

2007/08

Cycling England Annual Report





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FOREWORD



In the foreword to our last annual report, I referred to the day our budget was doubled to £10m a year as ‘a landmark for cycling’. Just 18 months later, on 21st January 2008, the Government took the historic decision to award £140m to Cycling England over the next three years: not so much a landmark for cycling as a genuine endorsement of the role of the bicycle in helping meet England’s transport, health and environmental challenges.

This funding will, quite simply, have a transformational effect on cycling in England. It will allow half a million 10-year-olds across England to take part in Bikeability – the cycling proficiency for the 21st century – by 2012. It will build another 250 Safe Links to Schools, connecting around 500 more schools to the National Cycle Network. And as a result of the investment, we have already identified the next generation of Cycling Towns in England, as well as the first Cycling City.

These initiatives will give millions more people across England the chance to experience the benefits of cycling: improved health, quieter roads, cleaner air and the exhilarating feeling of freedom and independence that cycling brings. Fundamentally, it will make a real difference to the way we travel – to work and to school – as well as in our leisure time.

Such levels of investment would not be possible without compelling evidence that increased and sustained levels of funding for cycling could have a substantial impact on individuals, communities and the environment. The economic modelling research that informed our funding strategy, *Bike for the Future II*, demonstrated that the rate of return from investment in cycling is extremely attractive. It showed for the first time that investment in a range of cycling programmes could deliver a rate of return of between 3:1 and 4.5:1 over a 10-year period.

Individual programmes within our original six Cycling Towns, for example, prove that when you provide the right facilities and support, more people get on their bikes. Darlington has quadrupled the proportion of children cycling to school, while Aylesbury has seen an increase from 3% to 11% in residents using a bike as one of their two main means of transport in the last two years. Proven successes such as these have enabled us to expand the programme so that we now have 17 Cycling Towns around the country and our first ever Cycling City in Bristol.

Equipping the next generation of cyclists with the skills to ride confidently in today’s road conditions remains a key priority for Cycling England. Our plans to get children on their bikes are gaining momentum. Bikeability is well and truly on the map: half of all local authorities are now offering the training and by the end of the year 100,000 more children will have received their badges and certificates.

More people cycling, more safely, more often remains Cycling England’s goal. Even before January, we were already on our way to achieving this, but with the Government’s new and significant investment, we are now able to have a true impact on the way we travel in the future.

A handwritten signature in black ink, reading 'Phillip Darnton'. The signature is written in a cursive style and is positioned above a horizontal line that extends to the right.

Phillip Darnton
Chairman, Cycling England

CYCLING ENGLAND



Something remarkable is happening to cycling. Even five years ago, cycling - especially commuter cycling - was seen as a marginal activity which had little bearing on most people's lives. Cycling was seen as a leisure pursuit or child's play rather than a viable mode of transport. Only in London - against the odds - did cycling start to take off as a small but significant part of the capital's transport policy.

Today there are almost half a million trips by bike every single day in London and the apparent lack of interest in cycling has all but disappeared. When Cycling England invited local authorities to bid for funding to become new Cycling Towns, no less than 68 out of a total of 140 applied. Once more, every application had to undertake to match Cycling England's investment themselves - no small commitment.

This level of enthusiasm, willingness to invest and local teamwork to encourage cycling is real and here to stay. Most of our new Cycling Towns are getting

started with their projects right away and many others want to follow the example of Southport, which was unsuccessful in its 2005 bid but was selected this time round.

Cycling England's job is to prove that properly planned, managed and co-ordinated investment in cycling will result in a significant change in our travel behaviour over the long term.

If just 5% of all our annual journeys were by bike, it would create a dramatic improvement in rush hour traffic conditions. This is achievable when we remember that over 40% of all trips by car cover less than three miles.

For the next three years, the watchword for Cycling England and its partners is 'brilliant execution'. Our aim is to convince the Government that current investment is just a starting point for what we could achieve for cycling together over the next decade.

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WHO WE ARE

Cycling England is the independent, national expert body charged by the Government with delivering programmes that get more people cycling, more safely, more often.

Cycling England was established as a non-departmental public body in 2005 and now has a budget of £140m over the next three years. It is supported by a cross-government group comprising the Department for Transport; the Department of Health; the Department for Children, Schools and Families; the Department of Culture, Media and Sport; Communities and Local Government; and the Department for the Environment, Food and Rural Affairs.

The full breakdown of funding over the next three years is:

- 2008/09 - £20m
- 2009/10 - £60m
- 2010/11 - £60m

Of the £140m total funding, £110m is new. The package includes a £15m contribution from the Department of Health in recognition of cycling's role in helping build the recommended levels of activity into people's daily lives.

Cycling England will be using the six-fold increase in funding to deliver the following:

- Over half a million 10-year-olds across England to take part in Bikeability cycle training by 2012, equipping them to cycle safely and responsibly.
- Another 250 Safe Links to Schools, connecting around 500 more schools to the National Cycle Network. Many schools with links have already doubled the number of pupils cycling to school.
- The first large Cycling City, with a population of over 500,000, to mirror the success of London in getting up to 5% of all trips by bike.
- A further 11 Cycling Towns in England, giving over two million people the chance to benefit from best practice and promotion of cycling. For more details, see page 10.



OUR BOARD

Cycling England is made up of experts in transport policy, engineering, public health, the cycle industry, local government, cycling for sport, cycle training and education.

Phillip Darnton (Chairman)

Phillip has chaired Cycling England since its launch in 2005, after serving on the National Cycling Strategy Board since 2002. Prior to this, Phillip was Chairman and Chief Executive of Raleigh plc for three years following a 30-year career with Unilever plc.

Malcolm Shepherd (Sustainable Transport)

Malcolm Shepherd, the Chief Executive of Sustrans, will join the board in October 2008. John Grimshaw will continue as an advisor to Cycling England on infrastructure issues.

Dr Alison Hill (Health)

Alison is Programme Director for the South East Public Health Observatory and head of the National Obesity Observatory.

Peter King (Sport)

Peter is Chief Executive of British Cycling.

Kevin Mayne (Training)

Kevin is Director of CTC, the National Cyclists' Organisation.

Dave Merrett (Local Transport)

A York City Councillor from 1982, Dave led successive York Councils on transport matters between 1988-2002, culminating in York being judged to be England's best cycling city in 2003.

Lynn Sloman (Sustainable Transport)

Lynn is Director of specialist consultancy Transport for Quality of Life and Vice-Chair of the Commission for Integrated Transport (CfIT).

Chris Spencer (Education)

Chris is Director of Education, Youth and Leisure at the London Borough of Hillingdon.

Christian Wolmar (Integrated Transport Policy)

Christian is a writer and broadcaster specialising in transport topics.



Increasing investment
in cycling yields real
and tangible benefits for
individuals, communities
and the economy.

OUR GOALS

Cycling can help tackle many of the biggest challenges facing society today. No other everyday activity can do as much both for individuals and the whole community - improving health and fitness, reducing road congestion and helping the environment.

Our objectives

- Deliver cost-effective cycling projects through partnership with local authorities, School Sports Partnerships, NGOs and other cycling partners.
- Continue to build Government-wide support for cycling and investment in cycling.
- Demonstrate that investment in cycling brings wider benefits to key major Government departments and helps them achieve targets related to congestion, air quality, physical activity, accessibility and sustainability.
- Manage projects on a 'pay-for-results' basis.
- Communicate the benefits of cycling.

In the following pages, we have outlined our key achievements and success over the past year and report back on the progress we have made in achieving our objectives.



Measuring success

Accurately measuring levels of cycling is notoriously difficult, but, nevertheless, monitoring the impact of our investment lies at the heart of all Cycling England's projects.

For example, we have put in place reliable, robust and independent monitoring to chart the success of our Cycling Towns, both in terms of the increase in people cycling and the effect of the programmes on people's health. We worked with Sustrans, the University of Bolton and Leeds Institute of Transport Studies to devise a comprehensive monitoring plan, involving five different forms of data-gathering for each town. These include installing a network of automatic cycle counters, manual cycle counts and gathering data from workplace travel surveys.

Cycling can be seen as a 'feelgood' activity, all too often relegated to the 'nice to have' category. In all the work we do, Cycling England sets out to demonstrate that increasing investment in cycling yields real and tangible benefits for individuals, communities and the economy.

More people cycling, more safely, more often.

MAKING THE ECONOMIC CASE FOR CYCLING

In January 2008, the Government awarded an unprecedented £140m of funding to Cycling England over the next three years. This represents a six-fold increase in our budget in years two and three.

The funding was awarded in response to 'Bike for the Future II', the funding strategy Cycling England submitted to the Government ahead of the Comprehensive Spending Review in the autumn of 2007.

At the centre of Bike for the Future II was major new research that placed, for the first time, an economic value on each additional cyclist in England. Cycling England worked with specialist economic consultancy SQW to identify the savings that would accrue from improvements in health and reductions in congestion and pollution that could be quantified in monetary terms.

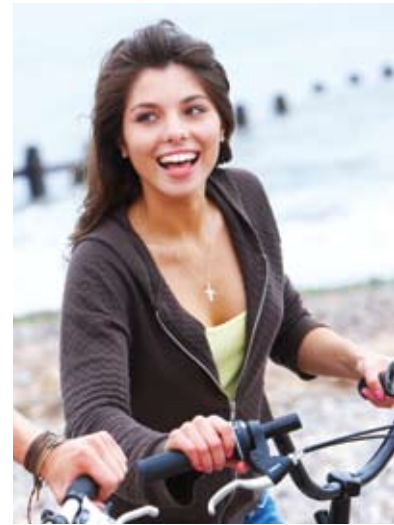
The economic modelling quantified the significant benefits of more people cycling:

- **A 20% increase in cycling by 2012 would release a cumulative saving of £500m by 2015.**
- **An increase of 50% would create total savings of more than £1.3 billion.**

In fact, these estimates are conservative as, by definition, they focus only on benefits that can be quantified. The report did not take account of the contribution of cycling to protecting children from obesity, improvement in physical development, quality of life in communities, wealth generation through tourism and other leisure pursuits, and the potential for a reduction in road accidents. The report further predicted that the economic case for cycling would only become stronger, as the costs of inactivity, obesity, pollution and congestion continue to grow.

Based on the research, 'Bike for the Future II' stated that £70m a year was needed to raise cycling levels across England by 20% by 2012. It argued that cycling could make a significant contribution to meeting England's health, transport and environmental challenges, but to do so it must be recognised as a central component within the transport mix.

Cycling England's recommendations in Bike for the Future II offered a significant opportunity for Government to achieve results, out of all proportion to their cost, in no less than seven areas of concern to Government departments. By awarding £140m to Cycling England over the next three years, the Government has seized this opportunity, recognising the worthwhile contribution that cycling makes to tackling some of the most pressing challenges faced by contemporary society.



"Cycling brings many benefits, both for the individual in terms of health and fitness and for the local community as it helps tackle congestion and improve local air quality. The results of both Bikeability and Cycling Towns are hugely impressive and prove that by providing the right facilities and support more people are willing to get on their bikes. That is why we think it is right to expand this project so we encourage healthier lifestyles and more sustainable communities."

Ruth Kelly,
Secretary of State for Transport.

A 20% increase in cycling by 2012 would release a cumulative saving of £500m by 2015.



“Cycling brings many benefits, both for the individual in terms of health and fitness and for the local community as it helps tackle congestion and improve local air quality.”

ENGLAND'S FIRST CYCLING CITY AND 11 MORE CYCLING TOWNS

Over 2.5 million adults and children will now benefit from levels of investment equivalent to the best European cycling cities.



In June 2008, Cycling England announced Bristol as the UK's first official Cycling City, together with a further 11 Cycling Towns across England. Bristol and the 11 towns have succeeded in winning a share of a record £100m investment package to pioneer innovative ways to increase cycling in their areas.

They join the existing six towns, set up during 2005, which will continue to be funded for the next three years to ensure that their initial successes are translated into long term and sustained behaviour change.

England's first Cycling City

Bristol, with South Gloucestershire, aims to double the number of people cycling over the next three years through a range of innovative measures including:

- **Creating the UK's first on-street bike rental network, modelled on the successful Paris scheme.**
- **Establishing a 're-cycling' scheme, providing free bikes to those in deprived communities.**
- **Building a state-of-the-art facility for cyclists in the city centre providing showers, bike parking and lockers so commuters can freshen up before starting work.**
- **Creating a dedicated cycleway to link the suburbs with the city centre.**
- **Opening up new, safer options for commuters who currently rely on their cars.**
- **More than doubling the number of children receiving cycling training.**

The new Cycling Towns

The new Cycling Towns are:

- **Blackpool**
- **Cambridge**
- **Chester**
- **Colchester**
- **Leighton-Linslade**
- **Shrewsbury**
- **Southend-on-Sea**
- **Southport with Ainsdale**
- **Stoke**
- **Woking**
- **York**

With the expansion of the Cycling Towns programme, over 2.5 million adults and children will now benefit from levels of investment equivalent to the best European cycling cities.

BUILDING ON SUCCESS: THE ORIGINAL SIX



The new towns will build on the work of the existing six Cycling Towns appointed in 2005. The Towns have continued apace over the last year with their programmes to embed cycling firmly into their cultures, and have seen significant increases in cycling levels as a result.



Aylesbury

Aylesbury has spent last year building on the seven cycle routes which are named and coloured after gemstones and are easily identifiable to the public. The town has developed new links to improve journeys – notably a multi-million pound project to build a new cycle and pedestrian bridge across the railway line linking the south of the town and the town centre, in turn completing the ‘Pebble Way’ and ‘Emerald Way’ routes. It has also pursued a radical new approach to the signage on all the routes, obtaining Department for Transport permission to count down to destinations in minutes rather than miles. It is hoped that this innovation, designed to encourage cyclists by highlighting the speed and convenience of short trips by bike, will be adopted across the country.

All this activity has been championed through a town-wide promotional campaign, including a local radio partnership and jingle (‘Cycle Aylesbury – it’s better by bike’), the creation of route-specific guides (the first, targeted at ‘Sapphire Way’ residents, led to a 24% increase in cycling) and the distribution of a ‘Cycle Benefits’ discount card offering money off at local specialist stores. The results so far are impressive – nearly 11% of locals stated that a bike was one of their two main modes of transport (in a Council survey from June 2007), compared to 3% in 2005.

Brighton

Brighton and Hove is combining ambitious new engineering projects with ongoing local promotion. In early 2008, the City Council began ground-breaking work on a North-South cycle route. When complete, the route will connect the South Downs at Hangleton to Hove’s seafront and the existing segregated seafront cycle track which runs East-West across the town.

The implementation of this route, a main city centre corridor, is timed with Brighton and Hove’s third phase of personalised travel planning, now operating in the area surrounding it. Brighton and Hove plan to build on this approach with a network of routes linking East and West across the city, again coinciding with targeted Personalised Travel Planning and other travel planning initiatives.

Some radical redesigning of streets has been completed in the last year to give pedestrians and cyclists priority. For example, New Road in the city centre, which runs alongside the Royal Pavilion Gardens and theatre district, has lost its highway ‘clutter’ of kerbs, signs and white lines, maintaining two-way travel for cyclists. Since its opening in July 2007, New Road has recorded 93% (or 12,000) fewer motorised vehicles, with a 22% increase in the number of bicycles using this route.

These infrastructure changes have taken place against a background of promotional and awareness-raising events, from city-wide initiatives like Car Free Day and Bike Week, to the large-scale Personalised Travel Planning, tactically timed to promote the new cycle infrastructure. Having focused on households close to the South Downs and off-road cycling routes in 2006, the second phase of personalised travel planning in summer 2007 targeted 9,400 households close to the seafront cycle route.



Darlington

Darlington is a compact and flat town, yet it had relatively low levels of cycling in 2005 when it first became a Cycling Demonstration Town. At the beginning of the project, seven radial routes into the town centre were identified to enable cyclists to access the main retail and leisure facilities, as well as provide through routes to travel from residential districts to employment areas. Over the last three years, work has been carried out to complete these routes, with signage being added to indicate travelling times rather than distances.

Schools have also been specifically targeted. Assistance has been provided with school travel plans, the erection of cycle shelters (two-thirds now have on-site parking) and Bikeability training. A Bike It scheme has been introduced, as well as a creative 'Medal Motion' school challenge which targets all 8,000 primary school pupils in the town, encouraging sustainable journeys to and from school. 4% of pupils now cycle to school - compared to 1% at the start of the programme. Darlington has also rolled out 'Local Motion', a wider travel awareness campaign to help residents reconsider their travel options through initiatives like guided bike rides and a cycle loan scheme.



Derby

Derby was the largest of the first wave of Cycling Towns, and is focusing its efforts on a sizeable proportion of its population – the 100,000 residents under the age of 25. The first priority has been to embed cycling into the school day, encouraging children to bike to school using the well-developed network of on and off-road cycle routes, and providing cycle parking spaces and shelters at all schools that have expressed an interest. Every Year Six pupil in the town (2,800 children in total) has been offered Level 2 Bikeability training, and Derby is also helping parents with free 'Learn to Cycle' sessions. In addition to training and secure parking, local schools have been engaged through after-school cycling clubs, with 28 schemes set up in 2007. Young people are also reached through promotional campaigns – most notably a six month 'Festival of Cycling' which ran from March to November 2007, comprising family bike rides, cycle try-outs and 'Dr Bike' cycle repair and maintenance sessions, cheered on by the 'Shift and Sprocket' cartoon characters invented by the town.

From September 2008 Derby will begin to reach out to university and college students as well as school-aged pupils, providing cycle maps and other innovative ideas like midnight bike rides and even cycle dating! It also plans to extend work to target hard-to-reach groups, developing a bike recycling project as part of its approach.

Exeter

Exeter already had a network of around 50 kilometres of cycle routes when the programme started, but Devon County Council created a further 16 kilometres in its first 18 months as a Cycling Town. With routes progressing well, the town has created tailored campaigns to encourage cycling take-up among pupils and workers. For example, local schools have participated in the highly successful 'Bike It' initiative, which uses a dedicated champion to promote cycling to families, teachers and children with a special emphasis on teenage girls. Some schools are now reporting upwards of 20% of trips by bike on a regular basis.

At the same time, Exeter has been engaging businesses with cycling: over a quarter of employees in the town have now been helped by workplace travel planning. Commuter cycling campaigns like the Exeter Travel to Work Tally have helped encourage more workers to get in the saddle, with 8.5% of employees now cycling regularly to work, compared to 4% in the 2001 national census.

Devon County Council is also investing heavily in the local leisure networks, encouraging people to give cycling a try. The Exe Estuary Trails is one such project, which will link Exeter to the coast at Dawlish and Exmouth, helping 80,000 county residents reach the city, as well as providing a new attraction for visitors.

Exeter has been engaging businesses with cycling: over a quarter of employees in the town have now been helped by workplace travel planning.

Lancaster with Morecambe

Lancaster and Morecambe has used its Cycling Town status to extend its cycle network. With Morecambe Promenade now opened up to cyclists, work has taken place to connect this route to the Lancaster-Morecambe Greenway. Work is also in the pipeline to connect the promenade to the Canal, creating a new circular cycle route.

Other recently-completed additions to the network include an alternative route to Lancaster University via the Canal, links to Bike It schools, shared use paths on Westgate and a new contraflow in Lancaster city centre. The cycle circuit at Salt Ayre has also been improved and widened. Since the start of the project over 700 new cycle parking spaces have been created around the district.

Almost 1,000 people have now benefited from some form of cycle training, including Bikeability, a bike buddy scheme and bike maintenance courses. Hundreds more have taken part in a varied events programme, including the Party on the Prom and the very popular Birdwatching by Bike. A new Bike Loan project has been set up with a local high school with help from the local drug and alcohol team.

Future priorities include a cycle link to Lancaster Royal Infirmary, network improvements to help cyclists access Lancaster city centre and continued work with key employers and Bike It schools.



Sharing best practice

In October 2007, Cycling England organised the first ever conference for the Cycling Towns. In the two years since their appointment, the Towns had experienced the benefits of investing in cycling and learned a lot about what works – and what doesn't – along the way. The Cycling Towns conference aimed to share this insight, experience and best practice and bring to life how any authority could be a future cycling town or city.

The workshops were led by the Towns themselves, demonstrating how each has taken on the challenge of getting more people cycling in variety of different ways. Each workshop looked at highlighting a different strategy used to tackle each of the barriers to more people cycling – from investing in infrastructure to focusing on making cycling training more widely available, targeting everyone from employees to children.

Each workshop looked at the challenge faced by the individual Town and the solution reached. Cycling England works on the principle that each local community knows best and that there is no 'one size fits all' solution to getting more people cycling. Each Town has its own particular challenges and priorities, but all have learned specific lessons from their projects. The conference gave the Towns the chance to pool their expertise and help each other towards their goals.

The conference was an overwhelming success, attended by key stakeholders including Transport Minister Rosie Winterton, 40 senior council figures from across England and 157 delegates.



THE NEXT GENERATION

The future of cycling in this country lies with young people. This is why one of our key priorities remains getting more children and young people on their bikes through Bikeability, cycling proficiency for the 21st century. Thanks to the Government's increased funding for Cycling England, we have a real chance to achieve our vision: that no child should leave primary school without the opportunity to prove their Bikeability.

Bikeability is complemented and co-ordinated by a number of supporting projects such as investment in building safe routes to schools and cycle parking, as well as funding for innovative schools projects such as 'Bike It', which aims to help children put their cycling to good use and cycle independently to and from school.

Bikeability: stepping up a gear

Having launched less than two years ago, Bikeability is now well and truly on the map. Half of all local authorities are now offering the training and Cycling England will be providing funding for half a million children to take part by 2012.

Over the summer of 2007, Cycling England took Bikeability on a tour of the nine Government regions, building further stakeholder support and creating awareness of the training among schools, parents and children. Launch events were held at schools in Derby, Bristol, Darlington, Coventry, Brighton, Manchester, Exeter, Sheffield and London. Each event was attended by major regional broadcast and print media, plus a total of 250 guests (including Ministers like Ben Bradshaw, MPs, Mayors and other dignitaries).

Cycling England used the autumn and winter phase – the 'dark months' – to persuade the next wave of local authorities to sign up to Bikeability.

Working with specialist transport consultants, we undertook detailed market research among councils, placing them into nine segments depending on their favourability towards Bikeability. Through this process we identified a strategy for actively approaching and converting further authorities. By May 2008 over half of all local authorities in England had registered for Bikeability – hugely promising given the standing start of the previous year.

Once again, when Cycling England made grants available for local authorities to fund cycle training schemes at the end of 2007, we were flooded with applications – demonstrating the continuing enthusiasm for Bikeability across the country.



Half of all local authorities are now offering Bikeability training.

Safe Routes to Schools

Cycling England continues to work with Sustrans, the sustainable transport charity, on the Safe Routes to School programme, which seeks to connect schools and their communities to the National Cycle Network.

Thirty-six new links were built in 2007/8, adding to the 75 links created last year, and connecting hundreds of schools to their communities.

Sustrans' Research and Monitoring Unit is collating the impact of the links since completion, to evaluate the benefits to children, their parents and their communities. Overwhelmingly, the results are showing that more children are using the paths to get to school, as well as using them for other kinds of journeys including commuting, shopping and other leisure trips.

In addition to funding links to schools, Cycling England continues to invest in cycle parking, helping to encourage even more children to ride their bikes to school.

Bike It

Alongside the cycle industry, local authorities and Transport for London, Cycling England continues to support 'Bike It', a nationwide scheme which aims to get more children cycling through the school gates. Managed by Sustrans, the project has continued to go from strength to strength in the past year: in line with previous years, the scheme has seen a trebling of cycling levels at the schools in which it operates.

Bike It started four years ago with just four officers working in 10 schools each. This year, further funding from Cycling England, the cycle industry, the Big Lottery Fund's Well-Being programme, the Welsh Assembly and local authorities enabled Bike It to expand their team to 29 staff, each supported by a regional supervisor/trainer and the national manager. Bike It now works with 300 schools in 44 local authorities and estimates that the programme is giving a positive cycling experience to 60,000 children.



School Sports Partnerships

Cycling England has been working closely with the Youth Sport Trust to embed Bikeability within School Sports Partnerships, groups of schools working together to develop PE and sport opportunities for young people. Schools are where supply and demand for Bikeability meet, and School Sports Partnerships provide an effective channel for promoting and delivering Bikeability directly to schools across the country.

Over the last year, Cycling England has prioritised working with individual School Sports Partnerships in areas where Bikeability was not yet being delivered, providing technical assistance to Partnership Development Managers to help them get their Bikeability schemes off the ground. As a result of this work, 40 School Sports Partnerships are already delivering Bikeability, with more due to sign up in autumn 2008.



40 School Sports Partnerships are already delivering Bikeability.

SUPPORTING LOCAL AUTHORITIES

Cycling England's local authority Professional Support Team has continued to support the work of highway authorities this year. The team works with local authorities and other organisations to provide technical support and advice on policy, engineering, education, training and publicity about cycling. Its key aim is to help local authorities achieve maximum return from their investment in cycling.

In the past year the team has reached over 70 local authorities and has also worked with a range of non-local authority partners. As well as working on a call-out basis responding to specific requests from local authorities, the team's seven specialists work proactively with the Cycling Towns and other willing partners to help develop the successful elements of the Cycling England work programmes into the future.

Work with local authorities to date has included advice on policy and Local Transport Plan content, site-specific engineering issues, cyclists' use of zebra crossings, travel plans, signage, mapping and promotional initiatives. The team also offers specialist advice on cycle planning and engineering issues, to support local highway authorities in delivering their cycling strategies.



Member Champions

Cycling England has been encouraging local authorities to appoint Member Champions for cycling, securing the support of over 30 champions in the last year.

A champion for cycling, with responsibilities across a range of policy agendas, can create new opportunities for local authorities to tackle three of the biggest current challenges to society: congestion, health and pollution. Cycling England offers funding and resources to support designated Member Champions for cycling, including a support hotline to Cycling England's consultancy team, a regular e-newsletter and email

discussion group, and a welcome pack containing advice on best practice and a flexible presentation on how cycling can contribute to a council's policies and strategies.

This support will be further developed over the coming months as the number of Member Champions increases, to include conferences, training events, regional seminars and study visits.

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PEDALLING TOWARDS HEALTHY LIVING

Since its inception, Cycling England has promoted the health benefits of cycling – both for young people and for adults. Over the course of the last year, we have stepped up our efforts to ensure both policy-makers and medical practitioners are briefed on the rewards of bike riding.

Investing in health

The economic research we commissioned in 2007 made use of all available health data to calculate the savings that would accrue from improvements in health, as well as from reductions in congestion and pollution. Although the methodology was limited to projections around the adult population, and used conservative estimates, the findings were still stark. Overall the study demonstrated that a 20% increase in cycling in 2012 would release a cumulative saving of £500m by 2015, much of this derived from health gains:

- £107m from reducing premature deaths
- £52m from lowered NHS costs
- £87m from shrinking work absences.



Health gains include £52m from lowered NHS costs.



A prescription for action

Our campaigns around cycling and health were conducted against a backdrop of growing anxiety around public health, which culminated with the Foresight report in October 2007. Its worrying predictions around childhood obesity highlighted the need for collective, urgent action to get Britain active and well. Cycling England chose this moment to underline its commitment to the health sector, by producing a report which collated all the available evidence around the benefits of cycling, creating an essential reference guide for health practitioners. 'Cycling and Health – What's the evidence?' was launched to Primary Health Care Trusts through an energetic promotional campaign, with mass mailings to clinicians across the country.

COMMUNICATING THE BENEFITS OF TWO WHEELS

The core aim of Cycling England's communications activity is to continue to demonstrate the case for cycling to its primary stakeholders. Cycling England also seeks to use communications to support the delivery of its projects and promote cycling to the wider public.

Media campaigns

Cycling England continued to create headlines last year via two hard-hitting, research-led campaigns.

Economic research: valuing the benefits of cycling

In 2007 Cycling England commissioned heavyweight economic research that placed, for the first time, an economic value on each additional cyclist in the country. As well as directly informing 'Bike for the Future II', the funding bid submitted ahead of the Comprehensive Spending Review, the research also proved a highly effective communications tool.

Chairman Phillip Darnton presented the research to more than 10 key Government stakeholders during the autumn of 2007, including Schools Minister Jim Knight and Health Select Committee Chairman Kevin Barron.

Cycling England also capitalised on the powerful media potential of the report, taking the findings to a small, hand-picked group of journalists and generating in-depth, supportive coverage in The Guardian, the Evening Standard and the BBC's One and Six O'clock bulletins.

Bike to School Week 2008

Bike to School Week 2008 was the most successful yet, creating a huge splash in the national newspapers and broadcast media with a campaign highlighting the plight of the UK's 'Cul-de-sac Kids'. To tie in with Bike to School Week, Cycling England conducted research which revealed that parents are clamping down on the freedoms they took for granted as children, limiting when, where and how their children cycle.

The story captured the imagination of the media, catapulting Cycling England into The Guardian, The Times, The Daily Express, the Daily Telegraph and The Sun. Cycling England Chairman Phillip Darnton appeared on Radio 5 Live the morning the story broke, as well as undertaking numerous regional radio interviews. The media coverage from the campaign reached over 50 million people.

Unveiling England's first Cycling City

To announce England's first Cycling City, the BBC dedicated an entire day of its news programmes to cycling on 19 June 2008. The story aired 15 times on BBC television alone including Breakfast, the One and the Six O'clock News, and the BBC News Channel. Regional BBC networks also featured the story as well as both the Today programme on Radio Four and BBC Five Live.

The BBC coverage sparked further media interest with a full page feature in the Guardian, along with coverage in The Times and The Independent and regional ITV coverage.



FINANCIALS

Programme Theme	Project	Capital (000s)	Revenue (000s)
PT1. Young People	National Cycling Training Standard	2,010	2,558
	A NS Instructor Training Bursaries, assessment & consultancy		250
	B Cycle Training Delivery - Local Authority Grant		1,066
	C Cycle Training Delivery - TFL Grant		100
	D Cycle Training Delivery - School Sports Partnerships (SSP)		352
	E Cycle Training Delivery - Youth Sports Trust		35
	F Cycle Training Delivery - Bikeability Support		14
	Schools Infrastructure		
	G Links to Schools & Links Development	1,760	
	H Cycle Parking	250	
	Schools Cycling Scheme		
	I Bike It		738
	J Go-Ride		3
PT2. National Support for Local Providers			447
	A Local Authority Support Team		440
	B LACA		7
PT3. Place			1,402
	A Cycling Demonstration Towns Capital	1,811	
	B Cycling Demonstration Towns Revenue		1,336
	C CDT Monitoring		28
	D CDT Schemes Co-ordinating & Project Management Meetings		25
	E Board Members visits (Leadership)		13
PT4. Health			122
	A PCT Demonstration Project		100
	B PCT Demonstration Project - Monitoring		6
	C CE Health Publication		16
PT5. Marketing			1,307
	A Promotion and web		80
	B Creative, production & media		1,010
	C Events, exhibitions & sponsorship (inc. Bike Week)		108
	D Cycling Publication & storage		9
	E Electronic Journey Planner		100
Central Support			57
	Project Management		51
	Costs: Board meetings, support		6
Sub-totals (Capital/ Revenue Split)		3,821	5,893
TOTAL (000s)			9,714



cycling **england**

For more information about
Cycling England, please visit
www.cyclingengland.org.uk

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