



BIKE FOR THE FUTURE II

A Funding Strategy for National Investment in Cycling to 2012

Executive Summary

INTRODUCTION

Cycling England was formed in March 2005 by the Department for Transport to get ‘more people cycling, more safely, more often’. Its creation was the result of recommendations made in August 2004 by the prior advisory body, the National Cycling Strategy Board (NCSB).

The NCSB, with significant contributions from the national cycling Non-Government Organisations (NGO’s), had proposed, in a paper titled *Bike for the Future*, a large-scale £70m p.a. programme to increase levels of cycling, managed by an independent body. The objective of the proposal was to ensure that funds allocated specifically for cycling were spent exclusively on cycling – ‘payment for results’ – which the Local Transport Plan funding mechanism could not guarantee. In the event, the DfT formed Cycling England with a budget of £5m, which in July 2006 was increased to £10m p.a.

With its limited funds, Cycling England established two principal programmes – ‘Cycling Demonstration Towns’ (CDT’s), and a ‘Young People’ programme. The results of this work are summarised in this new paper, *Bike for the Future II*, and provide reassurance and encouragement that funds carefully and cohesively invested in such programmes do result in more cycling trips. The value of cycling investment has also been established by an independent economic review carried out for Cycling England, which indicates that, even on a most conservative basis, the cost/benefit ratio of cycling schemes is between 1:3 and 1:4.5, delivering results across 7 current Public Service Agreement objectives including transport, health, education and the environment.

With such evidence, Cycling England is now placed to make recommendations for Government investment for the next 3-4 years. The DfT requested proposals for a programme, budget and recommendations on management structure and governance to come into force at the end of Cycling England’s first 3-year remit. This paper, *Bike for the Future II*, is the result.

Bike for the Future II draws heavily on the recommendations of a wide range of stakeholders, particularly the major NGO’s, Sustrans, CTC, British Cycling and the London Cycle Campaign, as well as Local Authority representatives. It has benefited from the experience of Transport for London (TfL) who have consistently increased investment in cycling in the London Boroughs to its present £38m p.a., and generated 450,000 cycle trips per day.

With the experience of successful projects, Cycling England is now recommending investment in two major nationwide programmes of significant impact and scale. Whereas in 2004, proposals were intellectually well-founded and, in the case of CDT’s, based on the hypothesis of investment levels which had proved successful in Europe, Cycling England is now in 2007 able to put forward a programme the success of which has been demonstrated, and its economic and policy value established. *Bike for the Future II* proposes:

A National START Cycling Programme for children (School Travel & Active Recreation) which will provide the conditions such that every child can have the skills and confidence to cycle safely, both to school and for fun; boosting levels of cycling to school to reduce school run congestion and pollution, and increasing the physical activity levels of children to promote health and well-being.

The programme will achieve this by offering every child the chance to do their ‘Bikeability’ – the Cycling Proficiency for the 21st Century – before they leave primary school; by providing School Champions for every primary and secondary school in England within 7 years, and half of all schools by 2012, to quadruple levels of cycling to school; by working to ensure safe cycling routes to schools investing in new links and cycle parking; and by promoting cycling as ‘active recreation’ and sport, expanding the school clubs programmes and extended schools activities.

A Cycle City, Cycling Towns Programme, match-funding a major city (up to 1 million population) to create an exemplary cycling environment to match that of London; and match-funding 10 further cycling towns (in addition to the existing six) in every region across England. The programme will create a transformational change in both behaviour and local culture and includes measures to engage schools, colleges, universities, stations, Train Operating Companies, hospitals, Primary Care Trusts and major employers.

By 2012 investment in the Bike for the Future II programme will reduce the percentage of school trips by car by 5%; achieve 10% of regular school trips by bike in 10,000 schools (over 50% total); and increase cycle trips in the Cycle City and Cycling Towns by 100%. The aggregate of this, in national terms, will be a net increase in cycling levels in England of at least 20% by 2012. Bike for the Future II proposes this should be Cycling England's target.

It remains Cycling England's view that with long-term and consistent investment at the levels proposed for the next 4 years, the original NCSB national target of quadrupling cycle trips could still be achieved; TfL are on target for this by 2025.

Nevertheless there remains a more fundamental level on which the barriers to cycling may be addressed, which as yet Government has not tackled – that is, at the level of policy. There are several major policy changes which would have a profound impact on the growth of cycling. The Cycling England board reiterates recommendations made in the original *Bike for the Future* that a real change in the rate of increase in cycling requires some (or, ideally, all) of the following:

Cycle training to at least Bikeability level 2 to be placed on the school curriculum, as a requirement in parallel with swimming.

Greater deployment of 20 mph zones and home zones. Changes to the local streetscape to benefit accessibility for the whole community act as 'invisible infrastructure' which also serves to increase cycling. Speed of traffic is a major deterrent until reduced.

A clear requirement that all new planning applications must include proper provision for walking and cycling. The new 'eco-towns' proposed provide an important opportunity for Government to ensure that accessibility is 'designed in', not expensively retro-fitted. Over the next decade the new housing programme could transform the amount of local walking and cycling with rigorous requirements for its proper provision.

Beyond the level of well co-ordinated, consistent investment in cycling, and the introduction of policy measures to encourage it, cycling more than anything else needs determined and persistent high-level leadership. Cycling schemes work where an individual or small leadership group champion it; London, of course, is the outstanding example, but the Cycling Demonstration Towns bear this out. Likewise cycle training and Bikeability have flourished with the very visible support of DfT Ministers.

The recommendations in Bike for the Future II offer a significant political opportunity for Government to make a compelling commitment to both investment and to results, out of all proportion to their cost, in no less than 7 areas of concern to Government departments. It would be an ideal and appropriate moment for cycling to be formally adopted into transport policy on a long-term basis, with continuity of funding, removing it from the sphere of individual enthusiasm to a small but very positive contributor to overall Government policy.

Phillip Darnton

Chairman, Cycling England

September, 2007

THE TRANSPORT CHALLENGE

Today's transport challenge is defined by the need to deliver efficient, cost effective mobility for ever greater volumes of people and goods while reducing the impact of transport on the environment. However, forecasts suggest that:

- Traffic will grow by 20% between 2003 and 2015
- This will mean, without decisive actions, an extra 15 million tonnes of CO2
- Transport accounts for 27% of UK greenhouse gases
- Transport emissions already make up 70% of air pollution in towns and cities
- Between 14,000 and 24,000 hospital admissions a year are linked to poor air quality
- Congestion currently costs the UK economy £20bn a year

BIKE FOR THE FUTURE II

Cycling can make a significant contribution to meeting these challenges. But to do so it must be recognised as a central component within the transport mix. There is now authoritative evidence to demonstrate that investment in cycling can make a substantial impact. By investing £70m a year in the programmes proposed in Bike for the Future II, cycling will by 2012:

- Save up to 50 million car journeys a year, mainly in congested cities at peak times
- Save 35,000 tonnes of CO2 each year
- Improve local air quality
- Reverse a generational decline in the numbers of children cycling to school
- Cut the number of cars on the school run by 5%
- Give a rate of return of at least 3:1

This will be achieved by:

- Giving every child in England the chance to undertake Bikeability training - the cycling proficiency for the 21st Century - before they leave primary school
- Dedicating cycling champions to work with every primary and secondary school in England, within seven years. Half of these will be in place by 2012
- Building 600 new cycling links to schools, serving tens of thousands of children
- Transforming a major English city by delivering a 100% increase in the number of people cycling by 2012
- Transforming 10 towns representing every region in England, delivering increases of 100% in cycling

Cycling England believes that with increased and sustained investment national cycling levels can be increased by 20% by 2012

PROGRAMME SUMMARY

Aims	Outcomes	PROGRAMME: Children – National START cycling programme		
<p>Promote and provide the environment for cycling to be a lifelong habit for children</p> <p>Boost levels of cycling to school so reducing school run congestion and pollution, and increase the physical activity levels of children so promoting health and well-being.</p> <p>Every child who wants to will have the skills and confidence to cycle, safely, both to school, and at home.</p>	<p>Provide all children with the vital life-skill of knowing how to ride their bike safely and well before they leave primary school.</p> <p>In each school worked with, achieve 10% of all regular school run journeys by bike by 2012</p> <p>Cut the overall percentage of the school run regularly undertaken by car by 5% by 2012</p> <p>Contribute to the overall increase of national cycling levels, providing around half of the trips required to meet the proposed national target of 20% increase in cycling by 2012</p>	Project	Outputs	Costs (p.a.)
		Bikeability	By 2012, offer every child the opportunity to achieve their Bikeability – the cycling proficiency of the 21st Century – to Level 2 of the Government National Standards.	£12m
		Schools Champions	Offer the opportunity of a dedicated champion for cycling to every primary and secondary school in England to boost cycling and tackle the school run. In the funding period - over half of all target schools – i.e. > 10,000	£10m
		Safe Routes	Build 600 new safe links to school and provide 1000 additional parking facilities.	£10m
Active Recreation & Sport	<ul style="list-style-type: none"> - Expand the network of schools cycle clubs doubling the number by 2012. - Provide cycling as an option for 'extended schools' from 2008. - Provide tools for schools to engage families in cycling activities from 2008. 	£5m		

Aims	Outcomes
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PROGRAMME: Cycle City, Cycling Towns

		Place	Outputs	Costs (p.a.)
<p>Transform a major English city into a cycling city; creating an exemplary cycling environment to match the achievements of London.</p> <p>Transform 16 cycling towns across every English region; creating an exemplary cycling environment in each, working in larger and smaller towns or groups of towns in both urban and rural environments.</p> <p>Attract at least 100% match-funding across the programme from local authorities and other partners.</p>	<p>Contribute to the overall increase of national cycling levels, providing around half of the trips required to meet the proposed national target of 20% increase in cycling by 2012</p> <p>Cut congestion and pollution in each city and town</p> <p>Improve local journeys during peak hours in terms of time, air quality and journey ambience.</p> <p>Improve the public health of the city / town populations</p> <p>Also to:</p> <p>Work across areas of social / economic deprivation and with harder to reach groups,</p> <p>use cycling tourism as a means of boosting local economy in deprived rural areas</p>	<p>1 Cycle City</p> <p>Population up to 1,000,000</p>	<p>Delivering a 100% increase in the number of people cycling in the city by 2012</p> <p>It is estimated that 20% to 25% of the people that will be affected by the interventions will come from harder to reach groups or socially / economically deprived areas.</p>	£10m
		<p>10 Cycling Towns</p> <p>6 current Cycling Demonstration Towns</p> <p>Population av. 100,000 (ranging ~25,000 – 300,000)</p>	<p>Delivering increases of 100% in cycling in each town / area by 2012</p> <p>In Demonstration Towns this will be from 2008/9 levels.</p> <p>It is estimated that 20% to 25% of the people that will be affected by the interventions will come from harder to reach groups or socially / economically deprived areas.</p>	£10m

PROPOSED BUDGET FOR 2009 – 2012

£70m p.a. Programme 2009 – 2012		
Programme	Projects	Cost p.a.
National START cycling Programme (£37m p.a.)		
	Bikeability for every child	£12m
	200 Schools Champions to work with 15 schools per year for 7 years (covers all mainstream primary & secondary schools)	£10m
	Safe Routes Programme building Links, cycle parking and signing safe routes	£10m
	Active Recreation & Sport Programme	£5m
Cycle Cities, Cycle Towns (£20m p.a.)		
	Cycle City	£10m
	16 Cycle Towns	£10m
Central Programmes (£13m p.a.)		
	Ongoing training schemes & trainers	£1m
	Regional & Local Government Support	£1.5m
	Finding New Solutions: Adults, Work & Leisure	£4m
	Marketing & Communications	£4m
	Monitoring	£2m
	Central Support	£0.5m
TOTAL		£70m

HARD NUMBERS

Economic modelling commissioned from an independent economic institute and peer reviewed by health experts has quantified the benefits of cycling. On conservative estimates, excluding any benefit to children's health, a 20% increase in cycling by 2012 will release a cumulative saving of over £500m by 2015:

Policy Area	Saving (£millions)
Premature deaths (adult)	£107
NHS costs (adult)	£52
Absence from work (adult)	£87
Pollution (all)	£71
Congestion (all)	£207
Total	£523

Investment in the proposed cycling programmes will deliver a rate of return over 10 years of at between **3:1** and **4.5:1**

DELIVERING AGAINST PSA TARGETS

In addition, Cycling England's programme will directly support seven PSA targets that span six Government departments.

PSA	Departments Responsible
Reduce congestion in the largest urban areas	DfT
Improve air quality by reducing transport emissions	DfT, DEFRA
Reduce greenhouse gas emissions	DfT, DEFRA,
Reduce mortality rates and health inequalities	DH
Reduce levels of obesity	DfES (now DCSF), DCMS, DH
Reduce levels of child obesity	DH, DCMS, DES
Increase levels of sporting activity	DCMS, DfES (now DCSF)

Supporting cross Government initiatives

These programmes will directly support a number of multi-million pound Government initiatives including Act on CO2, Every Child Matters and Staying Safe.

FURTHER INFORMATION:

- For full details of proposals please see 'Bike for the Future II' at www.cyclingengland.co.uk
- More information on Cycling England is available at www.cyclingengland.co.uk
- More information on Bikeability is available at www.bikeability.org.uk