



# Setting the wheels in motion!



## A Draft Cycling Strategy for Bradford 2012-2020

## Foreword

Dear Cyclist

Welcome to the Cycling Strategy for Bradford and District.

This strategy has been facilitated and developed by members of CycleBradford.

**CycleBradford** has grown out of the work of **B-Spoke**, the Bradford Cycling Forum. Our ambition is to become an umbrella resource that is instantly recognisable, all inclusive and guides people into Bradford's cycling community using this strategy as its foundation.

Strategies are many things to many people, but it is very much to be hoped that this one is such that it creates the appropriate space and opportunity for everyone who is and who will be involved in any aspect of cycling in our district (residents, commuters and visitors young and old alike) to do his or her activity to the maximum level of enjoyment.

Strategies are symbols of intent. The very fact that we have a strategy for cycling in Bradford means that the partners who have put it together are committed to delivering better opportunities and experiences associated with all facets of cycling in our unique and varied South Pennine environment.

This is a partnership strategy; it has been compiled after wide multi-sector consultation and via feedback from cyclists and other key folk via a teamwork effort involving volunteers, officers, professionals and enthusiasts. It's also designed to be live, so that everyone can continue to input to it, to add their experience, resource and knowledge and to directly help to meet strategic objectives.

This is the very strength of the strategy - there is the enthusiasm and will to make it work because the people who prepared it want the outcomes to happen!

Keep contributing and keep riding!

**The CycleBradford Partnership**

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# Setting the Wheels in Motion

## A Cycling Strategy for Bradford 2012-2020

### Cycling is Booming!!

Building on the increased popularity of cycling in the UK in recent years, there is an unparalleled opportunity to create a real legacy for cycling as a sport, a recreational activity and as a mode of transport. When more people get involved in cycling there are measurable benefits to the individual, their family, their employer, the environment and the economy as whole.

208 million cycle journeys were made in 2010 meaning that there were 1.3 million more cyclists bringing the total UK cycle population to 13 million. The increasing levels of participation mean more money with cycling now contributing £2.9billion to the UK economy. (The British Cycling Economy, LSE 2011)

Structural, economic, social and health factors seem finally to have created a true step-change in the UK's cycling scene. The growth in involvement that has been witnessed in recent years feels like a sustainable trend for the first time. In order to build on this momentum and follow the lead, in participation terms, of countries like Denmark and the Netherlands, it's now essential that there is a focus on converting the many occasional, lapsed and non-cyclists into regular and frequent riders, as well as improving the experience for those already in the saddle.

Bradford must capitalise and build on this national momentum and ensure the district maximises and develops its resources and approach to become a truly 'cycle friendly' city by 2020.

## The Vision

**To build upon positive national, regional and local trends, strategies and opportunities to increase participation in and enjoyment of all forms of cycling year-on-year so that cycling involves a significant proportion of journeys and leisure activities in the Bradford District.**

## 1. Introduction

This Cycling Strategy has been produced by a partnership of interested parties which together make up the members of CycleBradford. CycleBradford is the umbrella brand for organisations involved in all types of cycling activity in Bradford District.

CycleBradford aims to provide the link that enables organisations and individuals to participate in cycling activities locally. In turn those with an active interest and an opinion to voice regularly attend meetings of B-Spoke, the Bradford cycle forum. B-Spoke will provide feedback, consult and promote cycling and cycling related matters into and within national policy plans and strategies.

In the development of this strategy document, the wider community in Bradford has been consulted and it is recognised that cyclists represent only one of many modes of transport. The interface between bicycles and motor vehicles on roads, and walkers and horse-riders on traffic free routes is key to the successful development of a 'cycle friendly' environment.

The Cycling Strategy highlights key policies and related action plans that work together to:

- encourage the creation of cycling facilities and
- to promote cycling throughout the Bradford district.

It is intended to cater for the present and future needs for cycling in the district.

As described above, the Cycling Strategy has been produced by a wide variety of partners, especially local cyclists. The aim is to bring about change by providing measures that encourage and promote cycling and directly address the needs of new cyclists. It is recognised that there are many advantages in providing and encouraging cycling as an alternative form of transport for short trips and as a source of recreational and sporting enjoyment, as well as the environmental, health, economic, social and other benefits to which cycling as an activity can significantly contribute.

Everyone should have the opportunity for independent mobility, and in order to achieve this it is vital to consider the street environment and infrastructure. The vision is to create an environment, particularly in the urban areas within the district where people of all ages and abilities feel able to cycle safely, easily and enjoy the experience.

There is also the desire to fill missing links identified in the National Cycle Network to encourage interurban travel and to overtly promote and encourage cycle tourism in Bradford and beyond, it being the gateway to the Yorkshire Dales and the South Pennines.

Bradford has an engineering, textiles and innovation culture that is also ripe for the development of the cycling industry in the district - there are many examples already of independent frame-builders and component manufacturers, as well as a strong cycling retail offer.

We need to improve conditions for all cyclists, improve the safety of cycling, improve cycle security, promote a cycling culture, and integrate cycling within other relevant initiatives.

These are the aims for Bradford's cycling strategy.

## 2. Why Support Cycling?

Cycling is one of the few business sectors that is bucking the current recessionary trend and has been estimated at adding £2.9b to the British Economy. This is accompanied by a significant increase in participation to the tune of 1.3million new cyclists in 2010. (*The British Cycling Economy, LSE 2011*).

Sky Rides, London 2012, cycle-sportives, charity challenges and the sheer hassle and expense of getting to work or school by car are all reasons why more and more people are looking seriously at cycling.

### 2.1 Reasons to support cycling

#### 2.1.2 Transport

Cycling offers an affordable transport solution which can reduce congestion.

#### 2.1.3 Environment

Cycling is virtually pollution free, creates no emissions that contribute to air pollution and is very quiet.

#### 2.1.4 Recreation and Tourism

Cycling is fun, is an ideal family activity and allows exploration of the local area and countryside in a way which is not possible by motor vehicle.

#### 2.1.5 Sport

Currently British elite athletes are leading the world in cycle sport across the disciplines. Bradford district is home to a number of these elite athletes and the inspiration they provide, coupled with the prospects for the London 2012 Olympic Games, provides a perfect backdrop for encouraging people to take up cycling.

#### 2.1.6 Economy

Cycling's wide appeal and versatility enables numerous economic benefits to be realised. For example, employment, tourism and events, manufacturing, improving transport by reducing congestion and pressure on existing infrastructure can all benefit.

#### 2.1.7 Health

More cyclists lead to less time off work. It is estimated that the current increase in cyclists riding at least once a week corresponds to a 15% reduction per year in absenteeism from work. (*British Cycling Economy, LSE 2011*).

#### 2.1.8 Social

Cycling is a great social activity, can be enjoyed by all ages and abilities, is very accessible and is truly inclusive.

Most importantly of all, people cycle because they enjoy it, it makes them feel good and because it gives a sense of freedom that is increasingly hard to find in a pressurised world.

Cycling is fun, even with hills and Yorkshire weather!!

### 3. Cycling & Bradford District

#### 3.1 General Context

The District covers an area of 366 square kilometres (141 square miles) ranges from moorlands in the north and west to the valleys and floodplains formed by the river systems flowing through the District. Approximately two thirds of the district is rural in nature. Most of the industrial and residential development has taken place along the valley bottoms, with the majority of the population living in the urban centres of Bradford, Shipley, Bingley, Keighley and Ilkley.

With an estimated population of 502,000, the district has the 4th highest population in England. The district has a higher proportion of children and younger people than the national average and has the fastest growing population of any metropolitan area outside London. The population is expected to grow at approximately 1.1% per year over the next five years with significant increases in the number of young people from ethnic minority groups and older people aged 65+

With its fast growing population, particularly of younger and older people, and as the economy recovers a high level of housing growth is still likely to be required in Bradford. This housing and employment demand will be facilitated by specific initiatives including work to regenerate the city centre, the Bradford-Shipley Canal Road Corridor, Airedale and Manningham areas.

#### 3.2 Cycling In Bradford

The geography and topography of Bradford brings both fantastic opportunity and challenges for cyclists in the Bradford district. The countryside surrounding the urban areas is spectacular and our rich natural resources provide a range of routes from traffic free, generally flat rides to more challenging routes across the Pennine Moors and into the Yorkshire Dales both on and off road.

This fantastic cycling environment is more accessible to the established cyclist and can be a challenge to people who are new to cycling or have not ridden their bikes for some time. There is a perception that cycling can be dangerous and road layouts are, in some cases, unsympathetic to cyclists. The district's hills are also cited as a barrier for new cyclists, however the flat valley bottoms of Airedale and Wharfedale provide ideal routes and have been the focus of infrastructure developments such as the Airedale Greenway. There are numerous other generally flat routes that are perfect for novice and new cyclists.

##### 3.2.1 Trends

Cycling only accounts for 0.3% of all journeys across the Central Bradford Cordon. (Fig. 1.)

Travel to work mode	2001 Census journey to work by Bradford residents	Transport modes crossing the Bradford Central Cordon			
		(2001)	(2005)	(2009)	(2010)
Car	71.0%	74%	74%	71.5%	71.3%
Bus	12.6%	16.9%	16%	16.0%	16.6%
Train	2.2%	4.5%	6%	7.2%	6.6%
<b>Cycle</b>	<b>0.9%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.3%</b>
Walk	11.6%	4.1%	4%	4.7%	5.0%

Figure 1

However, this is not an accurate reflection of the number of people cycling in Bradford district. The Cordon only measures vehicular traffic entering the city centre and there are a significant number of cycling journeys (both on and off-road) which the Cordon does not measure.

In fact, Fig. 2. shows Bradford has seen resurgence in cycling activity in recent years.

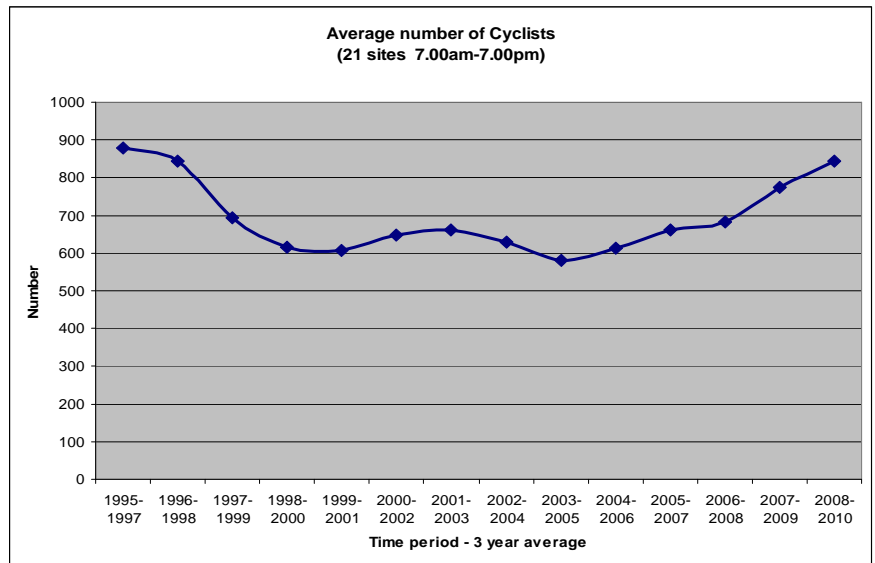


Figure 2

Cyclist casualties represent 5% of the total number of people injured on the roads in the district. Whilst the picture for children is generally improving, adult casualties are on the increase (Fig. 3). With less than 5% of the overall share of journeys made by bike, cyclist road casualties are disproportionately high. This should not retract from the need to continue to encourage cycling but rather, it highlights that safety for cyclists must be a priority consideration of the strategy.

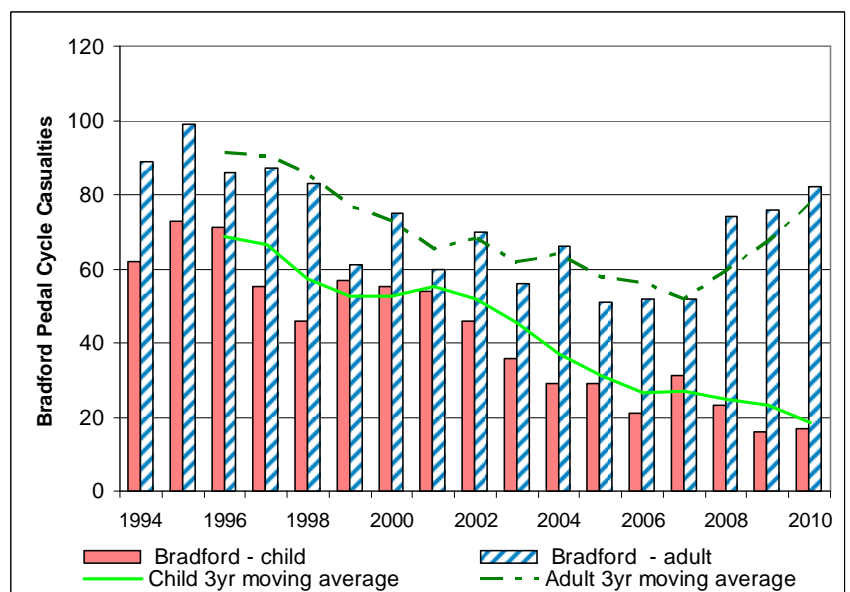


Figure 3

### 3.2.2 Infrastructure

The off-road/quiet streets Routes 69 and 66 of the Sustrans National Cycle Network pass through Bradford district and converge on a section of the Leeds Liverpool Canal towpath to form Route 696. These routes together form some of the district’s strongest cycling infrastructure.

The Airedale Greenway, a towpath route between the eastern edge of the district and Riddlesden near Keighley has been improved to a high standard for cycling. The route is very popular for leisure riders and commuters. Annual surveys show the number of cyclists has increased since 2006 as shown in Figure 4 (since 2006 the survey has been done once annually with the spring and summer seasons covered in alternate years). This shows that significant investment in local infrastructure clearly boosts cyclist numbers. It is important to note that infrastructure improvements must be complimented by promotional measures to boost participation in order to secure sustained behaviour change.



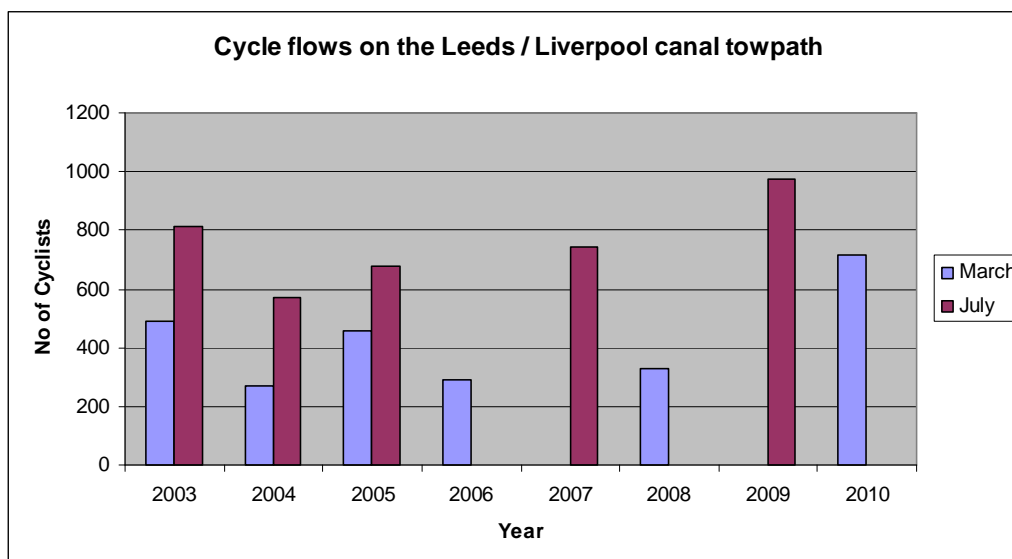


Figure 4

Route 66, running from north to south via the city centre, is currently being developed. Funding is in place to complete the Bradford section of the route (see Section 5.2, 'Strategy in Progress').

Route 69 follows the course of the Great Northern Trail, another popular leisure route in the rural west of the district. Some stretches are complete whilst others are awaiting completion due to local issues relating rights of way and land ownership.

Other cycling leisure projects are underway.

CycleBradford partners are working to develop specific mountain biking facilities in a number of Council-owned locations and there a great number of leisure-use bridleways and signposted on-road routes offering excellent opportunities to explore and enjoy rural parts of the district.

Continuous improvements to infrastructure are also taking place as part of various highways development schemes.

The partners who developed this strategy acknowledge there remain a great number of opportunities for improvements of cycling infrastructure in the district. This would apply particularly to improving on road infrastructure from both a safety and routes provision perspective. The partners believe that community involvement is vital in understanding where and how to make improvements.

The data collection for the Bradford Cycle Map (2008) and recent updates for the new online Cycle Journey Planner show that the districts on-road routes include:

- 64.8km of cycle lane in total
- 12.2km of road with a lane on one side only
- 26.3km of road with cycle lanes on both sides

Off-road routes include:

- 34.5km of Cyclepath
- 12km of Towpath/Greenway
- 41km of Bridleway including byways

### 3.2.3 Cycling Opportunities

There are a significant number of partners in the Bradford district providing and developing a wide variety of cycling opportunities for adults and children.

These opportunities include:

- Cycle training - coaching and leadership, bicycle maintenance, skills, safety.
- Annual cycling events, including races, cycling festivals, cyclo-sportives, charity rides etc.
- Cycling clubs
- Independent cycle shops
- Informal groups and activities
- Women only groups
- Disability cycling
- Cycling for health
- Led rides

B-spoke's website ([www.cyclebradford.org.uk](http://www.cyclebradford.org.uk)) includes further information about cycling opportunities and resources in Bradford district and features an activity calendar. See the 'Strategy in Action' sections and Appendix II.

## 4. Policy Context

This strategy will, contribute to, and be influenced by a number of key existing and emerging, local, regional and national policies and strategies. These relate to a wide range of areas including, transport, planning, economy, community, environment, health, and physical activity.

Cycling can make significant contributions towards reaching the goals of a number of the district's strategies.

The key transport strategy for Bradford district is the **West Yorkshire Local Transport Plan, My Journey**, which is made up of an overarching fifteen year strategy and sets of three year implementation plans, the first one covering the period 2011-2014.

The overarching objectives of the plan are to:

- Improve connectivity to support economic growth
- To make progress to a low carbon transport system
- To enhance quality of life.

Cycling contributes to all these objectives. The plan covers all aspects of transport infrastructure including both maintenance and enhancements. My Journey is a major funding mechanism for cycling projects and provides the policy basis for spend on transport projects.

The **Leeds City Region Transport and Green Infrastructure Strategies** set out a vision for progress in the City Region and cycling plays a key role in each document. The Transport Strategy recognises cycling can offer a low-carbon travel option and the Green Infrastructure strategy identifies investment in cycling infrastructure as an important way to improve the social, physical, and mental well-being in West Yorkshire.

The Unitary Development Plan contains Bradford district's current planning policies. This includes land use policies for the district and requires major new developments to consider cycling through Transport Assessments and Travel Plans and identifies provision of cycling infrastructure through policies TM8, TM10, TM19 and D7. A set of new planning policies for the district is being developed through the **Local Development Framework**, and this cycling strategy will feed into that process.

The **Bradford Economic Strategy 2011-13** identifies two priorities of:

- Building entrepreneurship
- Innovation and working from the centre outwards.

The recent London School of Economics report demonstrates the contribution of cycling to the economy, which can be replicated across Bradford, for example through fostering growth in cycling technology innovation, the retail offer and tourism opportunities.

Cycling makes important contributions to all the district priorities identified in the **Big Plan**, Bradford's Sustainable Communities Strategy including:

- Children and Young People
- Health and Wellbeing
- Improving the Environment
- Prosperity and Regeneration
- Safer Communities and Stronger Communities.

b-Spoke cycling forum's development of this cycling strategy is the epitome of partnership working as described in the Big Plan. The partners will feed into the consultation process and will highlight cycling's contributions to the district.

One of the key benefits of cycling is its contribution to health. Bradford's **Joint Strategic Needs Assessment** highlights tackling inequalities and obesity as a priority. This can be achieved in part through increasing levels of physical activity. Clearly, cycling can play an important role in. The **Active Bradford: Sport and Physical Activity Strategy** identifies participation and active living as important mechanisms to improve health and wellbeing. This cycling strategy is closely aligned to the themes within the Active Bradford strategy and will provide key actions and activities to achieve the aims and objectives of the strategy.

Play is recognised in the **Bradford Children and Young People's Plan** as one of the most important ways in which children participate in physical activity. Cycling is widely recognised and highly regarded form of play as well as a life skill. The **Bradford Sustainable School Travel Strategy** recognises cycling can help produce healthier lifestyles and can reduce the environmental and congestion impacts of school travel.

Bradford currently has four declared Air Quality Management Areas, where levels of Nitrogen Oxide exceed limits for health. All of these are located on major transport corridors and are attributed to high levels of traffic and congestion. A draft **Air Quality Action Plan** has been developed and an **Air Quality Strategy** for the district is being developed. As a zero emissions form of travel, cycling can play a role in achieving improved air quality by cutting down the numbers of cars on the road. Increasing cycling levels can contribute to achieving the aims of Bradford's draft **Climate Change Strategy**.

## 5. What's to be Done? Cycling in Bradford in the Future

### Bradford Cycling Strategy: Strategic Objectives

The following pages summarise the four key areas of strategic activity that are targeted within the Bradford Cycling Strategy, 2012-2020:

- S01 Communication and Promotion.
- S02 Infrastructure.
- S03 Economics and Funding
- S04 Training, Education, Enterprise and Community Support

Each Strategic Objective is supported by outline Action Points which will be the subject of a more detailed Bradford Cycling Action Plan that will follow the launch of the overall strategy. The following pages also contain examples of on-going initiatives that show elements of the strategy already in action.

## 5.1 Communication and Promotion

**SO1: To provide clear, consistent and useful information about cycling in Bradford, to cyclists and non-cyclists alike.**

### Rationale

Perhaps the most common reason cited by people who have not got involved is because they "didn't know" that something was going on. Or, even if they did, the perception was that it was somehow "not for them". Clear communication of the vast range of cycling activities for all sorts of folk that are available in Bradford is a huge task but is one that will be made much easier by the wider development of this strategy and by the partnership approach to its delivery.

### Action Points

- Action Point 1.1: Development of clear and accessible information about cycling and opportunities for cycling, including new and existing website and social media use;
- Action Point 1.2: Press campaign and regular press releases;
- Action Point 1.3: Use & Development of Annual Promotion Events such as Bradford CycleFest and Sky Ride;
- Action Point 1.4: Production and distribution of coherently branded leaflets, posters, stickers and literature;
- Action Point 1.5: Multi-Sector promotion and support key cycling events in Bradford and District;
- Action Point 1.6: Improvement of cycling coordination and partnership;
- Action Point 1.7: Develop clearly communicated pathways into all aspects of cycling participation;
- Action Point 1.8: Provision of information to organisations, employers and interested parties about schemes/initiatives involving employee/visitor travel by bike.
- Action Point 1.9: Develop the Bradford Cycling Map as a comprehensive and on-line guide to all cycle routes, facilities and aspects of cycling in the district. Linked to cycle journey planner with graded routes - fastest, quietest etc
- Action Point 1.10: Promote environmental benefits from cycling. Cycling as a means of no carbon transport, reducing pollution, congestion etc
- Action Point 1.11: Deliver Bike It projects within targeted schools to encourage the uptake of cycling to school, increase participation in training opportunities including Bikeability and foster a school cycling community.



### Strategy In Action - Communication and Promotion

**Cycle Bradford** - a wide network of tutors, shops, bike enthusiasts and professionals who come together under the banner of Cycle Bradford creating communication and identity for cyclists in the area. Web site and email based with a quarterly b-Spoke meeting.

**Cycle Fest** - an annual event running for the last 3 years and attracting over 4,000 local residents to come and have a go at a number of cycling activities in the park. Many are totally new to cycling.

**Sky Ride** - Bradford is part of the National Sky Ride campaign, one of the only 14 cities nationally. The promotion and marketing in partnership with British Cycling and Sky has enabled 11,000 people to participate in the traffic free mass participation events.

## 5.2 Infrastructure

**SO2: To create a safe and attractive joined up cycle network throughout the district through provision of high quality infrastructure.**

### Rationale

It is important that Bradford's Cycling infrastructure, enables and encourages people to cycle for health, leisure and as a form of low carbon transport, by directly addressing their needs. At present, despite continued investment, the current cycling infrastructure across the district has potential to be considerably improved.

### Action Points

- Action Point 2.1: Develop an aspirational cycle network that links key destinations and communities. That can be delivered through future Local Transport Plan and other capital budgets.
- Action Point 2.2: Work towards creation of safe, high quality conditions for cyclists on Bradford's entire road network.
- Action Point 2.3: Increase access and priority for cyclists
- Action Point 2.4: Increase destination infrastructure provision such as cycle parking, shower and storage facilities
- Action Point 2.5: Support and promote innovative cycling solutions e.g. cycle contra-flow lanes
- Action Point 2.6: Support and promote cycle links, routes and interchange schemes with public and private transport hubs. Tie in with integrated transport policies and plans.
- Action Point 2.7: Support and promote plans for new cycle facilities at schools, colleges, leisure sites, rural sites and within larger leisure and sports schemes. Support and maintain existing cycle sport facilities
- Action Point 2.8: Ensure that the needs of cyclists are considered within all highways schemes
- Action Point 2.9: Support the development, maintenance and extension of traffic free cycle routes, greenways and other off road paths
- Action Point 2.10: b-SPOKE to be a mandatory consultative body on all highways schemes
- Action Point 2.11: Support the development of leisure and sport riding in all cycling disciplines
- Action Point 2.12: Ensure that cycle facilities and infrastructure improvements are considered as part of all new major developments.
- Action Point 2.13: Ensure that cycle infrastructure is designed to a high standard as stipulated by the latest DfT (see Appendix i) and other relevant guidance such as the Sustrans Connect2 Greenway Guide where appropriate.





### Strategy in action - Cycling Infrastructure

Almost £4m worth of infrastructure improvements will be implemented over the next three years including high profile projects such as the Great Northern Trail, Connect 2 Living Street and the Canal Road Corridor cycle route.

#### *Completing Route 66...*

Forming part of this £4m, Local Sustainable Transport Fund (LSTF) monies will fund the Bradford section of National Cycle Network, Route 66. This will connect the canal at Shipley (Route 696) to the city centre via the Canal Road Corridor. This route will weave its way through improved routes passing through the city park regeneration scheme. Further south the route will pass via the soon to be completed Connect2 Living Street project. Whilst most of this route is now complete a significant investment will soon be spent (to 2012/13) on an iconic bridge over Manchester Road. From there Route 66 will offer a continuous link between the Spen Valley Greenway in Kirklees to the South and the Leeds Liverpool Canal in the north. Further funding was also made available by the successful LSTF competent bid to extend parts of the Route 66 to offer better connectivity in the area of the university campus and through bowling park to schools and employment areas in East Bowling.

A sub group of b-Spoke has been set up to consult on highways schemes from a cyclist's perspective and have already had input into major schemes such as Saltaire Roundabout. The Saltaire scheme also provided an example of our aims to closely consult on cycling infrastructure issues with members of the wider community. Northern rail have also recently made improvements to cycle storage facilities at a number of rail stations.

## 5.3 Economics and Funding

**S03: To ensure that cycling is a financially viable, valuable and sustainable activity in the Bradford District**

### Rationale

A national 2011 study by the London School of Economics suggests that cycling as a whole contributes some £2.9bn per annum to the UK economy. Cycling raises millions for charity, and is a huge income generator via active tourism. By the same token, money needs to be raised, invested and channelled into cycling in order to keep up with the pace of development.

### Action Points

- Action Point 3.1: Encourage strategic co-ordination of spending on cycling across the district;
- Action Point 3.2: Optimise the contribution to cycling from other schemes (eg, via S106 funding and matched funding);
- Action Point 3.3: Encourage all forms of innovation and social and private enterprise associated with cycling, and seek strategic sponsorship for cycling activities (ensure that all cycling sponsors are promoted amongst partnership groups);
- Action Point 3.4: Progressively raise the amount raised by cycling for charity in the Bradford District year-on-year (ties with Sport & Physical Activity Strategy);
- Action Point 3.5: Work with charities to ensure ongoing investment into cycling for target groups (plus cycling tax breaks);
- Action Point 3.6: Develop Bradford & District as a key destination for cycle and cycle-related tourism.
- Action Point 3.7: Prepare generic cycling-related bids for use as appropriate funding becomes available.



### Strategy In Action - Economics and Funding

**National Youth Championships** - Changes to Lister Park were made in order to enable National level cycle racing to take place in the park. Changes included removal of speed humps, and replacement of fixed bollards with removable ones.

**Cycle Sportives and Charity Rides** - Bradford and Keighley hold a number of large timed cycle events that bring in significant revenue to the district by attracting riders from across the country.

**Bike It** - A previous Bike-It programme delivered marked success with the participation of 100's of school children in school based cycling activities, most notably at Crossflatts Primary. A new round of funding means that as of 2011/12 the Bike-it programme will be returning to the Bradford District.

## 5.4 Training, Education, Enterprise and Community Support

**S04: To expand and develop the opportunities available to individuals in order to encourage as many people as possible to become safe, satisfied cyclists.**

**Rationale:** In order to make Bradford a more attractive city for cyclists, it is important that the provision of training and education be frequent and widespread thus helping to promote a change in travel behaviour. We must also include provision of qualifications to enable enterprise and community development.

- Action Point 4.1: Increase the numbers of children put through Bikeability and other cycle skills training courses in the district; include programmes and training activity for teenage children
- Action Point 4.2: Increase the number of qualified cycle trainers and coaches in the district, paid and voluntary by facilitating suitable training courses
- Action Point 4.3: Develop an accredited CyTech Mechanics Course at a Local College; including an instructional DVD developed with the media team from a local college
- Action Point 4.4: Develop innovation in cycle and equipment design and production, especially in bikes for people with disabilities;
- Action Point 4.5: Develop incentives and support for target groups: support young people (16+), women and BME communities specifically to change perceptions of cycling - all adult including new and returning cyclists. Provision for adult on road training. Provision of events to promote these target groups including cycle-sportives.
- Action Point 4.6 Support club development and diversification to engage all types of cyclists. Encourage and support all clubs to achieve Sport England Clubmark status.
- Action Point 4.7 Develop cycle awareness education programme to integrate into all vehicle driver training
- Action Point 4.8 Increase mutual awareness of the Highway Code and generate positive perceptions of different highway users by actively promoting good riding and driving behaviour.
- Action Point 4.9 Target work places to internally offer and promote cycle to work schemes and set up district challenges to develop competition
- Action Point 4.10 Encourage and support people with disabilities to participate in cycling programmes and activities.



### Strategy in Action - Training, Education, Enterprise and Community Support

**Bikeability** - we have trained more than 40 tutors in the district who have in turn delivered the courses to more than 2000 school children in the last three years.

**Women's Cycling** - British Cycling's Breeze network has trained more than 16 women leaders and CTC Cycle Champions have trained more than 20 female ride leaders. Between them they have engaged with over 3,000 women and girls including a number of women only cycling events.

**East Bradford Cycle Club** - a thriving club launched in 1889 that still has over 100 pedalling members and includes the hugely successful Saturday kids club based at Richard Dunn's closed road circuit.

## 6. A Living Strategy

The authors want this strategy to be a 'living document'. It will act as a reference document and provide feedback on the future objectives and the current situation for cyclists in the district. The CycleBradford partnership encourages feedback and comments from all interested parties and is taking a partnership approach to realising its vision.

The strategy will be hosted on [www.cyclebradford.org.uk](http://www.cyclebradford.org.uk). This site contains information about cycling events, activities, issues and opportunities in the Bradford district. It also provides a forum to comment and discuss issues.

The Strategy document will serve as a signposting tool within the site which will enable users to explore to the depth which they are interested in. The strategic objectives and action plans will form the first layer of information on the website with the full document available behind.

A key component will be the 'Strategy in Action' sections, which will provide information and feedback on progress and achievements.

The Bradford Cycling Strategy aims to provide a vision for the future with relevance to anyone with an interest in cycling in the district, from recreational cyclists through to policy makers.

The strategy document will also provide a source of information and an opportunity to be involved and to help to shape how cycling develops in the city.

Why not get involved? - [www.cyclebradford.org.uk](http://www.cyclebradford.org.uk)

## 7. Monitoring and Evaluation

The strategy runs for an eight year period from 2012 to 2020. During this period regular monitoring and evaluation will be needed, to ensure that the aims and objectives are on track. The strategy will be implemented through action plans which will be reviewed on a regular basis. The review process will be important in ensuring that the content of the plan is aligned with current priorities.

Monitoring and evaluation will refer directly to action plan outcomes and respond to policy changes as well as local, regional and national policy changes.

New monitoring and targets will be added to the project as new initiatives and projects are developed.

Routine monitoring undertaken through related strategies will be added to the overall evaluation process.

# Appendix

**Appendix I - Local Transport Note 2/08 "Cycle Infrastructure Design"**

If the number of cycling journeys are to be increased research has shown people expect certain minimum requirements to be met for the infrastructure i.e. the cycleways and cycle tracks. They must be convenient, accessible, safe, comfortable and attractive for pedestrians, cyclists and other road users. The following comments are taken from *Local Transport Note 2/08 "Cycle Infrastructure Design"* published by the Department for Transport, which sets out these five core requirements in more detail.

**Convenience:** Networks should serve all the main destinations, and new facilities should offer an advantage in terms of directness and/or reduced delay compared with existing provision. Routes and key destinations should be properly signed, and should be made available, and on street maps can be helpful. Routes should be unimpeded by street furniture, pavement parking and other obstructions which can also be hazardous to visually impaired pedestrians. Delay for pedestrians and cyclists at signalled crossings should be minimised. Trip end facilities should be clearly marked, conveniently located and appropriate for the likely length of stay. Designers should consider the future ease of maintenance, including access to vehicles for sweeping, trimming grass verges and surface and lighting repairs along off road routes.

**Accessibility:** Cycling networks should link trip origins and key destinations, including public transport access points. The routes should be continuous and coherent (type and colour of surfacing may be used to stress route continuity as appropriate). There should be provision for crossing busy roads and other barriers, and in some areas there should be a positive advantage over private motor traffic. Routes should be provided into and through areas normally inaccessible to motor vehicles, such as parks and vehicle restricted areas. Safe access for pedestrians and cyclists should be provided during road works. The needs of people with various types and degrees of disability should be taken into account through consultation and design.

**Safety:** Not only must infrastructure be safe, but it should be perceived to be safe. Traffic volumes and speeds should be reduced where possible to create safer conditions for cycling and walking. Reducing traffic can sometimes enable the introduction of measures for pedestrians and cyclists that might not otherwise be viable. Opportunities for redistributing space within the highway should be explored, including moving kerb lines and street furniture, providing right turn refuges for cyclists or separating conflicting movements by using traffic signals. The potential for conflict between pedestrians and cyclists should be minimised. Surface defects should not be allowed to develop to the extent that they become a hazard, and vegetation should be regularly cut back to preserve available width and sight lines. The risk of crime can be reduced through the removal of hiding places along the route, provision of lighting and the presence of passive surveillance from neighbouring premises or other users. Cycle parking should be sited where people using the facilities can feel safe. The needs of pedestrians, cyclists and equestrians should be considered where their routes cross busy roads, especially in rural areas.

**Comfort:** Infrastructure should meet design standards for width, gradient and surface quality, and cater for all types of user, including children and disabled people. Pedestrians and cyclists benefit from even, well maintained and regularly swept surfaces with gentle gradients. Dropped kerbs are particularly beneficial to users of wheelchairs, pushchairs and cycles, and tactile paving needs to be provided to assist visually impaired people. Dropped kerbs should ideally be flush with the road surface. Even a very small step can be uncomfortable and irritating for users, especially if there are several to be negotiated along a route.

**Attractiveness:** Aesthetics, noise reduction and integration with surrounding areas are important. The environment should be attractive, interesting and free from litter and broken



glass. The ability for people to window shop, walk or cycle two abreast, converse or stop to rest or look at a view makes for a more pleasant experience. Public spaces need to be well designed, finished in attractive materials and be such that people want to stay. The surfaces, landscaping and street furniture should be well maintained and in keeping with the surrounding area. Issues of light pollution should be considered, in addition to personal security in rural and semi rural routes.

## Appendix II

### Bradford Cycling Opportunities

An audit of cycling opportunities in Bradford is kept online and edited by CycleBradford. The full document is available to see [click here](#).

A selection of the information available follows.

Programmes  
Skyride Local

Contact

[www.goskyride.com/bradford](http://www.goskyride.com/bradford)  
[danielgoodey@britishcycling.org.uk](mailto:danielgoodey@britishcycling.org.uk)

Cycle for Health  
Bikeability  
Connect2  
CTC Cycling Champions project  
Bikeability for Adults

[ginnyleonard@ctc.org.uk](mailto:ginnyleonard@ctc.org.uk)  
[paul.hart@bradford.gov.uk](mailto:paul.hart@bradford.gov.uk)  
[claire.wright@sustrans.org.uk](mailto:claire.wright@sustrans.org.uk)  
[ginny.leonard@ctc.org.uk](mailto:ginny.leonard@ctc.org.uk)  
[safe2cycle@aol.com](mailto:safe2cycle@aol.com)

Events

Website

CycleFest  
Sky Ride  
BigK Cyclesportive  
Bigk MTB Challenge

[www.cyclefest.org.uk](http://www.cyclefest.org.uk)  
[www.goskyride.com/bradford](http://www.goskyride.com/bradford)  
[www.sportkeighley.com](http://www.sportkeighley.com)  
[www.brontebikechallenge.org.uk](http://www.brontebikechallenge.org.uk)

Cycle Clubs

Website

East Bradford CC  
BMX Bandits  
Keighley Just Ride CC  
Bronte Wheelers CC  
Ilkley Cycling Club

[www.ebccsaturdaybikeclub.co.uk](http://www.ebccsaturdaybikeclub.co.uk)  
[www.bradfordbmxbandits.org.uk](http://www.bradfordbmxbandits.org.uk)  
[www.kjrcc.co.uk](http://www.kjrcc.co.uk)  
[www.brontewheelers.org](http://www.brontewheelers.org)  
[www.ilkleycyclingclub.org.uk](http://www.ilkleycyclingclub.org.uk)

Competition

Website

Cyclocross - National Trophy Series  
White Rose Youth League  
National Youth Championships

[www.britishcycling.org.uk](http://www.britishcycling.org.uk)  
[www.whiteroseyouthleague.co.uk](http://www.whiteroseyouthleague.co.uk)  
[www.nationalyouthcyclingchamps.co.uk](http://www.nationalyouthcyclingchamps.co.uk)

Infrastructure

Contact

Bradford Council

[tom.jones@bradford.gov.uk](mailto:tom.jones@bradford.gov.uk)

**Appendix III**

## Section 4 - Policy References

MyJourney West Yorkshire Local Transport Plan 2011-2026

([www.wyltp.com](http://www.wyltp.com))

Leeds City Region Transport Strategy: Delivering Low Carbon Transport to Promote Faster Economic Growth (2009)

([http://www.leedscityregion.gov.uk/uploadedFiles/Research\\_and\\_Publications/Transport/4.%20LCRTS%20Main%20Report\(1\).pdf](http://www.leedscityregion.gov.uk/uploadedFiles/Research_and_Publications/Transport/4.%20LCRTS%20Main%20Report(1).pdf))

Leeds City Region Green Infrastructure Strategy (2010)

([http://www.leedscityregion.gov.uk/uploadedFiles/2866\\_Strategy%20Report\\_FINAL\\_101004\\_low%20res.pdf](http://www.leedscityregion.gov.uk/uploadedFiles/2866_Strategy%20Report_FINAL_101004_low%20res.pdf) )

Bradford District Replacement Unitary Development Plan (2005)

([http://www.bradford.gov.uk/bmdc/the\\_environment/planning\\_service/unitary\\_development\\_plan](http://www.bradford.gov.uk/bmdc/the_environment/planning_service/unitary_development_plan))

Bradford District Economic Strategy 2011-2013

(<http://www.investinbradford.com/Resources/Invest%20In%20Bradford/Bradford%20Economy/Documents/Bradford%20Economic%20Strategy%202011-2013.pdf>)

The Big Plan for Bradford District 2008-2011: Our Sustainable Community Strategy

(<http://www.bradford.gov.uk/NR/rdonlyres/27B61414-0FE5-4B01-BE12-2E96A67D5C5E/0/BigPlanFullversion.pdf>)

Joint Strategic Needs Assessment: The Health and Wellbeing Needs of the People of Bradford and Airedale

(<http://www.observatory.bradford.nhs.uk/sitecollectiondocuments/jsna%2080%20page%20bookb.pdf>)

Active Bradford: Sports and Physical Activity Strategy

(<http://www.activebradford.org.uk/contentpage.aspx?pageid=65>)

Bradford Children and Young People's Plan 2011-2014

(<http://www.bradford.gov.uk/NR/rdonlyres/7069C693-F74A-4520-9AC3-52F886EEA6EF/0/ChildrenandYoungPeoplesPlan2011to2014.pdf>)

Air Quality Action Plan (Draft for Consultation) Bradford MDC (2009)

(<http://www.bradford.gov.uk/NR/rdonlyres/087E4D90-F5EE-4AF8-B13A-E129B262D65E/0/CompleteDraftAirQualityActionPlanv6FinalDraft.pdf>)

Draft Climate Change Strategy for the Bradford District (2011)

(<http://www.bradford.gov.uk/NR/rdonlyres/F8D97695-1529-43E5-B16F-33AF4B623399/0/BradfordDistrictClimateChangeStrategy.pdf>)

## The authors

This strategy has been developed by members of CycleBradford which has grown out of b-spoke, Bradford's Cycling Forum.

CycleBradford aims to enable organisations and individuals to participate in cycling activities locally.

We actively consult communities, provide feedback and promote cycling and cycling related matters at local and national levels.

The group has consulted a large number of people including cyclists, volunteers, professionals and enthusiasts during the development of this strategy.

Local people with active interests and opinions voice regularly attend our meetings.

Because of the pace of 21st century change, we want this strategy to be flexible and dynamic. This strategy is therefore a 'living document' and will change over time.

CycleBradford are always interested in people's views on cycling.

For more information on this strategy or to give feedback to the group please contact:

[info@cyclebradford.org.uk](mailto:info@cyclebradford.org.uk)

# Draft First Bradford Cycle Strategy Action Plan

This draft Action Plan is a work in progress.

The Action Plan currently contains details of projects and initiatives that are either lead by the Council or include some contribution by the Council. Over time through wider consultation, the Action Plan will be populated with Actions from the wide range of partners that make up Cycle Bradford.

The Action Plan has been structured around the four Strategic Objectives identified in the Draft Strategy:

SO1: Communication and Promotion of Cycling

SO2: Bradford's Cycling Infrastructure

SO3: Cycling Economics and Funding

SO4: Cycle Training, Education, Enterprise and Community Support

The initiatives and projects within this plan have been included as they contribute to the key objectives and 'Action Point' areas identified in the Draft Bradford Cycling Strategy.

As the Action Plan is still a working draft and has not been widely consulted upon to date, within the Council, the sub Action Points have been catagorised by their progress in terms of adoption and delivery as follows:

**GREEN:** Current activities fully supported by partners

**AMBER:** Actions partially delivered needing more support / actions due to be delivered short term

**RED:** Desirable initiatives/work areas that need consultation with partners and funding investigating

The Action Plan forms the 'Living' element of the Cycle Strategy and will be updated throughtout the time period of the Strategy. This Action Plan will initially cover a one year period, but many of the actions will remain as ongoing, or rolling actions, into subsequent years.

# DRAFT

# Setting the Wheels in Motion - A Cycling Strategy for Bradford

## Action Plan

### Strategic Objective 1 - Communication and Promotion of Cycling in Bradford

To provide clear, consistent and useful information about cycling in Bradford, to cyclists and non-cyclists alike

Action Point	Partners	Sub Action Points	Timescale	Outputs	Outcomes	Funding	Comments	
<b>1.1 Development of clear and accessible information about cycling and opportunities for cycling, including new and existing website and social media use</b>	<b>Lead - B-Spoke</b> Bradford MDC - Sport and Leisure Bradford MDC - Transport Planning Bradford MDC - Communications	Bradford Council Sport and Leisure partnership with British Cycling and Sky aims to deliver national profile for cycling. Access Sky media channels and support to communicate Skyride campaign programmes which are delivered in the Bradford District	From present To March 13	2010/11 - 1555 registered users (from Bradford District) of goskyride.com. 2011/12 additional 1750 registered users receiving regular electronic messages using social networking systems about local, regional and national cycling opportunities. To create an online cycling community providing support and resources for recreational cyclists.	Increased awareness of all cycling opportunities across Bradford district. Clearly identified pathways into sustained cycling opportunities.	CBMDC/BC/Sky partnership currently funded through Sport and Leisure Service has a partnership agreement in place until March 2013.	Post March 2013 additional funding is being sought from the Local Sustainable Transport Fund (LSTF) to extend the partnership between CBMDC sport and leisure service and BC.	
		Development of cyclebradford.org.uk as the local website for Bradford cycling information.	Jun-11	Increase number of visits to site to xxxx by xxxx	Cyclebradford ( bespoke) will become the mechanism that will provide details of how to access cycling programmes and opportunities.	Cyclebradford (Bespoke) need to identify external funding opportunities to support the development of a professional website to include marketing and publicity of the strategy and its delivery programmes.	A formal commitment is required from CBMDC marketing and communications service to support the use of cyclebradford.org as an enabler to access up to date cycling information.	
		Create a cyclebradford FB page	Jan-11	target of 200 likes by august 2012				
		Explore other opportunities to use social media to	Apr-11	cyclebradford twitter account with 200 followers by august				
		monthly newsletter - paper and electronic format.	ongoing					
		Direct users of bradford.gov.uk to CycleBradford.org.uk as the best source of cycling information, discussion and news in the district	2012	Improved online accessibility of cycling information				

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1.2 Press campaign and regular press releases	Lead - B-Spoke Bradford MDC Sport & Leisure service Bradford MDC - Transport Planning Bradford MDC - Communications	Actively seek stories and contributors from cycling interest groups with news, stories. Coordinate stories/news and share with all partners to maximise impact. Use all channels to share an communicate news, cyclebradford, goskyride, bradnet, Community Pride etc.	ongoing	Monthly press release, linked to newsletter, issued to T&A group papers, council press office, neighbourhood forums etc and facts which will be able to spark media and in turn, public interest. Established regular cycling news through key local channels and media.	Increased visibility of cycling activities and greater opportunity to spark the interest of a wider public to be more involved in cycling activities.	No additional resources required	Needs liaison with Council Press and Marketing teams.
		Provision of press releases and other media opportunities for infrastructure and other projects	ongoing	better communication between tech administrators at both websites with exploration of cross-site admin access to keep info at both sources as up to date as possible.	Increased awareness of infrastructure and other cycling projects		
		Develop a process / mechanism for cycling groups to be assisted with getting their information and good news stories in the media	2012	Template for 'press releases/news stories' on cyclebradford.org to be used by local groups	Increased public awareness of Bradford District cycling activities and news.		
1.3 Use & Development of Annual Promotion Events such as Bradford CycleFest and Sky Ride	Lead - B-Spoke Bradford MDC / British Cycling / Sky Partnership CTC Sustrans Bradford MDC - Transport Planning Bradford MDC - Communications	Skyride - Hi Profile Mass participation event, part of national campaign which engages, promotes and supports local cycling opportunities and promotes pathways into regular participation.	Current commitment to deliver in 2012	2010/11 - 5000 in mass participation event, 2011/12 - 6000 in mass participation event,	Celebration and raised public awareness of cycling opportunities and resources across the District, demonstrating the variety of Council departments and organisations that make a contribution.	CBMDC / British Cycling and Sky partnership funded through Sport and Leisure service.	
		Council support to existing major cycling events from Adventure Development Unit and Play Development Unit to further promote cycling opportunities and other physical activity initiatives and opportunities in the district	ongoing	ADU support at both Sky Ride and Cyclefest in 2010&11 PDU significant contribution to Skyride in 2011	An opportunity to people to give cycling activities a try which will encourage more people to cycle more of the time		
		Increase promotion of Sky Ride Local and Breeze Rides as a key element of the CBMDC/BC/SKY partnership	Current commitment to deliver SRL in 2013 with Breeze ongoing	2010/11 - 655 regular participants in Local led rides 2011/12 - 519 regular participants in local led rides			
		Bike Breakfasts - run as a minimal of an annual summer event	held at least once annually	Longer term members of the cycling community provided with an opportunity to network as well as feel that their sustainable lifestyle choice is endorsed and appreciated at an official level			
						Some elements to be funded by Local Sustainable Transport fund. Others require funding to be explored.	

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		Launch Events - As a number of infrastructure projects reach completion (see SO2 for those that will see works over the life of this Action Plan), each will enjoy a number of launch activities	Various spring/summer events up to 2015	Launch parties/festivals Press releases Organised rides			
<b>1.4 Production and distribution of coherently branded print media (leaflets, posters, stickers and other literature)</b>	<b>Lead - B-Spoke</b> CTC Sustrans Bradford MDC - Transport Planning Bradford MDC - Communications British Cycling / Sky	Produce leaflets, maps and other print media for new and existing projects relating to programmes and infrastructure improvements	various times - dependant upon programme commencements and infrastructure completion dates	Leaflets Posters Locally targeted maps newsletters	Better informed local population as to the existence of infrastructure and programmes	Local Sustainable Transport Fund	
		Disribution and effective use of marketing materials provided by Sky to promote the programmes within the Skyride campaign.	Partnership agreement in place to march 2013	Leaflets, Posters, audio, video and outdoor advertising etc...	Increase awareness of CBMDC/BC/Sky programmes and increase public egnagement and participation rates.		
<b>1.5 Multi-Sector promotion and support key cycling events in Bradford and District;</b>	<b>Lead - B-Spoke</b> CTC British Cycling Sustrans Bradford MDC - Transport Planning Bradford MDC - Communications	Use major cycling events such as Cyclefest and Skyride as models to engage with a range of partners in the development and promotion of events.	ongoing	multi sector engagement in the development and promotion of events.	wider promotion of cycling events and initives	No extra resources needed but could be supported by LSTF and LTP Active Travel workstreams.	
		Coordinate cycling events to provide maximum cross promotional activity and public awareness.	ongoing				
<b>1.6 Improvement of cycling coordination and partnership</b>	<b>Lead - B-Spoke</b> CTC British Cycling Sustrans Bradford MDC - Transport Planning Bradford MDC - Communications Bradford MDC - Sport and leisure	Use the role of the West Yorkshire Cycle Projects Co-ordinator (soon to be appointed via LSTF funding) to aid in coordination of activities and events in Bradford District and across West Yorkshire	commencing 2012	Additional resource for coordination of events and programmes	Bradford District events and activities linked with County wide initiatives.		
		Support the commissioning of specialist organisations to deliver against KPI's for sport, health, transport, environment, economy etc.	ongoing			More efficient, targetted and cost effective delivery options	

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		Actively pursue an approach in the governance of B-Spoke which provides the right balance between inclusivity, networking, information and enjoyment so as to maintain a large, broad, regularly attending membership.	early 2012	Improved and more clearly defined practices in the group  Consideration for the subdivision of responsibilities and creation of working groups to ensure that B-Spoke meetings are purposeful and well attended.		
		Sport and Leisure's Adventure Development Unit provide an access point for community cycle leader, and training facilities working with a range of Council, and external partners.	ongoing	BC and CTC leader training, cycle tutor training, bike maintenance courses. Cycle hub accessed by leaders from Youth Service, Looked after Childrens service, Schools etc.		
1.7 Develop clearly communicated pathways into all aspects of cycling participation	Lead - B-Spoke CTC British Cycling Sustrans Bradford MDC - Transport Planning Bradford MDC - Communications Bradford MDC - Sport and leisure	Development of a brand for all cycling materials within Bradford and across West Yorkshire through LSTF process	2011/12	Coherent brand adopted to be used by partner agencies	Potential participants provided with clear, understandable and accessible options for participation.  Raise public awareness of Bradford Council/BC partnership programmes and the associated pathways into regular cycling for all ages and abilities.  Up to date information will ensure those with an interest are kept informed and involved in the latest cycling developments in the district.  Better communication between tech administrators at both websites with exploration of cross-site admin access to keep info at both sources as up to date as possible.	
		Support the use of the Bradford pages of the recreational cycling portal - goskyride.com to further promote all cycling opportunities in the Bradford District and beyond.	Partnership agreement in place to march 2013	Goskyride acts as a portal to all Bradford cycling opportunities and resources.		
		Direct users of bradford.gov.uk to CycleBradford.org.uk as a source of cycling information, discussion and news in the District	2012	Improved online accessibility of cycling information		
		Improve web links both on bradford.gov.uk and cyclebradford.org.uk to all other relevant sources on cycling in Bradford.	ongoing	Better communication between tech administrators at both websites with exploration of cross-site admin access to keep info at both sources as up to date as possible.		
		work in partnership across key agencies to cross reference and direct customers to pathways into cycling participation	ongoing	routes in to participation, information sources and delivery options mapped and shared between partners.		

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1.8 Provision of information to organisations, employers and interested parties about schemes/initiatives involving employee/visitor travel by bike	Leads - Bradford Council and Metro Bradford MDC - Transport Planning WYTPN member employers	Campaigns to be run with employers around active travel and cycling, involving; incentives, events, challenges etc	annual	events at workplaces, training sessions, competitions and campaigns increased take up of cycling to and for work	Staff with a wide range of employers in the district are kept informed on projects and initiatives and are involved in campaigns.  Increased participation in initiatives and increased take up of cycling to and for work	LSTF funding available	
		Communication of projects and initiatives through employers via TPN newsletter	ongoing	articles on Bradford projects in TPN newsletter			
		Promotion of Bike bus within Bradford organisations	2011/12	mailshot to TPN and other larger employers			
		Promotion of Cycling options to Bradford Council staff	ongoing	regular articles in Pride at work and on Bradnet			
1.9 Develop the Bradford Cycling Map as a comprehensive and on-line guide to all cycle routes, facilities and aspects of cycling in the district. Linked to cycle journey planner with graded routes – fastest, quietest etc	Lead - Bradford Council Bradford MDC - Transport Planning B-Spoke	Provide up to date data for use on the Cycle Journey Planner resource at transportdirect.info in order that the resource will be of optimum use for potential users.	ongoing	Provision of an online journey planning resource which is current and useful.	With the provision of high quality mapping materials there is potential for an improvement in perceptions of cycling	LSTF funds likely to be available for map reprints	
		BE prepared to produce an updated reprint of the Bradford Cycle Map when stocks are low	to assess in 2012	Continued provision of stock for a very popular paper resource			
1.10 Promote environmental benefits from cycling. Cycling as a means of no carbon transport, reducing pollution, congestion	Lead - Bradford Council Bradford MDC - Transport Planning Bradford MDC - Air Quality Team Bradford MDC - ECCU B-Spoke Metro Sustrans TPN member employers	Include cycling initiatives in Climate Change Strategy	ongoing	All policies are relevant, current, reflective and responsive to cyclist interests and thus can be used as assets to further cycling development	Complementary strategies reflect the role of cycling in achieving their aims and therefore promote the environmental benefits of cycling	Can be resourced through current budgets	Consultation required with relevant teams and agencies
		Include cycling initiatives in Air Quality Action Plan	ongoing	All policies are relevant, current, reflective and responsive to cyclist interests and thus can be used as assets to further cycling development			
		Promote cycling within workplaces through TPN as a means of reducing Environmental Impact and CSR.	ongoing	Up to date information provided to wide audience of potentially interested individuals			
1.11 Deliver Bike It projects within targeted schools to encourage the uptake of cycling to school, increase participation in training opportunities including Bikeability and foster a school cycling community.	Leads - Bradford Council and Sustrans Bradford Council MDC - Transport Planning Bradford Council MDC - Education	Appoint an officer to run the Bike It programme over a period of at least two years	by January 2012	100's of children cycling more as a result of the programme	More children engaged in active, healthy activities	Congestion Performance Funding already allocated	
		Use the exposure that the Bike It position offers to promote any other related cycling opportunities for children - e.g. for 2012 'Walk the History of the Games' is such a programme.	ongoing up to mid 2014	wider awareness amongst Bradford's young people as to other schemes and events they can take part in			

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# Setting the Wheels in Motion - A Cycling Strategy for Bradford

## Action Plan

### Strategic Objective 2 - Bradford's Cycling Infrastructure

To create a safe and attractive joined up cycle network throughout the district through provision of high quality infrastructure.

Action Point	Partners	Sub Action Points	Timescale	Outputs	Outcomes	Funding	Comments
<b>2.1 Develop an aspirational cycle network that links key destinations and communities that can be delivered through future Local Transport Plan and other capital budgets.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Rights of Way Bradford MDC - Highways Metro Sustrans	Undertake an audit of current provision through route surveying and consultation.	completed	Google Docs Audit Spreadsheet Cycle Journey Planner Data	Full understanding between partners of route aspirations and targets	Seek funding for development and implementation of routes through LTP3 Implementation Plan 2 2014-17 and other sources of funding as they become available	This action point is directly aligned with the on going development and implementation of Local Transport Plan 3 and a core workstream for the Council's Transport Planning team. Consultation on the development of this action point will be undertaken through B-spoke and the key partners.
		Develop a spatial plan of key strategic routes which clearly indicates short and long term route development	March 2012	Fully mapped strategic network	Development of a strategic network of routes		
		Identify options for development of key routes	2012/13	Initial Feasibility Plans for new routes infrastructure			
		Explore future funding options through LTP3 and other sources	2013/14	Funding allocation in LTP3 Implementation Plan 2			
<b>2.2 Work towards creation of safe, high quality conditions for cyclists on Bradford's entire road network.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Road Safety Bradford MDC - Highways	Audit of cyclist casualty hotspots and perceived safety problem areas through consultation	2012/13	Improved understanding of casualty hotspots and in turn where better infrastructure is needed	Improved cyclist casualty figures and in turn perceptions regarding the Bradford cycling offer	LTP3 and other funding opportunities to be explored	
		Provision of cycle lanes, cyclist priority measures at junctions and other cycling related highway infrastructure	ongoing	Improved infrastructure provision	better partnership working and mutual awareness of safety related work programmes		
		traffic calming measures including 20mph zones to address safety concerns	on going	Provision of cycle friendly traffic calming in residential areas to improve safety	Increased take up of cycling for utility and other journeys in the district.		
		Work with Police, CBMDC Road Safety and other relevant partners to raise awareness of cyclists as vulnerable road users	ongoing	better partnership working and mutual awareness of safety related work programmes  Better monitoring of RTAs relating specifically to cyclist casualties			
<b>2.3 Increase access and priority for cyclists.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Rights of Way Bradford MDC - Highways	Investigation of cycle contra flows where appropriate	ongoing	Improved infrastructure provision and access for cyclists	Improved routes and in turn perceptions of the Bradford cycling offer. Increased cycling trips for utility and leisure purposes	LTP3 and other funding opportunities to be explored. Specific measures scheme dependent.	
		Provide cycle access to 'closed' streets where feasible	ongoing	Improved infrastructure provision and access for cyclists			
		Upgrade footpaths, rights of way and other potential cycle routes to cycle/bridleways where appropriate	ongoing	Improved infrastructure provision and access for cyclists			
<b>2.4 Increase destination infrastructure provision such as cycle parking, showers and storage facilities</b>	<b>Lead - Bradford Council</b> Bradford MDC - Transport Planning Bradford MDC - ECCU Bradford MDC - Parking Services Bradford MDC - Highways Sustrans Northern Rail Metro	Undertake full audit of cycle parking across Bradford District including on-street, at public buildings and in shopping centres etc to identify gaps in provision	2012	Better understanding of provision, gaps and better targeting as and when funding becomes available	Increased public perception that cycling is an accessible and viable transport option. Increased number of cycle trips for utility and leisure purposes	LTP3 and other funding opportunities to be explored. Private sector funding needed at non public buildings.	
		Promote the importance of provision to employers in the district and encourage them to sign up to the Cycle to Work Guarantee through the Travel Plan Network.	ongoing	More employers signed up to Cycle to Work Guarantee that includes commitment to infrastructure provision			

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		Identify funding options for provision in public spaces, buildings, schools and employment sites	ongoing	Improved facilities in public spaces and at destinations			
		Lobby government, businesses, rail service providers and national charities in investigation of funding opportunities	ongoing	Better ties with potential funding organisations  Better, faster understanding of where opportunities lie and how best to capitalise upon them.			
<b>2.5 Support and promote innovative cycling solutions e.g. cycle contra-flow lanes</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Rights of Way Bradford MDC - Highways Sustrans	Explore opportunities to ensure engineers working on all projects are kept up to date with good practice in cycling infrastructure design through appropriate CPD opportunities	ongoing	Highway engineers educated and aware of where and how to implement cycle conscious infrastructure improvements that may otherwise have been missed	Improved routes and in turn perceptions of the Bradford cycling offer	To be explored as opportunities arise. Funding for implementation linked to schemes.	This area should be picked up by Engineer's requirements for Continuing Professional Development through membership to relevant institutions and societies.
<b>2.6 Support and promote cycle links, routes and interchange schemes with public and private transport hubs. Tie in with integrated transport policies and plans.</b>	<b>Leads Bradford Council</b> B-Spoke Metro Northern Rail Sustrans	Feed into the work of the WY authorities to develop transport hubs as part of LTP3	ongoing to 2013/14	Cycle parking facilities at train and bus stations	Improved interchange between different modes	LTP 3, Northern Rail and other funding opportunities.	
				Improved cycle routes and signage on routes approaching train and bus stations and any other transport hubs at key centres and residential locations.	Improved perceptions of cycling as part of a multimodal journey		
				Exploration of options for cycle hire at Bradford Interchange, Forster Square and other transport hubs	Improved perceptions as to the accessibility of key destinations		
		Ensure that the role of cycling as a mode of travel continues to be considered within current and future transport policy and plans	Ongoing	Serious consideration and priority given to cycling within LTP and other transport strategies and policies	Increased role for cycling within transport plans	N/A	
<b>2.7 Support and promote plans for cycle facilities at schools, colleges, leisure sites, rural sites and within larger leisure and sports schemes.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Education Bradford MDC - Sport & Leisure Bradford MDC - Parking Services Bradford MDC - Highways Sustrans	Promote the importance of provision to educational and leisure facilities in the district.	ongoing	Better awareness and increased enthusiasm for the provision of cycle facilities.	Increased public perception that cycling is an accessible and viable transport option	Funding options to be explored	
		Identify gaps in infrastructure at schools and leisure facilities	ongoing	List of facilities where improvements are needed	Better opportunities for children to access cycling from an early age		
		Consideration and inclusion of cycle facilities into leisure facilities planning. EG Doe Park	ongoing	Link locations delivering physical activity provision to include a cycling offer.			
		Identify funding options for provision	ongoing	Improved provision of cycling infrastructure at destinations.			
		Lobby government, businesses and national charities in investigation of funding opportunities	ongoing	Better ties with potential funding organisations  Better, faster understanding of where opportunities lie and how best to capitalise upon them.			
<b>2.8 Ensure that the needs of cyclists are considered within all highways schemes</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Highways	Provide a mechanism for checks and balances throughout project development and design processes	2012	Creation of a streamlined, easy to follow process appreciated by both those seeking consultation and the consulted cyclist	Improved sense of partnership between those who design and those who use cycling infrastructure.		

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	Bradford MDC - Highways Sustrans	Liaise with those involved in scheme design to ensure that potential concerns regarding additional workload and usefulness of the approach are allayed. Use examples of successful mechanisms (PHAF, Saltaire Roundabout).	2012	Increased numbers of schemes being presented for consultation with cyclists	Improved prevalence of thoroughly considered cyclist consideration in transport infrastructure design.	
<b>2.9 Support the development, maintenance and extension of traffic free cycle routes, greenways and other off road paths</b>	Lead - Bradford Council B-Spoke Bradford MDC - Transport Planning Bradford MDC - Rights of Way Bradford MDC - Highways Sustrans	Ensure that the development of key routes (e.g. Connect2, Canal Rd Corridor and GNT.)remains a priority with all interested parties, including those involved in design and construction as well as interested cyclist groups, remaining to be informed on developments and opportunities.	various... Connect2 - some phases complete, others running to 2014  Canal Rd - initial design underway, completion by 2014  GNT - some phases complete, others still face long term challenges	Depending on route, full to partial completion of off road/low traffic cycle routes	Improved perceptions of the cycling offer in Bradford  With some routes (Route 696 and 66, otherwise known as the Airedale Greenway, Canal Road and Connect2) in particular running through less hilly terrain, the potentially unfair dismissal of Bradford as too hilly for cycling could be more seriously challenged	Various opportunities  Some routes - Connect2, Canal Road (Route 66)- fully funded and delivery expected within four years via LSTF, LTP and Big Lottery funding  GNT (Route 69) - funding for some sections is available from LTP, delays relate to other planning/land acquisition issues
		Seek to provide alternative off-road facilities and connections in the area of heavily trafficked routes	Ongoing  various improvements envisaged, each with issues creating different time constraints	creation of often short, yet locally important connections to improve cycle accessibility to areas currently difficult to access for less experienced cyclists due to vehicular traffic volumes	Route 66 in particular could offer a great opportunity for less confident cyclists to give commuting to work by bicycle a go	Greenway (Route 696) - funding difficult to attain due to significant expense
		Investigate the completion of the Airedale Greenway route to the edge of the district in the area of Silsden	Ongoing  small scale improvements may be possible with outside funding assistance. Full completion of scheme is longer term given significant cost and lack of funding	Ultimately a continuous canal side route running through the district with potential for tourism and healthy lifestyle benefits to cyclist users  Could result in better connections with counterparts in Craven District Council	Great opportunities for active cycling groups to run more local rides on improved off road infrastructure	Smaller works - variable opportunities - funding often difficult - seeking outside contribution where
<b>2.10 bSPOKE to be a mandatory consultative body on all highways schemes</b>	Lead - Bradford Council B-Spoke Bradford MDC - Transport Planning Bradford MDC - Highways Sustrans	Re-establishment of a B-Spoke sub-group to be designated, and widely understood, as the consultative cyclists group for all significant highway and planning works with potential impacts on the cyclist experience	2012	Strengthened B-Spoke role in official planning matters	Improved sense of partnership between those who design and those who use cycling infrastructure.  Improved prevalence of thoroughly considered cyclist consideration in transport infrastructure design.	Can be resourced within existing budgets.
		Provide a mechanism for checks and balances throughout project development and design processes	2012	Creation of a streamlined, easy to follow process appreciated by both those seeking consultation and the consulted cyclist interests  Full integration of CBMDC Transport Planning into the DC process  PHAF style consultations run with B-Spoke members on a regular basis		

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		Liaise with those involved in scheme design to ensure that potential concerns regarding additional workload and usefulness of the approach are allayed. Use examples of successful mechanisms (PHAF, Saltaire Roundabout).	2012	Increased numbers of schemes being presented for consultation with cyclists		
<b>2.11 Support the development of leisure and sport riding in all areas of cycling, including, track, cyclo cross, cycle speedway, trials, road racing, and more.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Education Bradford MDC - Leisure Services Bradford MDC - Parking Services Bradford MDC - Highways Sustrans	Continue works to develop the Mountain Biking offer in Bradford District - Improvements possible in St Ives, Penistone Hill Doe Park and Spring Wood sites	Ongoing - dependant upon emergence of future funding opportunities to better understand ability to progress	Improved MTB facilities	Increased take up of cycling as a leisure and sport activity. Potential economic benefit in the form of boost to tourism economy  Greater sense of partnership between existing partners and creation of new connections/wider cycling related active groups  Healthier population more actively engaged in active travel  An improved image of Bradford as an ideal palce for leisure cycling. Both an excellent reputation boost as well as a key way to entice more into more active and healthy lifestyles	To be explored
		Investigate examples of innovative best practice (e.g. schools & parks with mountain biking/BMX facilities, amateur groups who have developed jumps/downhill in co-operation with local authorities). Perhaps seek such groups to present to B-Spoke and get a 'write up' in future minutes/newsletters to increase awareness, participation and ideas sharing.	ongoing  Short term - use B-Spoke forum as an opportunity to invite guest speakers with innovative ideas  Longer term - use ideas from innovators to suggest and roll out to other locations	Better connections leading to wider comprehension of issues and opportunities		
		Improve partnership working between related service providers and interest groups - potential for better connections between council services and voluntary organisations (e.g. transport, youth, leisure, cycle clubs)	Ongoing  As above - potential to use the B-Spoke forum as a bridge building platform	Better connections leading to wider comprehension of issues and opportunities		
		Continue to pursue developing key leisure routes such as GNT and Greenway and support council facility planning with the inclusion of cycling resources.	Ongoing  GNT - funding available but other issues relating to land acquisition make timescales difficult to determine  Greenway - Longer term. Ambition for all but minor works is there but funding not currently available	Ultimately - continuous leisure routes along canal side (Route 696) and GNT (Route 69) Doe Park provides a cycle facility on the GNT route		
<b>2.12 Ensure that cycle facilities and infrastructure improvements are considered as part of all new major developments.</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Highways Sustrans	Use the Development Control process to ensure that all significant planning applications have sufficient consideration for cyclist interests with infrastructure installed and initiatives planned through the creation of Travel Plans	Ongoing (hope to further develop and devote officer time to this from 2012)	All developments have appropriate consideration for the cyclist experience as a central facet from inception to completion and beyond with employment sites encouraged to join the WYTPN	Clear policy reflecting a seriousness in public authority attitude towards cycling development which in turn should see developers taking serious account of cycling initiatives. Leading to provision of cycling infrastructure as part	

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		<p>Ensure that all relevant emerging core local authority and regional policy documents have sufficient consideration for cycling interests wherever relevant (e.g. routes in planning documents or activities in sporting strategies).</p>	<p>Ongoing (although particularly relevant into 2012 with the emergence of the Core Strategy, a key document in the planning LDF)</p> <p>As above, hope to further develop and devote officer time to this from 2012.</p>	<p>All policies are relevant, current, reflective and responsive to cyclist interests and thus can be used as assets to further cycling development where possible.</p>	<p>of the DC process both to and at new development sites.</p>		
		<p>Investigate the creation of supplementary strategic documents (e.g. planning policy SPD's that might provide additional supporting evidence to support pro-cycling development ideas and initiatives).</p>	<p>As above, hope to further develop and devote officer time to this from 2012.</p>	<p>As above but with a more targeted focus with the creation of a cycling focused document.</p>			
<p><b>2.13 Ensure that cycle infrastructure is designed to a high standard as stipulated by the latest DfT and other relevant guidance such as the Sustrans Connect2 Greenway Guide where appropriate.</b></p>	<p><b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Highways Sustrans</p>	<p>Action taken by active B-Spoke members to compile materials, produce a pack of related information and promote these materials to those involved in infrastructure design.</p>	<p>2012</p>	<p>A clearly presented pack of materials related to best practice to inform all those employed and interested in highway design as to what standards can be reasonably expected</p>	<p>Improved sense of partnership between those who design and those who use cycling infrastructure.</p>	<p>To be explored.</p>	

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# Setting the Wheels in Motion - A Cycling Strategy for Bradford

## Action Plan

### Strategic Objective 3 - Cycling Economics and Funding

To ensure that cycling is a financially viable, valuable and sustainable activity in the Bradford District

Action Point	Partners	Sub Action Points	Timescale	Outputs	Outcomes	Funding	Comments
<b>3.1 Encourage strategic co-ordination of spending on cycling across the district</b>	<b>Lead - Bradford Council</b> Bradford MDC - Transport Planning Bradford MDC - Sport and Liesure B-Spoke Sustrans British Cycling CTC	Use the role of the West Yorkshire Cycle Projects Officer (soon to be appointed via LSTF funding) to aid in coordination of activities and events in Bradford District.	commencing 2012	Additional staffing for coordination of events and programmes	More effective targetting and planning of where spending on cycling can help to deliver the best results	Can be delivered using existing resources as it is delivering new ways of working	Will need buy in from a variety of council departments and teams.
		Core working groups within B-Spoke to work together to deliver projects in partnership projects with an effective approach	ongoing	ceasing on opportunities when they arise  Controlled working group aiding in swift delivery and decisive actions	More efficient use of resources Maximise cross cutting impact of cycling in achieveing KPI's for mutple partners.		
		Teams and departments across Bradford council to work more closely together to maximise opportunities for joint delivery of projects, following examples of projects such as the Airedale Greenway. Make links between different facets of cycling and their interaltionships. Coordinate communter focussed initiatives with recreation cycling participation based projects.	ongoing	more efficient delivery of projects			
<b>3.2 Optimise the contribution to cycling from other schemes (eg, via S106 funding and matched funding)</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford MDC - Transport Planning Bradford MDC - Planning Policy Sustrans	Seek to influence the nature of the emerging Bradford Community Infrastrucutre Levy policy (to ultimately replace Section 106 agreements) in order to ensure that cycling related works are included in the potential measures to be requested of developers	2012		Delivery of initiativers such as infrastructure works to promotional projects which might not have otherwise been possible	Can be delivered using existing resources as it is delivering new ways of working	Will need political approval for CIL approach.  Will need buy in from a variety of council departments and teams. .

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		Use innovative methods including outside networking, closer ties across local governmental services (i.e. opportunities from integration of Education and Public Health roles into Bradford Council) and charitable fund raising to locate new funding opportunities.	ongoing	new funding opportunities			
		Where possible use multiple funding streams to deliver maximum benefit on projects	ongoing	maximised funding opportunities			
<b>3.3 Encourage all forms of innovation and social and private enterprise associated with cycling, and seek strategic sponsorship for cycling activities (ensure that all cycling sponsors are promoted amongst partnership groups)</b>	<b>Leads - Bradford Council and Sustrans</b> The University of Bradford Bradford College Crank-it-up	Deliver Cycle Hub concept for University and College campuses	from 2012 (if bid is successful)	Campus Hire Bikes Improved Storage Cycle Training Cheap bikes for purchase	An innovative Cycle Hub giving students and staff alike greater accessibility options and adding visibility to cycling in the city	Bid with Sustrans via Access to Education Thematic LSTF (decision TBC)	Bid decision to be finalised in 2012
<b>3.4 Progressively raise the amount raised by cycling for charity in the Bradford District year-on-year (ties with Sport &amp; Physical Activity Strategy)</b>	<b>Lead - B-Spoke</b> Bradford MDC British Cycling CTC Sustrans	Promote major events such as Skyride as opportunities to raise money for charity	ongoing	Increased charitable donations	Potential opportunities to engage people in cycling activities with interest sparked by charitable giving	No additional funding required	
		Support local groups with promotion for charitable endeavours for example the Hammsters.	ongoing	Increased charitable donations			
		Work with Lord Mayors Appeal officers to include cycling activities	2012/13	cycling activities included in Lord Mayors Appeal			
<b>3.5 Work with charities to ensure ongoing investment into cycling for target groups (plus cycling tax breaks)</b>							

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<b>3.6 Develop Bradford &amp; District as a key destination for cycle and cycle-related tourism</b>	<b>Lead - Bradford Council</b> Bradford MDC - Transport Planning Bradford MDC - Culture & Tourism Bradford MDC - Communications Bradford MDC - Airedale Partnership B-Spoke British Cycling Visit Yorkshire	Continue works to develop the MTB offer in Bradford District - Improvements possible in St Ives, Pensitone Hill and Spring Wood sites	Ongoing - dependant upon emergence of future funding opportunities to better understand ability to progress	Improved MTB facilities	Rural economic benefits resulting from increased visitor numbers and local spending.	To be explored	Will need co-operation with agencies such as Visit Yorkshire.  Will need buy in from other Council Departments including Tourism and Marketing/Communications.  Will require buy in from local business
		Investigate examples of innovative best practice (e.g. schools & parks with mountain biking/BMX facilities, amateur groups who have developed jumps/d downhill in co-operation with local authorities).	ongoing  Use B-Spoke forum as an opportunity to invite guest speakers with innovative ideas		Development of innovative projects which attract cyclists.		
		Improve communications with tourism professionals both locally and in the wider region	ongoing	Better connections between partners	Better connections between partners leading to greater perception of how to boost the cycling offer and in turn tourist numbers into the district.		
		Provide information on cycling in visitor information centres, museums and other council run facilities	ongoing	Well stocked information, leaflet and poster displays in Council facilities and ready access to further supplies	Better informed public resulting from readily available cycle tourism information in a wider range of locations and from more sources		
		Produce a guide to cycle friendly accomodation/restaurants/cafes/ attractions	2012/2013	Information packed leaflet			
<b>3.7 Prepare generic cycling-related bids for use as appropriate funding becomes available</b>	<b>Lead - B-Spoke</b> Bradford MDC - Transport Planning Bradford MDC - Airedale Partnership B-Spoke British Cycling Sustrans CTC	Increased partnership working in bidding for external funding (potential sources include DfT, other government depts, Lottery, LTP3 Implementation Plan3	ongoing	partnership ready to search out opportunities and work together to write coherent bids	More funding coming into the district	Can be delivered through existing resources	

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## Setting the Wheels in Motion - A Cycling Strategy for Bradford

### Action Plan

#### Strategic Objective 4 - Cycle Training, Education, Enterprise and Community Support

To expand and develop the opportunities available to individuals in order to encourage as many people as possible to become safe, satisfied cyclists.

Action Point	Partners	Sub Action Points	Timescale	Outputs	Outcomes	Funding	Comments
<b>4.1 Increase the numbers of children put through Bikeability and similar courses in the district; include programmes and training activity for teenage children</b>	<b>Lead - Bradford Council</b> CTC - The National Cyclists Organisation Safe2cycle Baildon Adventure Development Unit Active Sports Be Cycling	draw down central funding from DfT to deliver Bikeability level 1 and 2 in schools across the district. Bidding for funding for the next three years commences shortly.	ongoing	776 children trained in 2010/11 526 children trained to date in 2011/12 Target for 2012/13 is 1000 children	Improved safety for child cyclists  Increased confidence of parents to allow children to cycle	DfT commitment for funding of Bikeability in 2011/12 - future years less certain  seek additional funding through partnership working to promote leadership and training to enable a sustainable model for the remainder of the strategy.	
		Road Safety team deliver Cycle skills to primary schools children	ongoing	1100 children trained in 2009/10, 800 children trained in 2010/11	Improved safety for child cyclists  Increased confidence of parents to allow children to cycle		
		CBMDC Adventure Development Unit support to the bikeability programme both in delivery of training and in providing training facilities for tutor training	ongoing	Contribution to figures above for children completing bikeability training.	Improved safety for child cyclists  Increased confidence of parents to allow children to cycle		
		Work with all partners, devise a strategy to raise the profile of Bikeability. Engage with schools directly to ensure the value of the course is communicated.	2011/12	engage with a higher percentage of schools participating			
		Develop MTB courses that are more attractive to teenagers with a particular aim of leadership and development	2012/13	business proposal to CTC to develop a national programme			

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<b>4.2 Increase the number of qualified cycle trainers and coaches in the district, paid and voluntary</b>	<b>Lead - Bradford Council</b> Bradford MDC - Transport Planning Bradford MDC - Sport and Leisure B-Spoke CTC British Cycling University of Bradford Bradford College	Monitor the level of need produced by projects to come onstream from early 2012 - WY wide LSTF and Uni/College 'Hub' may require more trainers than are currently available	Ongoing up to March 2015	More trainers	More people with access to cycling opportunities	LSTF	Uni/College cycle Hub funding yet to be confirmed
	British Cycling / Bradford Council partnership delivers a year on year increase in capacity to deliver led ride programmes such as Skyride local, Breeze and Social Cycling Groups.	Ongoing partnership agreement to March 2013	currently 37 local ride leaders trained in Bradford, 10 route planners and 14 breeze champions. 10 further ride leaders training in Dec 2011.	Increased capacity to provide regular access to cycling activity.			
	Bradford Council Adventure Development Unit support cycle coach education through provision of training facilities.	Ongoing	National Standard tutors, British Cycling and CTC maintenance courses, British Cycling ride leader courses and MTB leadership courses all delivered in 2011	Baildon Recreation Centre is a recognised centre for cycle training with opportunities for coaches and tutors in a number of disciplines.			
<b>4.3 Develop an accredited CyTech Mechanics Course at a Local College; including an instructional DVD developed with the media team from a local college</b>							
<b>4.4 Develop innovation in cycle and equipment design and production, especially in bikes for people with disabilities</b>							

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<b>4.5 Develop incentives and support for target groups: support young people (16+), women and BME communities specifically to change perceptions of cycling – all adult including new and returning cyclists. Provision for adult on road training. Provision of events to promote these target groups including cycle-sportives.</b>	<b>Lead - Bradford Council</b> Bradford MDC - Transport Planning Bradford MDC Sport and Liesure Bradford MDC - Integrated youth support Metro B-Spoke CTC British Cycling University of Bradford Bradford College	Uni/College cycle 'Hub' project will offer an opportunity to work with these groups	Ongoing from 2012	A project coordinator cycle hire cheap cycles for purchase training opportunities	Young people with better access to educational opportunity	LSTF funding available for adult cycle training.		
		Ongoing support for College and University Travel Plans to promote cycling for students and staff	Ongoing	Increased incentives and opportunities for cycling to college and university sites	Increased cycle trips to college and university sites		College and University Hub project dependant on success of Sustrans bid	
		LSTF Project to include offer of adult cycle training for all who want it.	2011-2015	xxx adults trained	Increased confidence in adult cyclists leading to increased cycling for utility and leisure journeys			
		Skyride local BME targetted programmes and research.	CBMDC partnership agreement in place until march 2013	2010/11 - 121 participants 2011/12 - 102 participants	Improved understanding of barriers to participation and solutions to engaging harder to reach communities.			
		Adventure Development Unit provide cycling opportunties and target disadvantaged and hard to reach groups and provide an access point for cycle leaders.	ongoing	Regular cycling sessions delivered to Schools, PRU;s, youth groups, Looked after children, community organisations, colleges etc.				
<b>4.6 Support club development and diversification to engage all types of cyclists</b>	British Cycling							
<b>4.7 Develop cycle awareness education programme to integrate into all vehicle driver training</b>	<b>Lead - Bradford Council</b> B-Spoke Bradford Council - Transport Planning Bradford Council - Fleet Services Bradford Council - Road Safety CTC	Lobby central Government for cycle awareness to be included in Bus Driver, HGV and other vehicle driver training	Ongoing	more vehicle drivers aware of cyclists and dangers	Improved safety for cyclists on highways	Lobbying can be resourced within existing budgets.		

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		Work with Metro to engage with Bus Operators locally to include cyclist awareness training for bus drivers	Ongoing	more bus drivers aware of cyclists and dangers	Reduced cyclist accidents in collisions with buses, HGVs and other vehicles	Funding needed for bus driver training	Full engagement from Metro and Bus operators required
		Include cyclist awareness training for Bradford Council fleet drivers e.g Bin Wagons	Ongoing	more CBMDC Fleet drivers aware of cyclists and dangers		Funding needed for fleet driver training	Full engagement from CBMDC Fleet Services required
4.8 Increase mutual awareness of different road users by actively promoting good and criticising behaviour, both on the part of cyclists and motorists – change the perception vehicle drivers have of cyclist	Lead - Bradford Council Bradford Council - Transport Planning Bradford Council - Road Safety Safer and Stronger Communities Partnership West Yorkshire Police B-Spoke CTC	Work with Police and Road Safety Team on enforcement and awareness campaigns		Media awareness campagn.	Improved safety for cyclists on highways  Reduced cyclist accidents and incidents between cyclists, drivers and pedestrians  Increase mutual respect between cyclists and motor vehicle drivers.	To Be investigated	Full engagement from Police and Road Safety Team required
		Engage with Safer and Stronger Communities Partnership to provide guidance on actions to be taken to increase mutual awareness and respect between road users		Cycling Strategy Objectives to be included within remit of Safer and Stronger Communities Partnership			
4.9 Target work places to internally offer and promote cycle to work schemes and set up district challenges to develop competition	Leads - Bradford Council and Metro Bradford MDC - Transport Planning WYTPN member employers	Promotion of Cycle To work scheme to employers through Travel Plan Network, providing advice, examples of good practice and contacts for further information	ongoing	more employers adopting cycle to work scheme	Increased numbers of bikes purchased by employees  Increased take up of cycling to work	Current initiative funded through existing resources and through LSTF funding	
		Campaigns to be run with employers around active travel and cycling, involving; incentives, events, challenges etc	annual	events at workplaces, training sessions, competitions and campaigns increased take up of cycling to and for work			

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