across England.

Working with the willing, providing local authority cycling officers, engineers and other key figures at officer level with a support service that gives them access to up to date information and advice, and the opportunity to develop their skills. Enables them to convince their authority colleagues to implement best practice. Takes forward part of the work programme of ERCDT and others.

Elements that will be included:

- Technical support – access to detailed practical advice and information on cycling implementation from experienced practitioners.

- Completion of current project preparing technical guidelines to current best practice in cycling implementation as a nationally available resource. Incorporation into other DFT infrastructure initiatives (Manual for Streets etc.)
- Completion of current East Midlands Benchmarking project and ongoing access to benchmarking as a development tool.
- Professional training – roll out of modules developed to date and ongoing programme of support.
- Web site, information exchange, forum & meetings to support practitioner group.

### **Next steps**

This programme will create a team working under Cycling England leadership but guided by interaction with an LACPG client group. This approach is flexible, and recognises that as one piece of work ends (e.g. a benchmarking programme or updating Cycle Friendly Infrastructure) the resource would then be involved in maintenance and support of outcomes. The programme provides the equivalent full time for at least 4 people but will be managed by payment of retainers and day rates to providers for part delivery of the service on a contracted basis rather than the part time, informal and non-funded approach used at present.

A manager/practitioner would be appointed to lead this programme, supported by a delivery team on retainer, and with contracted days called off as required.

### **Budget**

***Engagement with LA professional staff - £250K***

***Skills package – training, benchmarking, promoting CFI2 - £120K***

## **2. LEADERSHIP**

### ***Influencing senior officials***

Objective: To create support for cycling within those authorities where the basic conditions for increase of cycling levels are favourable but development of strategies is hampered by lack of political or institutional support.

The project would be targeted at Cabinet Members, Chief Executives, and Directors of Planning and Transport so that these leaders can be influenced and inspired to promote cycling.

### ***Raising the standard***

Objective: To appraise the Government Group of factors that would help inform national policies on varied issues, so that they could more positively support better cycling opportunities, and inspire local schemes.

### **Next steps**

The leadership project will be developed by Cycling England with its new Projects Coordinator in Autumn 2005, for implementation in early 2006. This will also allow for the completion of CFI 2 and appointment of suppliers for the practitioners project. Resources are split into the consultancy capacity needed to develop the programs and the implementation cost.

### **Budget**

***Leadership – influencing senior officials - £25K***

***Raising the standard - £5K***

## **PT3 – PLACE: CYCLING DEMONSTRATION TOWNS**

### **Summary**

The Cycling Demonstration Towns project will fund and work with five local authorities to develop an exemplary physical environment for cycling, supported by a comprehensive range of 'soft' measures to encourage more people to cycle. Its purpose is to deliver a step-change in levels of cycling in towns which start from a low or moderate cycling mode share.

### **Strategic significance**

Cycling England wants to test the proposition that higher levels of investment in cycle schemes (both 'hard' infrastructure measures and 'smart' behaviour change measures) over a sustained period of 5-10 years could deliver significant increases in cycling levels. If successful, the Cycling Demonstration Towns project will provide a compelling case for increased investment in cycling in other towns.

At present, the average investment in cycle infrastructure in English local authorities is £1 per head per year, compared to levels of around £5 per head per year in some successful European cities. The Cycling Demonstration Towns project will provide top-up funding to five committed local authorities, to bring spending up to the European benchmark. It is anticipated that increased levels of investment in cycle infrastructure will need to be sustained for at least five and probably 10 years. However, we expect that early effects will be demonstrable at the end of the initial three year funding commitment from Cycling England.

Cycling has greatest potential as a mode of transport when it is integrated with other modes. This is clearly seen in other European countries: for example, in the Netherlands, 38% of all rail journeys start by bike or scooter. Cycle facilities at stations in the Netherlands, Germany, Switzerland and elsewhere are much superior to those in the UK. There will be a public transport strand to this work programme, to raise standards of provision and integration of rail and bus services with cycling, through advocacy and dialogue with the rail industry and others, and through funding as part of the demonstration projects.

The journey to work is an important target because one third of all the 8,500 million daily commuting trips are less than three miles, which is ideal for cycling. Workplace travel planning is growing fast in the UK; in some cities, such as Birmingham, Cambridge, Nottingham and York, around a third of the working population are employed by organisations that are in the process of developing their travel plans. Partnerships with employers therefore provide an important opportunity to get more people cycling.

## Budget

The budget for the Cycling Demonstration Towns project is £2.48 million per year for three years. This will be matched by local authority capital spending of £2 - 4 million per year, in addition to their current spending on cycling, and to a lesser extent by the local authority's partners (such as the Primary Care Trust , major employer, public transport operator).

Core demonstration town funding direct to local authorities	£400K per annum for each of 5 towns, for 3 years, matched by total local authority capital spending of £2 – 4m per year	£2m
Public transport	Specifically to support one or more public transport operators acting as partners to each local authority, and to establish the business case for investment in cycling by the public transport industry	£180K
Health employers	Partnership with local Primary Care Trusts to implement cycle friendly commuting schemes	£150K
Cycle-friendly employers	To ensure an adequate grant programme locally in each town with one or more public or private sector employers to encourage cycling to work	£150K

## What we will look for in our partners

We will be seeking five local authority partners to become Cycling Demonstration Towns. The partner towns should be small, self-contained and with a low to moderate cycling mode share. They should have:

- A real commitment to do away with physical, social and institutional barriers to cycling.
- Positive support from senior politicians, officers, local employers, schools and health interests.
- The ability to contribute matching funding, bringing the total spend on cycle infrastructure up to levels comparable to successful European towns.
- Willingness to create a high quality physical environment for cycling and to make the urban area as permeable as possible e.g. through short cuts, two-way cycling on one way roads, routes through parks, and opening up pedestrianised areas to informal shared use.
- A programme of 'smart' behaviour change initiatives (e.g. travel planning), capable of being adapted or expanded to promote new cycling opportunities.
- A programme of grants to small and medium sized organisations and companies, to enable them to provide cycle parking, cycle training for their employees, on-site bike repair services or other improvements as part of workplace travel plans;
- Partnerships with large employers, such as Primary Care Trusts (PCTs), to improve cycle provision and promote cycling across the entire organisation and multiple sites;
- Involvement of a train operating company or bus operator, including cycle parking at several stations controlled by the operator; a state-of-the-art 'Cycle Station', based on the continental model; and the flexible carriage of bicycles.

## **What Cycling England will offer**

Cycling England will contribute funding in total of up to £500,000 per year per town for three years, provided this is matched by additional funding from the local authority and its partners (over and above their historic LTP spending on cycling).

It will also offer:

- Advice and technical guidelines on best practice design solutions.
- Access to other Cycling England-funded programmes, including child cycle training and programmes in schools (Bike It).
- Support in monitoring the impact of the project.
- Promotion of the outcome of the project.

## **Next steps**

We have taken soundings, on a “without commitment” basis, of about 30 local authorities known to have sound credentials on cycling investment. Their reactions have been very helpful in developing a proposal. The next step will be to go out more widely to highway authorities inviting expressions of interest in the project. We shall, in particular, be looking for authorities who can offer early start dates, with the aim of getting some work under way before the end of 2005.

# **PT4 - PUBLIC HEALTH PROGRAMME**

## **1. SPECIALIST HEALTH ADVICE**

### **Summary**

In order to develop and deliver this programme effectively we seek the advice and support of a public health specialist with expertise in promoting physical activity.

### **Strategic significance**

Health is a major lever to promote the uptake of cycling. There is strong evidence that health benefits of cycling far outweigh the risks. Cycling is an important plank in Choosing Health.

### **Budget: £40k**

### **What we will look for in our partners**

This post will help to build the relationships with partners in government offices, strategic health authorities, PCTs and the NHS in general. The post holder will be able to support the delivery of the above programmes and will also identify other opportunities to promote cycling through the health community and to promote the health benefits of cycling to other partners.

### **What Cycling England will offer**

Funding to support the advice.

### **Next steps**

Develop a job role and person specification and tender for the work.



## **2. TOOLS FOR SUPPORTING HEALTH PROFESSIONALS**

### **Summary**

The survey of Directors of Public Health undertaken in 2004 showed a demand for resources for people working at a local level on health and cycling, both policy makers and practitioners who work directly with patients and communities. The resource will bring together examples of good practice, guidance, promotional resources, and tools and techniques for preparing, managing and evaluating projects. These would be disseminated in various forms, both electronic and paper.

### **Strategic significance**

Choosing Health, the public health White Paper, published in November 2004, sets out an ambitious programme of work for the NHS and its partners. Reducing obesity and increasing physical activity are two major priorities. Cycling is given considerable prominence in the White Paper, the delivery plan Delivering Choosing Health, and Choosing Activity. As cycling is perceived by many within the NHS as being an activity for a minority of people, and many regard it as unsafe, it is important to be able to support staff in promoting cycling.

### **What we will look for in our partners**

As this will support the Department of Health in delivering the public health White Paper, and will support PCTs and practitioners, we could seek matched funding for this project. At present it is unclear if there are resources being set aside to support this kind of initiative and we will need to discuss this with the DH.

### **What Cycling England will offer**

Expertise in developing the tender and commissioning the work.

Project management and support to consultation.

### **Next steps**

We will explore with the DH if they would be able to commit to this proposal and match funding. If they are we will develop a tender and seek applications.

## **3. DEVELOPING A CYCLING CURRICULUM AND TRAINING MODULES FOR NHS ACCREDITED HEALTH TRAINERS**

### **Summary**

Choosing Health proposed a new group of health workers called NHS health trainers (Chapter 5) who will provide practical support for people wanting to improve their health. Health trainers will be drawn from the local community and will be accredited through the NHS. A number of models are being explored, from local volunteers, staff employed within voluntary or community groups through to NHS employed staff. These trainers will need training and guidance on how to promote cycling. We could consider a cycling specific NVQ to give trainers a qualification in promoting cycling or advice on getting cycling into the competency development programme.

### **Strategic significance**

Health trainers are a central plank of Choosing Health. The White Paper proposes a competence framework (p 111) and proposes a core curriculum and training modules to

ensure skills are quality assured. The White Paper proposes that this training will support a broad range of staff from a variety of sectors.

#### **What we will look for in our partners**

The White Paper Choosing Health makes the commitment to develop the curriculum and training modules so the DH will be putting resources into this already. It may be that there is no need to contribute resources to this.

#### **What Cycling England will offer**

Cycling England can offer advice and support to this through the expertise it has in terms of training.

#### **Next steps**

We will explore this further with the DOH.

### **4. PILOTING MODELS OF SUPPORT TO HEALTH TRAINERS IN SPEARHEAD PCTs**

#### **Summary**

NHS staff and NHS accredited health trainers will be offered help and support to promote cycling. Spearhead PCTs are being funded to develop the model of NHS accredited health trainers. We could identify one or two spearhead PCTs willing to act as a pilot and would place experience adult cycling trainers in those PCTs to work with local staff and health trainers.

#### **Strategic significance**

As above

#### **What we will look for in our partners**

We would seek one or two spearhead PCTs in areas where there is already a reasonable infrastructure for cycling. There would need to be considerable support for cycling within the PCTs and a commitment to match funding.

#### **What Cycling England will offer**

Matched funding. Support in developing the project and helping with evaluation.

#### **Next steps**

We will explore this further with the DOH.

## **PT5 - MARKETING SUPPORT & COMMUNICATIONS**

### **Summary**

All the programmes which Cycling England directs – demonstration towns; child cycling; health initiatives in particular – will need marketing support. This may be in the form of “sales aids”, promotional materials, or information and briefing packs.

We will need to ensure that:

- i) existing high quality materials/messages reach the highest possible audience. These include:
  - “bike for” branding
  - bikeforall.net
  - the National Training Standard
  - “bike it” support materials
  - Marketing Cycling Handbook
- ii) useful information is easily available particularly via bikeforall.net, and that this portal is well-known to the general public.
- iii) we react to stories/articles about cycling in the media and be prepared to “sell cycling” proactively.
- iv) other communications with relevance to cycling issued by the DfT in particular are well integrated and co-ordinated with our work programmes.

### **Strategic Significance**

Our two guiding principles in the allocation of our limited resources are:

- i) leverage; and
- ii) impact.

Initial resource in support of cycling exists in the form of teams of people already established for whom cycling should properly be a part of their work, notably school travel; the new Health Trainers, and workplace Travel Planners. To obtain this leverage all those groups will need informing, enthusing and equipping with materials appropriate and relevant to their particular needs. The work done for the ‘Bike It’ project is a useful model/guideline.

Equally, if Cycling England is to be seen as the authoritative group which is co-ordinating a strategic programme of work to get “more people cycling, more safely, more often”, it must act, in the media and among key opinion-formers, to publicise its work and its achievements.

Among the general public too, it is essential that projects such as the National Training Standard (the new “proficiency”), and Bikeforall.net information service are well-known and widely referenced.

