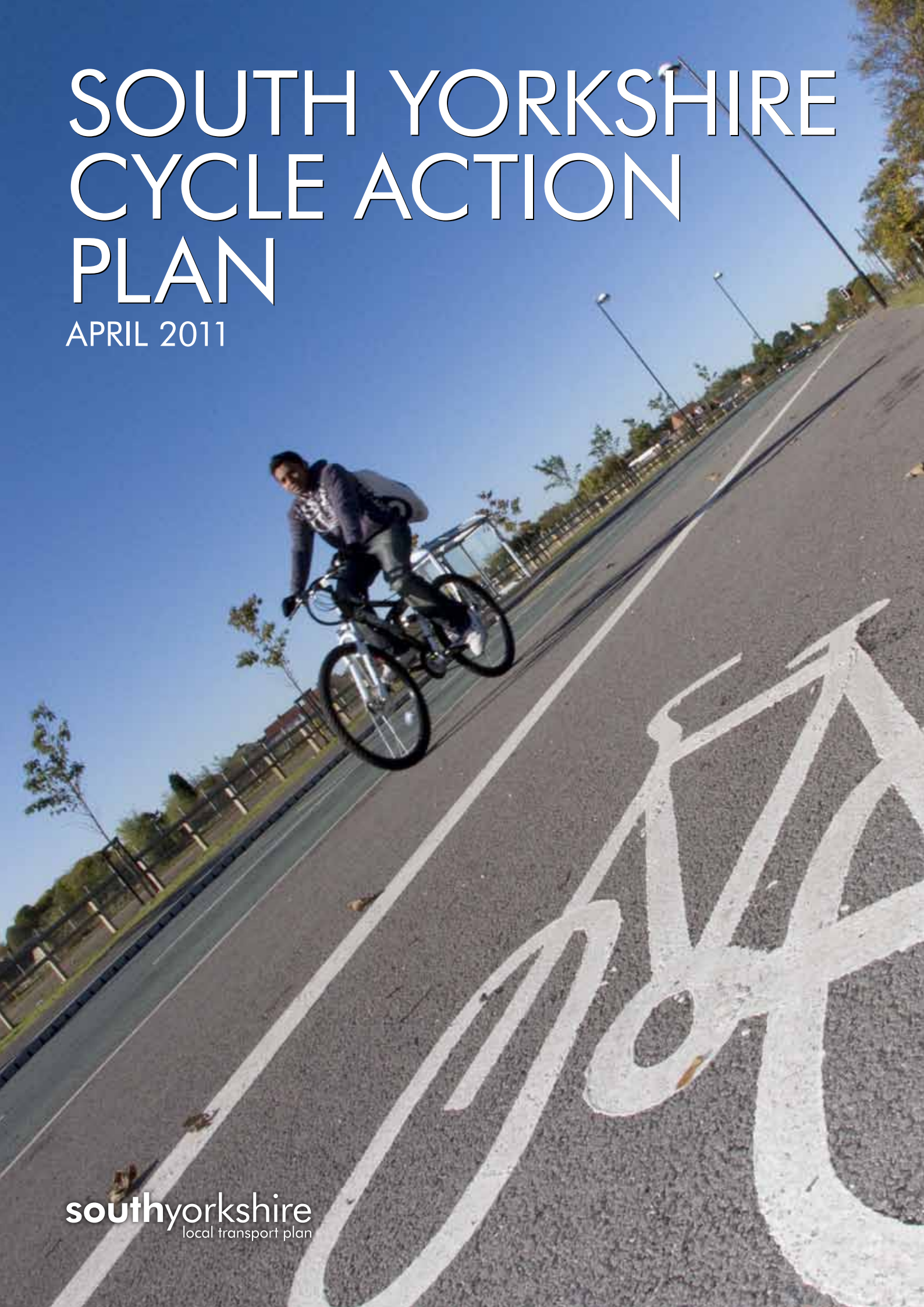


# SOUTH YORKSHIRE CYCLE ACTION PLAN

APRIL 2011





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# FOREWORD

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**This South Yorkshire Cycle Action Plan recognises the strategic importance of getting more people cycling. The Action Plan will be one of the main delivery mechanisms for the third Local Transport Plan (LTP) vision of encouraging a cultural shift in travel habits to more sustainable and active modes of travel. Thus limiting the impact of travelling on the strategic road network, reducing carbon emissions and improving the quality of life in South Yorkshire.**

By encouraging and enabling more people to cycle more often and more safely, we will deliver a more efficient highway network that works for our economy, reduces carbon emissions, improves the health, well-being and confidence of individuals.

Cycling's role in connecting people, especially people who do not have a car, to jobs and education is fully recognised and the Action Plan will improve equality of opportunity.

The recent growth in cycling throughout the sub-region is as noticeable as it is welcome. In fact, since 2003/04 the number of cyclists across South Yorkshire has risen by 43%. This strategy builds on that success and this figure will continue to grow as the successful initiatives set out in this document are rolled out. Thereby encouraging and enabling more people to take up cycling as their travel mode of choice.



# 1 EXECUTIVE SUMMARY

## WHY PLAN TO INCREASE CYCLING?

- 1.1 Cycling is the ideal strategic activity to demonstrate the benefits of combining infrastructure with behaviour change packages or ‘smarter choices’.
- 1.2 Cycling is one of the few activities that simultaneously hits all LTP3 objectives. The initiatives set out here all aim to reduce car use, thereby reducing congestion and CO2 emissions and improving our economic competitiveness. Cycling increases physical activity reducing the burden on the health service and promotes independent mobility. It is also an affordable means of travel thereby reducing inequalities.
- 1.3 It is estimated that 1 in 5 cars in the morning peak period is on the school run. Further more around a quarter of all car journeys are less than 2 miles. Therefore significantly increasing levels of cycling to school will reduce the number of cars on the school run as is evident at Bike IT schools. This has the potential to achieve strategic benefits in terms of reducing morning peak period congestion and CO2, on top of its benefits of improving health and quality of life.

1.4 The table below shows the contribution of South Yorkshire Cycling Strategy to the third Local Transport Plan Policies.

		Policy
To support economic growth	F	To improve connectivity between major settlements
	G	To deliver interventions required for development and regeneration
	H	To develop high-quality public places
	L	To reduce the amount of productive time lost on the strategic road network and improve its resilience and reliability
To enhance social inclusion and health	N	To develop user-friendly public transport, covering all parts of SCR, with high quality of integration between different modes
	Q	To provide efficient and sustainable access to our green and recreational spaces, so that they can be enjoyed by all residents and attract tourism
To reduce emissions	R	To work to improve the efficiency of all vehicles and reduce their carbon emissions
	S	To encourage active travel and develop high quality cycling and walking networks
	T	To provide information and travel advice for the users of all modes of transport, so that they can make informed travel choices
	V	To improve air quality, especially in designated AQMA areas
To maximise safety	W	To encourage safer road use and reduce casualties on our roads
	Y	To focus safety efforts on vulnerable groups

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## WHAT IS THE APPROACH?

- 1.5 The overarching approach is to combine infrastructure with smarter choices behaviour change programmes. The aim of this approach is to get the best value out of existing infrastructure by engaging directly with the people who might use it. Similarly we can identify the best infrastructure solutions by directly engaging with people who want to cycle.
- 1.6 The approach will involve close partnership working with Health, Education, Voluntary and Community sectors.
- 1.7 There are four core strands to the approach; cycling to schools, cycling to work, integration with public transport and complimentary initiatives. Each strand consists of a number of elements such as combining personalised travel planning, cycle network audits, training, infrastructure developments, promotions and marketing. In terms of personalised travel planning, Bike IT is a core element of encouraging cycling to school whilst Bike Boost is a core element of cycling to work.
- 1.8 The approach is scalable according to the desired outcomes and available resources. Therefore, three funding scenarios are provided for each strand, a do-minimum, a stretch scenario and an ideal scenario. The Benefit to Cost Ratio (BCR) of the overall approach suggests intervention at the higher level.
- 1.9 Funding will be sought from a variety of sources (section 9) particularly the Local Sustainable Travel Fund (LSTF).



## DOES IT WORK?

- 1.10 There is ample evidence that our approach to increasing cycling will work<sup>1</sup>. General evidence is available from the Cycle Demonstration Towns (CDT), Sustainable Travel Towns and the National Institute for Clinical Evidence (NICE). Specific evidence on the effectiveness of interventions put forward in this strategy is available in a series of evaluations of recent projects piloted in South Yorkshire. For example, Bike IT can deliver up to a 9% reduction in car trips on the school run and modest investment in Bike Boost can achieve a 25% increase in cycling to work<sup>1</sup>.

This success has also been evident in Doncaster Bike IT schools, with a fourfold average increase in levels of cycling to schools and a 4.6% reduction in the mode share of car journeys<sup>2</sup>

## WHAT CAN IT ACHIEVE?

- 1.11 It is estimated that school car trips make up 20% of morning peak period traffic, so by reducing car trips on the school run, Bike IT could potentially achieve a significant reduction in traffic across the network, if applied to all schools. By contrast an infrastructure project that could increase capacity across the whole network in the morning peak period would cost considerably more. This is over and above its environmental, quality of life, social and health benefits.
- 1.12 Based on the wider evidence and on the success of our recent personalised travel planning projects in schools and workplaces, cycling across South Yorkshire has capacity to grow its mode share considerably and mostly at the expense of car trips. This strategy will deliver that growth.

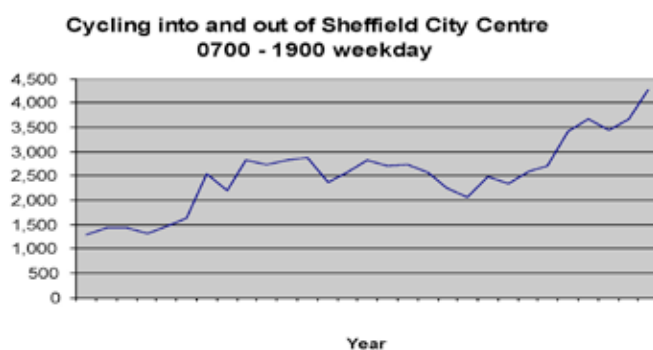
<sup>1</sup> Sheffield Cycling Action Plan 2006-2011, A Review of Progress, January 2010

<sup>2</sup> Doncaster Bike It Hands Up Surveys 2008/09

## 2 INTRODUCTION

2.1 This strategy builds on the success of LTP1 and LTP2 which have seen cycle use grow across South Yorkshire by 43% between 2003/04 and 2009/10. Looking longer term, there have been some remarkable successes. For example, the chart below shows cycling to and from Sheffield City Centre has trebled in the last three decades and is continuing to grow.

2.2 The key principle is a targeted value for money approach that will mature and develop into a model for increasing levels of cycling to key facilities across the sub-region. We will adopt those interventions that have proved successful locally and nationally and innovate to deliver greater value for money.



Source: Sheffield Cycling Action Plan 2006-2011



2.3 This strategy works towards our third LTP vision by contributing towards a 'transport system that encourages people to get around their communities and centres under their own steam, by walking and cycling and not needing to get out the car for short trips'<sup>3</sup>. This will have health benefits and improve quality of life. This strategy will make a significant contribution to achieving the Government's objectives in the White Paper 'Healthy Lives, Healthy people: Our strategy for public health in England'.

2.4 Also, this strategy will be strengthened by the commitment in the LTP3 Transport Strategy to use land use planning to give cycling an advantage over single occupancy car use.

2.5 By changing travel behaviour, it will also contribute towards a 'road network that is safe, efficient and low impact on the environment as possible'. For example, it promotes safety by taking children away from major roads and junctions whilst developing cyclist's skills to Bikeability standards. There is also ample evidence that as the number of cyclists increase the safer roads become for cyclist as car drivers develop greater awareness. Therefore corresponding road safety policies recognise that cyclists gain from safety in numbers<sup>3</sup>.

2.6 Achieving mode shift from car to bike, as Bike Boost and Bike IT (see section 5 and 6) have, releases road space to enable future sustainable economic growth. In addition, successive 'commuter challenges' in Sheffield have shown cycling to be the quickest way of getting to the city centre in the morning peak period for journeys of 5 miles and under and cycle journey times are more reliable than motorised travel options.

2.7 Additional benefits of producing a cycle strategy are that it allows Travel South Yorkshire (TSY) partner organisations to work together to identify and bridge gaps in the transport network. This helps to improve coordination, maximise funding opportunities and ensure the efficiency of schemes across the county.

<sup>3</sup> Sheffield City Region Transport Strategy – Summary v5,



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## 3 WHERE ARE WE NOW?

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- 3.1 Each local District has their own local cycle action plans – a costed programme of schemes and an indication of whether they are actually planned, programmed or just aspirational.
- 3.2 These plans include cycle interventions such as school and workplace initiatives, Bike IT, Bike Boost, cycle promotions and Bikeability training for children and adults. For example, since 2007 over 17,000 children across South Yorkshire have gained Level 2 Bikeability training. These plans also outline where the Districts priorities are for investment in cycle infrastructure, such as cycle lanes, cycle storage and facilities at interchanges.

### BARNESLEY

- 3.3 Barnsley is at present developing an Active Travel Strategy, which includes an action plan for cycling and one for walking. This strategy is accompanied by a joined up programme which illustrates the plans for Barnsley in terms of cycle routes that could be funded through the LTP; publicity and promotions; potential routes that are in the vicinity of development sites; and routes that are targeted at the communities in the Barnsley Dearne.
- 3.4 NHS Barnsley have funded a specific post (Wider Determinants of Health Officer) to support the Transportation unit to develop active travel (including cycling) across Barnsley and strengthen the links with the authority's planning service.
- 3.5 Barnsley Council are the lead authority in the UK for the Trans Pennine Trail hosting the co-ordination of the TPT partnership. The TPT has formed key element in the nurturing of active travel in the borough over the last 20 years and with over a million users annually, will provide a major supporting role in the development of the Active Travel Strategy.
- 3.6 To date 3205 year 6 pupils have been trained to level 2 Bikeability since 2007. 70% of these pupils are year 5, giving them the opportunity to use the skills gained throughout year 6 and before starting secondary school. 97% of Schools have an active travel plan and 26 schools have safe, secure cycle parking.
- 3.7 Key cycle routes linking communities with the Town Centre have been developed e.g. a signed safe cycle route from Kingstone School to the Town Centre. Also, safe, secure and covered cycle parking has been put in at Dodworth, Silkstone, Barnsley Interchange, Bolton on Dearne and Elsecar rail stations.
- 3.8 The Building Schools for the Future Programme for Barnsley is putting in place world class educational facilities namely Advanced Learning Centres (ALC). A total of 9 ALCs will be constructed in over the period 2010 to 2013. To encourage sustainable travel to school, Framework Travel Plans have been produced for all 9 ALCs all of which have identified a number of cycling/walking routes, highway infrastructure interventions and promotional material/incentives.
- 3.9 The first ALC to be constructed as part of this programme was Carlton Community College (ALC) which brings together pupils from Royston High School and Edward Sheerien School. A successful bid through the Sustrans Safe Routes to school grant mechanism secured over £350k of funding for this ALC. The location of the ALC required new routes to be constructed to enable pupils to continue cycling and walking as safely as possible, and with minimal impact on other community users. The completed routes are:-
- Route 1 - Ollerton Road to Royston Lane
  - Route 2 - Laithes Lane, Carlton Road, Crookes Lane
  - Route 3 - Carlton Road to Royston Lane
  - Route 4 - Royston Lane
  - Route 5 - Pinfold Lane
- 3.10 Furthermore all Year 6 pupils from the surrounding feeder schools identified above have received Bikeability accredited cycle training to levels 1 and 2. To accommodate and encourage cycling Carlton Community College will have a total of 160 safe and secure cycle facilities, which will be available to students, staff and visitors.
- 3.11 In addition Barnsley Council is bidding for European Regional Development Funding to provide a suite of safe cycling and walking routes in the Dearne Valley. This will allow for sustainable travel to employment sites and the new Dearne Advanced Learning Centre.

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## DONCASTER

- 3.12 Doncaster's terrain is flat and very conducive to cycling with 18 miles of the Trans Pennine Trail crossing the Borough. The potential to increase cycling in the Borough is immense and there are already many excellent routes that benefit communities and the individual cyclist alike.
- 3.13 Progress has been good on the construction of 2 Greenways to the North and West of Doncaster encouraging both leisure and utility trips. Access to the Town Centre from the North and South of Doncaster are good, with dedicated cycle paths and the A19 St Georges Bridge (a public transport/pedestrian/cycle corridor) in the North. The completion of the Quality Bus Corridors and associated Park and Ride sites has enhanced access in these areas. Further work needs to be done on the East and West corridors to close the 'gaps' and improve accessibility to the Town Centre.
- 3.14 Cycle parking has been provided at all major interchanges, railway stations and at the new Transport Interchange. In the last year cycle parking at North Bridge Depot has been extended and more parking is to be provided at Council House due to increased demand.
- 3.15 Bikeability is offered at Levels 1, 2 and 3 although the main emphasis is on delivering Level 2 training to children in School Year 6 (Y6). Numbers delivered have increased year on year from 400 in 2005 to 1100 in 2009. It is anticipated that there will be approximately 1100 places delivered in 2010. The Doncaster Schools Partnerships have also let a contract for Bikeability at Levels 2 and 3 which is aiming to deliver a further 700 places. During 2010/11 there will be a feasibility study carried out to look at offering family courses over the range of levels for Infants (Level1), Primary aged children (Level 2) and adults and secondary students (Level 3). Currently all Bikeability course are free at the point of delivery.
- 3.16 In Doncaster 90% of school children are covered by an approved School Travel Plan and Bike IT is delivered to 12 schools to increase levels of cycling. A number of schools have installed cycle parking as a result of funding available through the School Travel Plan process.
- 3.17 Doncaster has successfully run the 'Bike to Work' scheme, which offers savings on the purchase of a new cycle through 'salary sacrifice'. To date over 400 people have purchased a cycle through this scheme.



## ROTHERHAM

- 3.18 Progress on delivering more cycle networks in Rotherham has been good with the emphasis now on developing routes that support the aims and objectives of LTP3. For example, those within specific clusters of housing and employment areas such as the town centre and outlying settlements including Wath, Manvers, Swinton, Rawmarsh, Maltby and Dinnington.
- 3.19 After committing to the Cycle to Work Guarantee Scheme, Rotherham Council has run their own Cycle to Work scheme (salary sacrifice) to encourage employees to Cycle to Work. The knowledge base is now offered to employers across Rotherham to encourage them to adopt their own schemes.
- 3.20 All school children in Rotherham are covered by an approved School Travel Plan. Promoting more cycling amongst school children is a key aim and to date, some 4000 school children have received Bikeability cycle training.

- 3.21 Assuming funding is continued this is projected to grow by some 1500-2000 pupils per year. Already, there are encouraging signs that cycle use is increasing and the growth in car use has halted. For instance, based on DfES school census data the mode share of journeys by car to school is down from 25.9% (2006/07 baseline target) to 24.8% in 2009/10.

## SHEFFIELD

- 3.22 Progress on delivering the Sheffield Cycle Route Network has been good in and around the City centre where most development has taken place on joining up previously disjointed sections of cycle route.
- 3.23 Free cycle training and 'learn to ride' sessions are increasing in popularity year on year. The 1000th trainee undertook her session in May 2010. Post training evaluations frequently include phrases like 'incredible, liberating and life changing'.
- 3.24 In Sheffield over 99% of school children are covered by an approved school travel plan. Two 'Bike IT' officers are now working closely with 30 schools to overcome the barriers to cycling to school. There has been a dramatic increase in level of cycle training in Sheffield schools:

**2004 to 2008 – 200 to 400 children**  
**2008/09 – 1500 children**  
**2009/10 – over 2000 children**  
**2010/11 – 3000 children**

- 3.25 In the past 8 years around 65 Sheffield schools (roughly a third) have installed secure cycle parking and the number is increasing steadily.
- 3.26 Sheffield has also recently piloted the Bike Boost approach to getting more people cycle commuting to work. By integrating a workplace travel planning approach with the promotion and convenient access to bicycles, BikeBoost successfully engages adults in behaviour change which significantly impacts on the culture in the workplace. This personalised approach is proving successful in overcoming the participants' perceived barriers to cycling.



- 3.27 Between March and September 2010, BikeBoost has engaged with 9 workplaces and recruited 325 participants onto the scheme. This reflects approximately 2.5% of the potential workforce engaging with the scheme in the first 6 months of the pilot project. By April 2012, this project alone aims to increase the number of regular cycle commuters by 25% (based on the Travel to Work data 2001 census). This increase is focussed on areas and transport corridors where congestion is most acute.

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## SYLTE

### Cycling Parking at Public Transport Hubs

- 3.28 Cycle parking at public transport hubs in South Yorkshire has been primarily lead by Northern Rail and SYLTE who have joint funded significant improvements in secure cycle parking facility and increased capacity. Other funding has been forthcoming from Barnsley Council and Yorkshire Forward, whilst cycle parking near to city centre tram stops has been undertaken by Sheffield Council.
- 3.29 37 Interchanges, Rail Stations, Park & Ride sites and Tram Stops have cycle parking and a further 6 sites will have cycle parking provided during the next 12 months. There are no current proposals for 1 rail station (Darnall) due to security issues and 34 Tram Stops due to constraints of space.
- 3.30 Standards have been developed for cycle parking which include adequate spacing between stands, shelter covers and CCTV where practicable. Cycle usage continues to grow and annual surveys monitor demands and trends. Demand at Sheffield Station has increased by 75% to 112 bicycles since 2007 now exceeds supply by 50%. Proposals are in place for a significant increase in parking spaces during late 2010/11.
- 3.31 The development of the cycle parking initiatives is also intended to provide an alternative to taking the cycle on the train especially at busy times when space is at as premium. On the railway lines from the four South Yorkshire towns towards Leeds, commuters will be targeted with information about the new Leeds Cycle Hub where a bicycle can be hired or even a 'second' bicycle could be safely stored overnight to be in used with the 'first bike' which can be left at the station of origin.

### Bikes on Public Transport

- 3.32 Rural bus services 61/62 to High and Low Bradfield, Dungworth, parts of Loxley and Stannington and summer Sundays service 284 to Stanage Edge will carry up to two bicycles inside the bus. Demand for carrying bicycles on the buses is quite low, but as the capacity on standard interior buses will always be limited to a maximum of two bicycles, there is still an opportunity to provide a similar facilities on other bus services.
- 3.33 The Integrated Transport Authority (ITA) has decided that the current tram fleet is inappropriate to carry bicycles at peak times without detriment to other passenger's dependant upon the low-floor areas. However, there are specific tram services laid out to carry bikes. For instance, Cycle Sheffield organise dedicated cycle specials on Sundays between the City Centre and Halfway to access Rother Valley Country Park and the Trans Pennine Trail.

### Publicity and Travel Advice

- 3.34 A Bicycles and Public Transport Leaflet is produced annually which provides comprehensive information on the services which carry bicycles as well as the parking facilities provided at public transport sites, and useful links.
- 3.35 SYLTE Travel Advisors will be incorporating the Sheffield City Council's 'The Cycle Package' into the help they provide to Sheffield businesses during 2010. The Cycle Package provides a wealth of information for employers on all aspects of encouraging cycle to work and where grants, advice and training can be acquired. It is an ideal complement to the promotion of public transport opportunities and general sustainable transport information that is the normal content of a Personal Journey Planner.

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# 4 OBJECTIVES

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## The objectives of the South Yorkshire Cycling Strategy are:

### Primary Objectives

- To achieve a modal shift away from vehicle use in order to release highway capacity, thereby reducing lost productive time and CO2 emissions and improving air quality
- To increase levels of active travel contributing to healthier lifestyles, quality of life and tackling social exclusion, obesity and health inequalities.

### Secondary Objectives

- To increase the range of travel options
- To achieve a step change in the perception of cycling to develop a cycling culture
- To provide individuals with the skills and confidence to cycle safely
- To demonstrate the benefits of combining Smarter Choices and cycling Infrastructure



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# 5 INCREASING CYCLING TO SCHOOL (STRAND 1)

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5.1 The first section (strand 1) of this Action Plan shows how personalised travel planning via Bike IT, combined with Bikeability cycle training and targeted infrastructure provision across the sub-region, will increase the levels of cycling to school. Increasing levels of cycling to school will contribute towards future increases in overall cycling. Low levels of cycling throughout the UK in the last decade are partly the result of a 'lost generation' few of whom ever cycled to school. This strand will deliver short and long-term outcomes. There are three scenarios provided that would achieve different levels of take up and outcomes.

5.2 Some good news is that there is a strong desire amongst the key client group - school children, to cycle to school. In a recent Hands-up Survey in Sheffield's Bike IT schools, 43% said their preferred mode of travel to school is by bike. Whilst in Doncaster the 2008/09 Hands-up Survey showed that 49.2% of children would prefer cycling to school. The task is to translate that desire into action.



## BARRIERS TO PARTICIPATION

5.3 The approach to enabling and encouraging more and safer cycling to school is to address the various barriers to participation. From our experience the common barriers are:

- Nowhere to park my bike safely
- Can't ride a bike
- Don't feel confident riding my bike
- School won't let me
- Parents won't let me
- Bike isn't roadworthy
- Roads too busy/dangerous
- Complex junctions
- No safe routes to school

5.4 When parents were asked if they thought it was important that their child received formal cycle training, 78% said it was very important and a further 17% said it was fairly important. 92% of parents said they thought Bikeability had improved their child's safety on the road and that they felt more confident about their child's riding as a result. 84% expressed concern about safety of riding on the roads before their child received Bikeability training. 86% of parents said Bikeability had increased their confidence about their child riding on the road.

5.5 To overcome all of these barriers and release the suppressed demand requires co-ordination of infrastructure with direct personalised travel planning and training for children and their families/carers. For instance, 50% of children who have undergone Bikeability cycle training cycle to friend's houses compared to 32% of children who have not received training.

5.6 The main elements of this are School travel plans, followed up with Bike IT (a national project run by Sustrans), Bikeability cycle training, Cycle Skills Network Audits (CSNA), cycle parking and safe routes to schools infrastructure.

## BIKE IT

5.7 The approach we propose is to employ Sustrans Bike IT officers to work in schools across South Yorkshire.

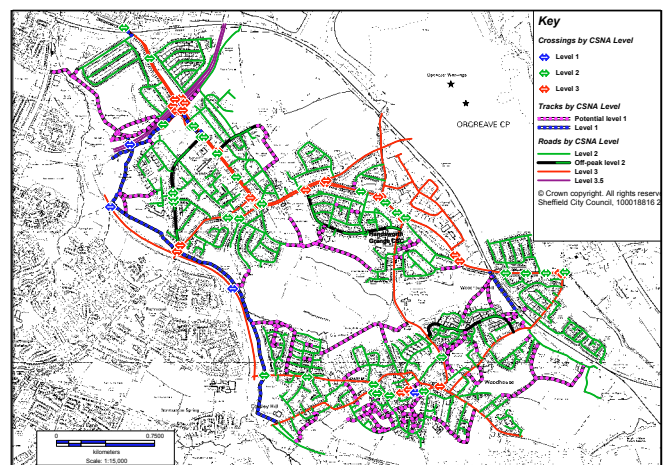
- 5.8 Bike IT works with a champion, or champions, within the school so the school management team will allow cycling to school and moreover will encourage it.
- 5.9 One of the great successes of Bike IT has been getting more staff cycling to school. In one case the head teacher now regularly cycles to school.
- 5.10 The Bike IT package always includes regular Dr Bike sessions to ensure that pupils' bikes are roadworthy and safe to ride. Bikes have been provided to some schools in deprived areas to ensure that no children are excluded from cycle training because they can not afford a bike. Most importantly, Bike IT makes cycling for young people fun by running fun and inspiring events that engage pupils and their parents.
- 5.11 There are also rewards and incentives that help to engage pupils and families in cycling to school.
- 5.12 For more information on the effectiveness of the Bike IT project and how it contributes to LTP3 objectives see *The Sheffield Bike It review 2010*.

## CYCLIST ABILITIES AND NEEDS

- 5.13 Children cycle more after doing Bikeability (as reported by 49% of parents and 50% of children) and they are more confident (92%). Therefore all Bike IT schools will receive Bikeability level 2 cycle training in Y5, Y6, Y7 and Y8. If parents are unwilling to let their child cycle to school then free family cycle training on the journey to school will be offered so the parents / carers can experience what their child does.
- 5.14 Free one-to-one cycle coaching for parents / carers and those children who want to get to Bikeability level 3 will also be offered.
- 5.15 As part of the Bike IT package, all Bike IT schools have, or are provided with, adequate cycle storage. Experience has shown that the demand for cycle parking quickly exceeds the supply in the more successful Bike It schools.

## CYCLE SKILLS NETWORK AUDIT (CSNA) AND CYCLE INFRASTRUCTURE

- 5.16 That leaves two barriers to be addressed - dangerous roads and safe routes to schools. There is a tendency to think that a safe route to school is an off-road path from door-to-door. That isn't necessarily the case and certainly is not an affordable way to achieve safe routes to school for most children.
- 5.17 A more realistic way of approaching this is by undertaking something called a Cycle Skills Network Audit (CSNA). A CSNA will look at all roads and paths within the school catchment area and grade them according to what level of 'Bikeability' (the new national standard for cycle training) the rider needs to be able to safely cycle on that route. This includes the potential difficult bits such as road crossings and access points.
- 5.18 Off-road routes are graded as level 1, quiet side roads/estate roads are generally level 2 and busier roads are graded as level 3. The busiest and fastest roads are graded level 3.5.
- 5.19 Similarly, road crossings are graded according to what level of riding ability you need to negotiate them safely. Therefore CSNA also highlights other locations where interventions are needed. For example, where there is a level 3 crossing severing an area of level 2 roads from the school. This approach also highlights safe walking routes and locations where improvements are needed to enable children to walk to school safely.
- 5.20 Below is a section from a CSNA carried out for the Handsworth Grange Bike IT school (a secondary school in South East Sheffield).



Source: *Sheffield Cycling Action Plan 2006-2011*

5.21 This clearly shows that there is an extensive network of level 2 roads (the green ones), that is, roads that pupils trained to Bikeability level 2 can safely cycle on. What it also indicates is where there are quick-win interventions that will join up parts of the level 2 network and where level 1 routes can be created that link large parts of the catchment to the school. On this example a quick win was to lay a tarmac surface on the lane leading into the back of the school (shown as 'identified quick win' on the map) and this is now a level 1 route to the school.

5.22 Design of new cycle infrastructure to school will adhere to best practice design guidance including governments LTN2/08 note (particularly the Hierarchy of Solutions) and Manual for Streets. In addition, we will undertake a cycle audit of all highways improvement schemes to ensure they improve the safety and convenience of cycling.

5.23 Since the cycle route improvements to Handsworth Grange School further cycle parking was installed in summer 2009 and more in 2010 to ensure that the increasing demand was met. Ballifield School, situated next to Handsworth Grange, is now a Bike IT school further increasing the value for money from this investment. This approach ensures we achieve the best return for our investment in safe routes to school infrastructure.

## STRATEGIC APPROACH EVIDENCE

5.24 The strategic approach discussed in this strand has been very successful in Sheffield and Doncaster schools to date. The following table shows the results of just twelve months of Bike IT and promotional work in four Sheffield schools.

	Pre Bike IT %	Post Bike IT %
Car	38.4	25.3
Walk	52.3	64.3
Bus	7.1	3.8
Cycle	1.7	5.9
Train/other	0.6	0.7

Source: Sheffield Cycling Action Plan 2006-2011

5.25 It demonstrates that following Bike IT, car use on the days of the surveys was down from roughly 38% to 25% of mode-share, cycling increased its mode share from below 2% to around 6%. Perhaps most surprising is that walking increased its mode

share from 52% to 64%. This indicates that the Bike IT approach can increase levels of active travel, even in the first twelve months. These figures will improve as the project matures in years 2 and 3 and as the complementary infrastructure breaks down the barriers to cycling for more pupils.

5.26 This success has also been evident in Doncaster Bike IT schools (see table below) with a fourfold average increase in levels of cycling to school and a 4.6% reduction in the mode share of car journeys<sup>4</sup>

	Pre Bike IT %	Post Bike IT %
Car	37.2	32.6
Walk	57.3	56.8
Bus	3.7	2.8
Cycle	1.8	7.2
Train/other	0	0.5

Source: Doncaster Bike It Hands Up Surveys 2008/09

## MONITORING THIS APPROACH

5.27 Bike IT will continue to be monitored by regular hands-up surveys that give a robust indication of the level of behaviour change being achieved. The results of these surveys for Bike IT schools across South Yorkshire will be aggregated to provide an on-going indication of mode choice across the sub-region's schools. Bike It Officers make frequent visits to their schools and do regular cycle counts to keep an on-going record of levels of cycling throughout the year.

5.28 In addition the annual school census data (LTP 4 - Mode share of journeys to school) will continue to be monitored and reported. This will help with cross-check between the two datasets.

<sup>4</sup> Doncaster Bike It Hands Up Surveys 2008/09



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# 6 INCREASING CYCLING TO WORK (STRAND 2)

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6.1 Whilst enabling more cycling to school will have longer-term benefits in terms of increasing levels of adult cycling, this strand has more immediate impact on adult participation rates in cycling. As with the school strand, the approach combines personalised travel planning in the form of 'Bike Boost', (along with free cycle training and promotion) with new infrastructure, chiefly new or improved cycle routes and cycle parking. Geographically, the focus is on large employers and areas of employment concentration across South Yorkshire. For example, providing good cycle access 'to' and 'through' town centres is vital to ensure we meet our targets for increasing levels of cycling to work.

6.2 Using the most recent data available there are approximately 540,000 people working in South Yorkshire<sup>5</sup> and from the 2001 census roughly 2% (10,800) regularly cycle to work. This number is growing. This Action Plan sets out how we intend to increase the number of people regularly cycling to and from work and is based on previous successful interventions. There are three investment scenarios provided (see 9.16) that would achieve different levels of take up and outcomes.

## BARRIERS TO PARTICIPATION

6.3 There are numerous barriers to adult cycling in South Yorkshire the main one being perceived danger of cycling in traffic. This confirms findings from the Institute of Advanced Motorist's survey which found "inconsiderate drivers" and "busy roads" as the two main barriers to cycling or cycling more often. The barriers that are often presented and have to be overcome are:

- No bike, or ownership of a bike unsuitable for town commuting
- Cannot ride a bike or haven't ridden a bike for years
- Don't feel fit enough, Sheffield is too hilly
- Don't feel safe riding on roads
- Live too far away
- Need to drop children at school en route to work
- Status, cycling seen as lesser alternative to car
- Limited or no safe and secure cycling parking
- Developments are not easily accessible
- No cycle purchase schemes
- Limited awareness of ease and benefits (e.g. cost / speed / health) of cycling to work

6.4 Projects that are successful in encouraging higher numbers of people to cycle to work have broken down habits and routines in personal behaviour that can be embedded throughout working lives. Presenting solutions to these barriers on a personalised basis has seen a significant increase in cycling by novice cyclists or those that have cycled for leisure rather than utility in the past. Bikeboost, free cycle training and a cycle to work scheme working together help to overcome a number of these barriers

In addition, Our experience with Bike Boost demonstrates that there are large numbers of people who would like to give cycling a go but don't want to make the financial outlay for a bike and equipment, only to find they don't like it. This is where free one-to-one cycle training, Cyclescheme and Bike Boost come in. For example, over 70 employees at Sheffield Teaching Hospitals took up the offer of a free bike loan, promising to cycle to work 50% of the time

This Action Plan aims to break down these barriers to enable people to feel confident about giving cycling to work a go. The Action Plan will also provide safe cycle routes to and from main employment centres

## BIKE BOOST

6.5 Bike Boost is a project delivered by Get Cycling, a York-based Community Interest Company<sup>6</sup>. The scheme offers employees free use of a bike and equipment for a month along with a comprehensive support programme before during and after the loan aimed at breaking down perceived barriers to cycling and offering guidance and encouragement over 3-4 weeks. It has been shown that the rate of participants who continue to cycle to work independent after the two month period has finished of the scheme is around 70%.

<sup>5</sup> [http://www.uniworks.co.uk/students\\_and\\_parents/south\\_yorkshire](http://www.uniworks.co.uk/students_and_parents/south_yorkshire)

<sup>6</sup> <http://www.bikeboost.org/sheffield>

6.6 During 2010, the project has been piloted with a number of large employers in Sheffield. The initial target is to recruit 800 would-be cyclists over two years in approximately 16 major employers and to retain 600 of those as regular cycle commuters. Participating employers, including NHS Sheffield and Sheffield Hallam University, have been selected because they have good quality workplace travel plans and have demonstrated a pro-active approach to delivering reduced car use.

6.7 Changing behaviours in adults for the long term requires repeated support and interventions, therefore BikeBoost continues to monitor and encourage bike use in the workplaces at 3, 6 and 12 month intervals, through bike breakfasts, coffee mornings and continued web and e-mail contact.

6.8 Bike Boost also builds on successful employer schemes and programmes that have already made headway in promoting the image and idea of cycling to employees.

## DR. BIKE SESSIONS

6.9 A further complement to Bike Boost is an on-going programme of workplace 'Dr. Bike' sessions. These ensure that people who already cycle to work or continue cycling after Bike Boost can have regular safety checks and adjustments carried out on their bikes for free.

## ADULT CYCLE TRAINING AND LEARN TO RIDE

6.10 For cyclists new and old the perceived danger of cycling in traffic can be approached from two directions. One is to provide training to equip people with the skills they need to ride safely in modern traffic conditions. The other is to provide safe cycle routes that are either off-road, on quiet roads, or provide a safer environment than cycling on busy roads and junctions. For those who don't own a bike and who haven't cycled at all or for some considerable time we have developed a learn to ride scheme where bikes are provided by Decathlon sports retailer in Sheffield.



6.11 Free adult cycle training has proved increasingly popular throughout South Yorkshire. In 2005 Sheffield City Council launched a free cycle training initiative for residents and employees in the City. In the first year 45 people were trained. Through effective promotion 335 people were trained in 2009 and the target for 2010 is 500. Most of this training is to Bikeability level 3, which equips cyclists to ride in most traffic conditions. Based on follow-up surveys of trainees, a conservative estimate of the benefit to cost ratio is 2.8:1 (see Appendix A). Below are some comments from people who have received one-to-one cycle training:

**“Course covered everything. This has given me the confidence to tackle the main road routes I plan to cycle”**

**“I’ll be going on longer journeys on bike not in car”**

6.12 Bikeability cycle training has been provided as part of the Bike Boost project to help participants to plan safe and convenient cycle routes to work and help reduce the risk of cycle accidents. Family training sessions have also been provided for those integrating cycling to work with dropping children at schools.

- 6.13 The other approach to overcoming the perceived danger of cycling in traffic is to develop safe cycle routes that link residential areas to major employers and areas of high employment density.

## CYCLE PACKAGE FOR EMPLOYERS

- 6.14 Experience shows there will be requests from employees for additional cycle parking, facilities, promotional items, cycle training (see above) and information.
- 6.15 This will be available in a comprehensive package of cycling offers and incentives across South Yorkshire that organisations sign up to in return for commitment to take action in support of their travel plan. This will be promoted by local authority Travel Plan teams and the SYPTE Travel Advice Business and Community team.
- 6.16 **Cycle Infrastructure Grants**  
This grant is to enable willing employers to provide cycling facilities to encourage staff to cycle to work such as secure accessible cycle parking, showers and lockers. The grant amount would be up to 100% and there will be a maximum of 5 grants per annum.
- 6.17 **Promotional items**  
Promotional items will be provided to willing employers to help encourage staff to cycle to/from work safely. These promotional items include bells, locks and hi viz vests, etc.
- 6.18 **Cycle Information**  
In addition to the information and support offered by Dr Bike and cycle training, journey planning advice will be provided to participating employers and employees.
- 6.19 This package will be available for all employers including those not partaking in Bike Boost.

## CYCLE SCHEME (SALARY SACRIFICE)

- 6.20 The four districts and the SYPTE will lead by example by offering the cycle salary sacrifice initiative for employees. This will also be promoted to other large employers throughout South Yorkshire as part of the package for employers.

## CYCLE SKILLS NETWORK AUDIT (CSNA) AND CYCLE INFRASTRUCTURE

- 6.21 The approach combines carrying out CSNA, to identify suitable new cycle routes and cycle storage, with existing knowledge of where new routes to employment areas are needed. This will ensure that new cycle routes across the sub-region are provided where they break down the barriers to accessing large employers and areas of high employment density by bike.
- 6.22 Design of new cycle infrastructure will adhere to best practice design guidance including governments LTN2/08 note (particularly the Hierarchy of Solutions) and Manual for Streets. In addition, we will undertake a cycle audit of all highways improvement schemes to ensure they improve the safety and convenience of cycling.
- 6.23 This routes to work approach will see areas of high employment density as the focal points of new cycle routes. It is anticipated that to achieve the proposals outlined in the table below will take longer than the four year programme.

District	Proposed New/Improved Cycle Routes
Barnsley	Barnsley Town Centre A61 Corridor A635 Barnsley Dearne Dodworth Road –Junction 37
Doncaster	Doncaster Town Centre (Western Approaches) Doncaster Town Centre (Eastern approaches) West Moor Park, Armthorpe Access A6182 White Rose Way
Rotherham	Town Centre Through Route (pedestrian areas) Town Centre Radial approaches Brampton to Wath/Manvers Roth - Sheffield Canal Towpath Thurcroft Trail extension / links
Sheffield	Sheffield Rail Station and City Centre (Eastern approaches) Sheffield City Centre (Western approaches) Sheaf Valley Cycling Corridor Upper Don Valley Cycling Corridor Blackburn Valley (Access to Opportunities)

## STRATEGIC APPROACH EVIDENCE

6.24 The evidence from previous projects similar to Bike Boost, such as West Yorkshire's Cycle 50% Challenge (C50C) has been very promising with retention rates of 70%.

6.25 The table below outlines the success of the forerunner (C50C) to Bike Boost that was delivered in York.

No. Of participants	Total Car miles saved	CO2 emissions saved	% participants planned to continue cycling
101 (83 inactive commuters)	4502	924 Kg	71.5%

Source: Results from the York C50C (Summer 2009)

6.26 The experience from Sheffield is that the latent demand for cycling is there and can be released by the Bike Boost approach. The project has been extremely positive so far and the table below shows the majority of recruitment has been from people who previously drove to work, helping to reduce congestion and improve health of employees.

No. Of participants	Previously car user	Previously public transport user	Previously walked to work	Buying a bike?
270	164	72	61	160

Source: Get Cycling data (as of October 2010)

6.27 The bottom line being 154 new cyclists (to work) cost £325 per cyclist. This figure does not include those that may cycle to the shops or for leisure. This reveals an impressive benefit to cost ratio considering that each new cyclist is worth at least £10,000 to the economy.

6.28 Qualitative responses to Bike Boost also shows that participants act as advocates to colleagues in the workplace which helps to embed a culture of cycling in the organisation. We therefore envisage that repeating the scheme in workplaces in year 2 or 3 will bring further rises to levels of cycling commuting to specific workplaces.

6.29 The effectiveness of providing free one-to-one cycle training, as part of the bike boost approach, in achieving mode shift from car bike is provided at Appendix A. Many trainees continue to substitute bike for car trips long after the training.

6.30 Evidence shows that the gradual development of safe cycle routes into Sheffield centre has seen cycle use increase steadily, with an increase between 1980 and 2009 of over 200%.<sup>7</sup> Some schemes (e.g. Moore Street Roundabout Scheme) have achieved increases of over 200% in cycle trip rates.

6.31 In Doncaster the Annual Cordon Count data shows that cycling levels into the Urban Centre has increased by 49% between 1986 and 2010.

## MONITORING THIS APPROACH

6.32 Monitoring levels of cycling, including the number of bike trips and the shift to bike from other modes, is built into the Bike Boost project. Accurate figures for new bike trips and cycling trip rates will be provided by participating employers. Monitoring will also be conducted through employer's website, intranet, e-mail and phone conversations with participants as well as visits to the workplace. This will include the number of car trips/miles saved and CO2 saved.

6.33 Changes in the levels of cycling to/from work will also be monitored and reported via iTrace South Yorkshire. This is an online database used to monitor and report travel plan activity. It will primarily consist of organisation's records – organisations in the county that are required, or have volunteered, to engage in changing their travel. The partnership will use the database to show individually and statistically who the organisations are, the status of their travel plans and how travel patterns are changing.

6.34 Post-training evaluations of the Bikeability training will be continued in order to monitor its impact on mode choice and cycle trip rates.

6.35 The effectiveness of new and improved cycle routes will be monitored via before and after surveys and the annual screen-line and cordon counts.

<sup>7</sup> Sheffield Cycling Action Plan 2006-2011, A Review of Progress, January 2010

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# 7 INTEGRATION WITH PUBLIC TRANSPORT (STRAND 3)

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- 7.1 The main focus of this strand is integrating cycling into longer journeys. This will include linking cycling routes from stations and interchanges with high density employment zones and negotiating with public transport operators to make provision for carriage and parking of bicycles. A further element of this strand is marketing and promotion that promotes cycling for a part of longer journeys.

## BARRIERS TO PARTICIPATION

- 7.2 The barriers for cyclists and potential cyclists include:
- Poor cycle routes to/from main stations and interchanges
  - Lack of awareness of opportunity for using bike for part of a longer journey
  - Public transport operators not carrying bikes due to limited physical capacity and/or against culture
  - Insufficient cycle facilities/parking at stations and interchanges

## CYCLIST NEEDS

- 7.3 There are a number of requirements to support cycling to/from stations and interchanges including:
- Safe routes to/from stations and interchanges
  - Secure and accessible parking at stations and interchanges
  - Secure good access within stations and interchanges
  - General information on integrating the cycle and public transport journey.
  - That combined bike and public transport journey needs to be offered within all our personalised travel planning products and services, e.g. Travel Advice services, TSY website, Traveline, Bike Boost and Bike IT.

## CYCLE SKILLS NETWORK AUDIT (CSNA) AND CYCLE INFRASTRUCTURE

- 7.4 A common initiative for each of the core strands will be a Cycle Skills Network Audit (CSNA). As with the previous strands the CSNA will look at all roads and paths within the public transport station, interchange and park and ride site catchment area. The audit grades them according to what level of 'Bikeability' (the new national standard for cycle training) the rider needs to be able to safely cycle on that route. By route here we also include the difficult bits such as the road crossings.
- 7.5 Design of new cycle infrastructure to public transport hubs will adhere to best practice design guidance including governments LTN2/08 note (particularly the Hierarchy of Solutions) and Manual for Streets. In addition, we will undertake a cycle audit of all highways improvement schemes to ensure they improve the safety and convenience of cycling.
- 7.6 This will enable us to get best value when investing in current and new safe routes to/from stations, interchanges and park and ride sites. This will help ensure good access to these sites.
- 7.7 The priorities for initial audits, within the first four year programme, will be the six main stations and interchanges listed below:
- Sheffield Rail Station/Bus Interchange
  - Rotherham Rail Station/Bus Interchange
  - Barnsley Rail Station/Bus Interchange
  - Doncaster Rail Station/Bus Interchange
  - Meadowhall Shopping Centre
  - Crystal Peaks Shopping Centre
- 7.8 Most of the above locations will be covered by the CSNA's in Strand 2, so little additional investment will be needed. This initiative will inform the investment programme in improving safe routes to/from stations, interchanges and park and ride sites.

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## CYCLE PARKING

- 7.9 We will continue to monitor demand for cycle parking at public transport interchanges and stations and as this continues to grow and we will expand and improve provision, prioritising those sites with greatest actual and potential demand.

## CYCLE CARRIAGE ON PUBLIC TRANSPORT

- 7.10 We will improve integration of cycling with public transport by influencing train operators to provide dedicated accommodation on their trains which are well publicised, easy to use and accessible.
- 7.11 As mentioned in section 3.33 the Integrated Transport Authority (ITA) has decided that it is inappropriate to carry bicycles at peak times on the current tram fleet without causing detriment to existing passengers. However, there are specific tram services that carry bikes at off-peak times.

## CYCLE CARE SCHEME

- 7.12 As the number of cycles parked at transport hubs, as part of longer journeys, are expected to grow significantly during the course of LTP3 it is proposed to improve the 'customer offer' by introducing a Cycle Care Scheme which covers all the facilities provided for integrating cycles with other public transport modes.
- 7.13 A voluntary registration scheme will allow cyclists to register details about them and their bikes and the journeys they make. In return information about new services, facilities, security advice, offers and discounts for cycle services such as repairs, insurance and retail will be provided. Security tagging sessions will be arranged with local crime prevention officers. At manned sites basic cycle equipment to carry out repairs will be available such as track pump and puncture repair kits.
- 7.14 A consistent policy for removing 'dead' bicycles from facilities will be adopted so that sites remain attractive to users and not cluttered with neglected or vandalised bikes. At railway stations this service will be in partnership with the train operating companies and the British Transport Police. Unclaimed bicycles will be disposed to charitable recycling outlets.

## PROMOTION AND MARKETING

- 7.15 Both Bike Boost and Bike IT encourage the combination of cycle and public transport journeys. The intention is to build on the early experiences of Bike IT and Bike Boost to more effectively market combined cycle and public transport journeys as a travel option. This will be supported by the SYPT's guide to taking and using bicycles to access public transport.
- 7.16 We will improve on-street signposting and marketing of cycle parking at interchanges, stations and hubs to raise awareness of secure facilities and encourage people to leave their bikes at local stations. Special promotions will include free public transport tickets as incentives to encourage people to combine cycling as part of their journey.
- 7.17 Additional marketing and promotion of cycling and public transport will be available on the cycle information sections of Travel South Yorkshire (TSY) and local districts' sustainable travel sections.
- 7.18 The development of the cycle parking at stations is intended to provide an alternative to taking the cycle on the train especially at busy times when space is at a premium. On the railway lines from the four South Yorkshire towns towards Leeds, commuters will be targeted with information about the new Leeds Cycle Hub where a bicycle can be hired or even a 'second' bicycle could be safely stored overnight to be in use with the 'first bike' which can be left at the station of origin.



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## NATIONAL CYCLE JOURNEY PLANNER

- 7.19 Currently the SYPTE are looking at ways of integrating ordinance survey mapping data for cycling into the Travel South Yorkshire (TSY) Journey Planner. However, this is unlikely to happen during the first 2 years of LTP3 and a stand alone Cycle Journey Planner is the current option.
- 7.20 Transport Direct has produced a National Cycle Journey Planner, which will include on-line cycle journey planning across South Yorkshire in 2011.

## STRATEGIC APPROACH EVIDENCE

- 7.21 Cycle use in conjunction with public transport continues to grow and annual surveys monitor demand and trends with regards to cycle parking at stations and interchanges. For example, on Tuesday 13/07/2010 at Sheffield Station there were 112 bikes compared to only 64 in 2007. Sheffield station has the majority of the demand for cycle parking and is about to be increased by a further 100 spaces as it was running at 150% of capacity in July 2010. However it is not clear how much of the demand can be attributed to the station refurbishment as cycle parking was not improved and there has been an overall increase of cycle parking at all South Yorkshire rail stations.

## MONITORING THIS APPROACH

- 7.22 The SYPTE will continue to monitor demand for cycle parking at public transport interchanges and stations.



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## 8 COMPLEMENTARY INITIATIVES (STRAND 4)

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8.1 The positive feedback received from the Department for Transport (DfT) following the submission of the Sustainable Travel Cities (STC) Bid highlights a number of initiatives that do not fall neatly into any of three core strands. These would add significant value and benefits to the SYCS with funding being sought from a variety of sources over the lifetime of LTP3, in particular the new Local Sustainable Transport Fund (LSTF). Therefore these initiatives have been grouped into Strand 4.

### PUBLIC BIKE HIRE FEASIBILITY STUDY

8.2 We will undertake a feasibility study to identify the potential usage, costs and benefits of a 'pay-as-you-go' public bike hire scheme on selected key corridors/areas across town/city centres.

### ELECTRIC BIKE LEASING SCHEME

8.3 This proposal is to introduce a pilot electric bike leasing scheme for large organisations throughout South Yorkshire to make cycling a viable travel option for more people. This would complement Bike Boost (Strand 2) and would appeal to those employees who are deterred from cycling by the topography of South Yorkshire.

### CITY CENTRE BIKE PARK

8.4 Many small employers in town and city centres cannot provide cycle storage space for their staff and this is a barrier to promoting cycling to work. A city centre bike park would provide the following facilities for the commuter and visitor cyclist:

- Secure bike storage
- Changing and shower facilities
- Bike repair
- Sale of bikes and equipment

8.5 To be successful, the Bike Park needs to generate enough customers to minimise the need for on-going subsidy. For that reason, the proposed location is Sheffield City Centre close to the proposed Sevenstones development.

8.6 Depending on the success of the Sheffield City Centre Bike Park, it is proposed to work with SYPTE to assess the potential for a Bike Park at Meadowhall interchange. Further assessments of potential demand for a Bike Parks will be carried out at suitable locations across South Yorkshire.

### CYCLE MAINTENANCE COURSES

8.7 One barrier to continued participation in cycling is lack of bike maintenance knowledge. Many bikes don't get used again after something as simple as a puncture, due to lack of knowledge of how to carry out basic repairs. The proposal is to offer subsidised bike maintenance classes to the public across South Yorkshire. This would be promoted within local communities (e.g. via Community Cycling Teams) and via Bike It and Bike Boost (strands 1 & 2).

### PILOT COMMUNITY BIKE BOOST PROJECT

8.8 This would extend the benefits of the Bike Boost approach to people in the wider South Yorkshire Community. The experience of offering free cycle training has revealed potential bike users who do not have a bike and who are unwilling to make the outlay of buying one, without knowing whether it is 'for them'. Community Bike Boost would overcome that barrier by offering people free use of a bike and equipment for 3 weeks, along with expert advice and training when they pick up their bike. We are exploring the possibility of using the library card as a means of booking / accessing the bikes. This provides some measure of security to prevent theft.



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## EXPANDING THE RECYCLE BIKES COMMUNITY INITIATIVE

8.9 Recycle bikes currently receive donations from the public of unwanted, in many cases broken bikes. Mechanics at Recycle repair where possible and bikes are sold from the workshop at affordable prices. Donations are sporadic, and resources in terms of mechanics are limited, therefore the flow of bikes onto the market is limited and there is only one point of sale. To address this we would set up bike recycling points which would rotate around South Yorkshire, and be placed at parks and or libraries this will increase the number of bikes coming into Recycle and reduce the number going to Landfill. 2 additional mechanics would be employed to 'turn the bikes around'. These bikes will also be used by those participating in the community cycle maintenance courses. Bikes would then be sold at the recycling points and in conjunction with community bike boost and community cycle teams.



## CYCLE FOR HEALTH

8.10 This project has been trialled in Sheffield as a collaborative project involving the Cyclist's Touring Club (CTC), Sheffield Care Trust, Pedal Ready, the City Council and the Primary Care Trust. It comprises a weekly course for people mainly referred by health professionals, which helps people advance from complete beginner to competent rider in a safe and supportive environment. It has very high success rates in terms of participants continuing to cycle. The proposal is to work with Primary care Trusts (or their successors) to deliver this service across South Yorkshire.

## FUNDING COMPLEMENTARY INITIATIVES

8.11 Funding for these complementary initiatives will be sought from a variety of sources over the lifetime of LTP3. We will continue to develop our partnership working with the Health sector. These schemes will also be assessed for South Yorkshire's bid to the DfT's Local Sustainable Transport Fund (LSTF).

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# 9 DELIVERING THE STRATEGY

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## IMPLEMENTATION AND TARGETS

- 9.1 In order to translate this Action Plan into specific schemes local cycle action plans will be developed by each of the four South Yorkshire Local Authorities (LAs).
- 9.2 The key interventions from each strand have been categorised into the scenarios below based on three funding options (do minimum, stretch and ideal) with scaled targets as appropriate.
- 9.3 The targets below have been set for the first four year period of the new Local Transport Plan programme (2011 to 2015).
- 9.4 Appendix C presents the evidence base for these established targets including deliverability against proposed outcomes.

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### Scenario A (Do minimum)

- Bike IT and CSNA/Safe Routes to School to 15% of schools (85 schools) across South Yorkshire
- Bike Boost delivered to 1500 employees (30 employers) across the sub region
- Cycle Training offered to all residents and children in years 5, 6, 7 or 8 (Default)
- Cycle Training Delivered to 1000 employees per annum
- Personalised Travel Planning Delivered to 8000 Individuals to encourage integration of cycling and public transport
- Secure cycle storage at all public transport stations and interchanges

### Scenario A Targets (April 2015)

- 15% reduction in car use at Bike IT schools
  - 10% mode share for cycling at Bike IT schools
  - 25% increase in the number of people cycling to work across the sub region
  - Annual increases in cycles parked at public transport stations and interchanges (see 12.8)
- 

### Scenario B (Stretch)

- Bike IT and CSNA/Safe Routes to School to 20% schools (114 schools) across South Yorkshire
- Bike Boost delivered to 2250 employees (45 employers) across the sub region
- Cycle Training offered to all residents and children in years 5, 6, 7 or 8 (Default)
- Cycle Training Delivered to 1200 employees per annum
- Personalised Travel Planning Delivered to 12000 Individuals to encourage integration of cycling and public transport
- Secure cycle storage at all public transport stations and interchanges

### Scenario B Targets (April 2015)

- 15% reduction in car use at Bike IT schools
  - 10% mode share for cycling at Bike IT schools
  - 40% increase in the number of people cycling to work across the sub region
  - Annual increases in cycles parked at public transport stations and interchanges (see 12.8)
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### Scenario C (Ideal)

- Bike IT and CSNA/Safe Routes to School to 30% schools (171 schools) across South Yorkshire
- Bike Boost delivered to 3000 employees (60 employers) across the sub region
- Cycle Training offered to all residents and children in years 5, 6, 7 or 8 (Default)
- Cycle Training Delivered to 1500 employees per annum
- Personalised Travel Planning Delivered to 16000 Individuals to encourage integration of cycling and public transport
- Secure cycle storage at all public transport stations and interchanges

### Scenario C Targets (April 2015)

- 15% reduction in car use at Bike IT schools
  - 2% reduction in morning peak period traffic
  - 10% mode share for cycling at Bike IT schools
  - 55% increase in the number of people cycling to work across the sub region
  - Annual increases in cycles parked at public transport stations and interchanges (see 12.8)
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## LONG-TERM TARGETS

- 9.5 We intend to build upon the success of this Action Plan in the future LTP3 programmes. By 2020 we aim to achieve the following targets:
- 15% average increase in cycling mode share to all schools across South Yorkshire
  - 5% of all journeys to work to be made by bicycle
  - 100% increase in trips that combine cycling and public transport
  - 150% average increase in cycling as measured by cycling cordon count and screen line data (based on 2010 baseline)

## LTP3 INDICATORS

- 9.6 There is ample evidence within the Action Plan on what it can achieve towards LTP3 objectives by meeting the targets stated above. In addition, this Action Plan will significantly contribute to other national and local indicators related to cycling.

## MONITORING AND TRENDS

- 9.7 Each strand of this Action Plan will have its own monitoring approach to quantify its progress and success with monitoring build into the design of key initiatives. Monitoring of each strand will include mixture of new and current methods including:
- Traditional monitoring methods (cordon counts, parked cycles, etc)
  - Individual scheme monitoring in target areas
  - Monitoring perceptions and behaviour change in target areas/audience
  - Automatic traffic counters (ATCs) on the main cycle routes
- 9.8 This Action Plan and targets will be reviewed annually as part of LTP3 review process and progress will be reviewed for each strand at these stages. In addition to the targets established for each strand the number of cyclist KSI's and seriously injured will be reviewed over the course of the first four year programme. This will be monitored using Stats 19 data.

## TIMESCALES

- 9.9 The SYCS will be delivered in accordance with LTP3 timescales. Therefore a short term (4 year) delivery programme outlining our high aspirations will be developed as part of third Local Transport Plan 15 year Implementation Plan.
- 9.10 A series of 4-year cycle strategies will be the key driver to meet the goals of the third LTP strategy of which this document forms the basis of the first 4 year programme.
- 9.11 A dedicated LTP Implementation Group known as the Quality of Life Implementation group will programme manage the four year action plan along with key delivery partners.

## KEY DELIVERY PARTNERS

- 9.12 Sustrans' Bike IT project has had some incredible results and the leading UK charity will play a huge role into the success of this Action Plan.



- 9.13 Get Cycling is the Community Interest Company which runs the pioneering and exciting cycling-to-work programme, BikeBoost.



- 9.14 Pedal Ready is the company that hold Dr Bike Safety Checks all around the county. They also run Bikeability training.



- 9.15 Other important partners include Barnsley Cycling Development Group, Heeley Recycle, ParkThatBike, Cyclist's Touring Club (CTC), Living Streets, WiZZBIKE, Bikeability Operation Group, tourism Groups, cycle forums and local Health Partners, Universities and Public Transport Operators.

## FUNDING

- 9.16 This action plan and associated programme will be used to bid for strategic LTP funding, congestion reward funding and other funding sources that become available, such as the Local Sustainable Travel Fund (LSTF).
- 9.17 The figures presented are indicative costs based on what is required to deliver the level of intervention proposed in this Action Plan. The interventions proposed are scalable depending on funding allocation during the four year LTP3 period.

- 9.17 The total funding requirements for this Action Plan (as outlined in each strand) are shown in the tables below:

### Strand 1 (Schools) Funding Options

	Funding Options (4 Year Programme)		
	Do Minimum	Stretch	Ideal
Bike It Provision	540,000	720,000	1,080,000
Promotional Materials	6,000	8,000	12,000
CSNA	25,000	30,000	35,000
Bikeability Level 2	24,000	31,200	40,000
Bikeability Level 3	45,000	60,000	90,000
Dr Bike Sessions	15,000	20,000	30,000
Family Cycle Training	15,000	20,000	30,000
Cycle Parking	60,000	80,000	120,000
Cycle Routes	150,000	200,000	300,000
<b>Total</b>	<b>£880,000</b>	<b>£1,169,200</b>	<b>£1,737,000</b>

### Strand 2 (Workplaces) Funding Options

	Funding Options (4 Year Programme)		
	Do Minimum	Stretch	Ideal
South Yorkshire Cycle Package	160,000	200,000	240,000
CSNA	25,000	30,000	34,000
Bike Boost	390,000 (195,000)	585,000 (292,500)	780,000 (390,000)
Dr Bike Sessions	18,000	24,000	36,000
Adult Cycle Training	150,000	180,000	225,000
Events e.g. Bike2Work wk	15,000	15,000	15,000
Cycle Parking	30,000	40,000	60,000
Cycle Routes	1,200,000	1,600,000	2,400,000
<b>Totals</b>	<b>£1,988,000</b>	<b>£2,674,000</b>	<b>£3,790,000</b>

### Strand 3 (Integrating Cycling and Public Transport) Funding Options

	Funding Options (4 Year Programme)		
	Do Minimum	Stretch	Ideal
Promotion and Marketing	24,000	36,000	48,000
Cycle Parking/ Hubs Publicity and Marketing	9,000	9,000	9,000
Cycle Parking	15,000	25,000	40,000
Cycle Care Scheme	9,000	9,000	9,000
CSNA	3,000	4,500	6,000
Cycle Routes	100,000	150,000	200,000
<b>Totals</b>	<b>£160,000</b>	<b>£233,500</b>	<b>£312,000</b>

#### Strand 4 (Complementary Initiatives) Funding Options

	Funding Options (4 Year Programme)		
	Do Minimum	Stretch	Ideal
Public Bike Hire feasibility study	10,000	10,000	10,000
Electric Bike leasing Scheme	2,100,000	2,100,000	2,100,000
City Centre Bike Park	270,000	350,000	400,000
Cycle Maintenance Courses	0	27,000	27,000
Pilot Community Bike Boost Project	30,000	30,000	30,000
Expanding the Recycle Bikes community initiative	10,000	10,000	10,000
Cycle for Health	200,000	250,000	300,000
<b>Totals</b>	<b>£2,620,000</b>	<b>£2,777,000</b>	<b>£2,877,000</b>

#### Total Funding Options

	Funding Options (4 Year Programme)		
	Do Minimum	Stretch	Ideal*
Strand 1 (Sch-ools)	£880,000	£1,169,200	£1,737,000
Strand 2 (Work-places)	£1,988,000	£2,674,000	£3,790,000
Strand 3 (Public Trans- port)	£160,000	£233,500	£312,000
Strand 4 (Com- plimentary)	£2,620,000	£2,777,000	£2,877,000
<b>Grand Total</b>	<b>£ 5,648,000</b>	<b>£ 6,853,700</b>	<b>£ 8,716,000</b>

\*The Ideal represents an investment in cycling of just over £6.70 per head of population (1,299,400) per annum in South Yorkshire.

#### Potential Funding Sources

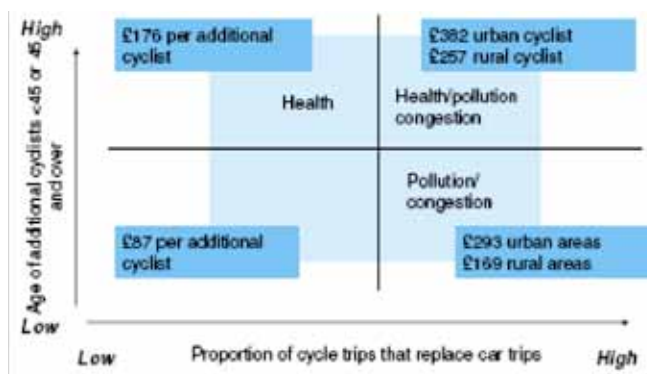
- 9.18 While funding will be reduced in some strategic activities it is now widely accepted that Smarter Choices, in particular cycling, is an area that meets LTP3 objectives and needs further investment. Therefore funding for this Action Plan will be sought at a strategic level from Local Transport Plan allocations, european and national funding sources, particularly the Local Sustainable Transport Fund (LSTF).
- 9.19 Resources will also be sought from Local District Councils as some elements of this Action Plan will require a commitment from local LTP allocations. For example, there may be options identified in the core strands where two districts can match-fund certain elements to improve or establish provision of a service.
- 9.20 We will secure further investment towards delivering this Action Plan through the Community Investment Levy (CIL). For example, the funding of cycling routes to the new Advanced Learning Centres (ALCs) in Barnsley.
- 9.21 In addition, funding will be sought from other sources including Sport England, Bike Hub match funding Bike Boost, Sustrans match funding for Bike IT, DH/NHS as part of the 'Finding New Solutions' project, Developer Contributions, Regeneration Funding, Big Lottery Funding and Grant-Making Trusts.

# 10 APPENDICES

## APPENDIX A – BCR OF SHEFFIELD CYCLE TRAINING

- 10.1 Benefit to cost ratio of the first 5 years of free one-to-one cycle training in Sheffield City Council
- 10.2 Sheffield City Council in conjunction with Pedal Ready (the service provider) has been offering free one-to-one cycle training for five years (it was launched in Bike Week 2005). This has now resulted in 1000 people undertaking cycle training to the new national 'Bikeability' standard (see separate evaluations). We calculate that the training has achieved a benefit to cost ratio of 2.8 to 1. The following explains how this has been derived.
- 10.3 The following data and calculations are based on a follow-up survey of 50 (5%) of those trained so far and the SQW report "Valuing the Benefits of Cycling"<sup>8</sup>.
- 10.4 Before training over half the people (58%) cycled less than once a week (below the SQW threshold for regular cyclist), whereas after training around 50% of people now cycle nearly every day, so come well within the SQW criteria of making 3 cycling trips a week. We estimate that about two thirds will meet the SQW threshold who didn't meet it before undertaking the training (the amount of additional cycling as a result of providing cycle training is impossible to calculate accurately, but we have sufficient data to make a robust estimate).

- 10.5 All are making trips in urban areas. Some 33% have given up car trips and now use bike instead (putting us just to the left of the vertical centre line in the table. The majority of trainees were under 45 (putting us just below the horizontal centre line). So we calculate the value of each additional trainee who now cycles at least 3 times a week as a result of undertaking cycle training at around £186. That's £186 times 660 equals £122,760. The cost of providing the training was £45,000, so we calculate the benefit to cost ratio to be 2.8 to 1.
- 10.6 However, as the SQW report highlights, "these estimates show only part of the picture. There is no allowance for reductions in obesity, and health benefits are limited to reductions in premature deaths. There is no value for children cycling, or for the many other social benefits that would result from more cycling. Given the potentially very significant unquantifiable benefits, it is important that the values outlined in this study are treated conservatively when used to appraise or evaluate cycling projects."



<sup>8</sup> Valuing the benefits of cycling, SQW report, May 2007

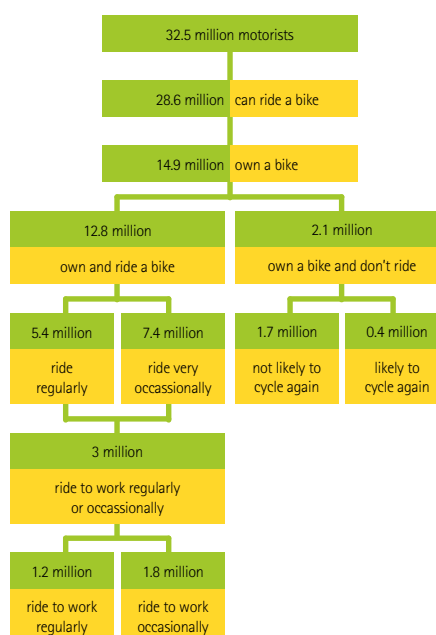
## APPENDIX B – THE BENEFITS OF INCREASING LEVELS OF CYCLING

- 11.1 Include introduction on benefits of cycling. It is widely accepted that cycling has In addition to all the benefits listed below cycling is a benign mode of travel

### THE CONGESTION BENEFITS

- 11.2 The majority of initiatives within this Action Plan will help to reduce congestion on the transport network, particularly during peak periods. This will be achieved by enabling and encouraging people to undertake journeys by cycle hereby removing vehicles from the roads. With fewer cars and more cyclists this makes the transport network safer for all users. Also, fewer unnecessary journeys on the roads makes business travel more efficient.
- 11.3 The potential for modal shift from car to bike is well demonstrated in the Institute of Advanced Motorists’ report “Cycling Motorists”. This report highlights that potentially over two thirds of motorists who currently don’t cycle could be encouraged to do so. Nationlly, there are currently 28.6 million motorists who can ride a bike and 12.8 million who currently do ride (5.4 million of whom ride regularly).

The cycling motorist tree



### SAFER ROADS

- 11.4 Cyclists and pedestrians remain particularly vulnerable road users so developing a cycling Action Plan to increase levels of cycling requires careful planning and support.
- 11.5 The interventions that are included in the Action Plan are all established tools to change travel behaviour to increase the level of cycling. However, the majority of initiatives in each strand play a key part in influencing people to think about how and where they cycle. The goal of the Action Plan may be to increase the levels of cycling but these initiatives also get people cycling in a sensible and safe way. The information and training that is provided helps to discourage current and potential cyclists from attempting to cycle dangerous routes, cut across busy junctions, ride to fast and ride un-roadworthy bikes.
- 11.6 As discussed in the monitoring section the number of cyclist KSI's and seriously injured will be reviewed over the course of the four year programme. In addition the number of KSI's or seriously injured will be reviewed on the sections of the transport network where cycling provision is improved. The development of new safe cycle route following network audits will provide cyclist will safe routes away from busy roads and junctions therefore reducing the risk of a cycling accident or collision.

<sup>9</sup> Safety in Numbers Campaign (PDF), CTC

<sup>10</sup> Road Statistics 2009: Traffic, Speeds and Congestion, Transport Statistics, 24 June 2010

<sup>11</sup> Valuing the benefits of cycling, SQW report, May 2007

11.7 The volumes of traffic and safety fears are two significant barriers to cycling particularly amongst non-cyclist who we aim to target in this Action Plan. However, evidence shows that as people become familiar with cycling and acquire the relevant skills the main barrier becomes poor weather.

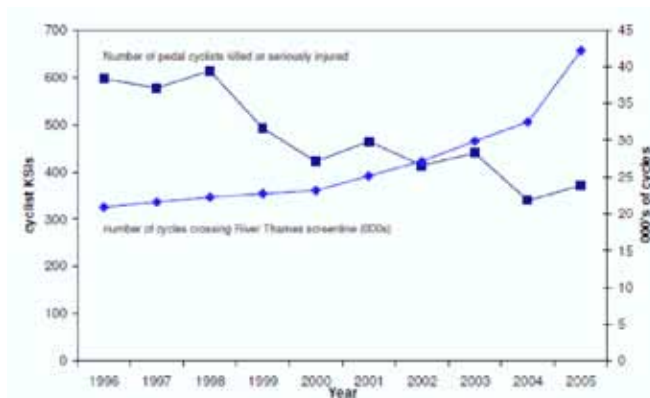
### CRITICAL MASS THEORY

11.8 There is now ample evidence, not only throughout Europe, but also in UK towns and cities, that with more cyclists come more awareness and fewer accidents. The Cyclist's Touring Club (CTC) 'Safety in Numbers' campaign found that cycling is safer in local authorities in England where cycling levels are high. According to CTC there are three main reasons why the 'safety in numbers' effect occurs:

1. Drivers grow more aware of cyclists and become better at anticipating their behaviour;
2. Drivers are more likely to be cyclists themselves hence more likely to understand how their driving may affect other road users;
3. More people cycling leads to a greater political will to improve conditions and invest in cycling<sup>9</sup>.

11.9 A recent report from the DfT suggests that 3.1 billion miles were cycled in the UK in 2009, compared to 2.9 billion in 2008 whilst cyclist fatalities went down by 10% to 104 in 2009<sup>10</sup>.

11.10 The SQW report 'valuing the benefits of cycling' includes a number of studies that show reductions in the number of cyclists killed or injured as the number of people cycling increases<sup>11</sup>. The chart below shows that as the number of cyclists in London has increased over the last 10 years, the number of KSI's or seriously injured has fallen.



Source: Cyclist killed or seriously injured / number of cyclists in London 1995 – 2005 (Lynn Sloman 2006)

11.11 Focusing on the areas of congestion, health and air quality, the study evaluated the impact of previous cycle initiatives and their influence on Public Service Agreements, estimated the potential impact of increasing investment in these areas, and made a judgement on the counterfactual. The study was subsequently submitted to the HM Treasury for consideration in the Comprehensive Spending Review.

### THE HEALTH BENEFITS

11.12 In 2007 when Sheffield was bidding for the Healthy Communities Challenge Fund, it was the most obese and least active of the 'Core Cities'. Four years on Sheffield is now the "most active" major city in the whole of England, according to latest figures for participation in sport and physical activity. According to Sport England, adult participation has increased by almost six per cent in the last three years, putting Sheffield ahead of England's other big cities with a rate of 25.2 per cent. The figure represents people aged 18 to 45 who take part in at least three half-hour sessions of sport or active recreation every week. It includes recreational walking and cycling. This highlights the impact of successful interventions and the potential demand for active travel in South Yorkshire.

11.13 It is clear the safety risk of cycling does not outweigh the health benefits. Actually research suggests that the health and corresponding economic benefits of cycling outweigh the safety risks by a factor of twenty to one<sup>12</sup>. This provides more evidence that strengthens the critical mass argument mentioned above.

11.14 According to SQW there is one cyclist death per 33 million kilometres of cycling, while being sedentary presents a much greater risk. Over 50,000 people die in the UK each year due to coronary heart disease related to insufficient physical activity, compared to around 100 cyclists killed on the road<sup>12</sup>.

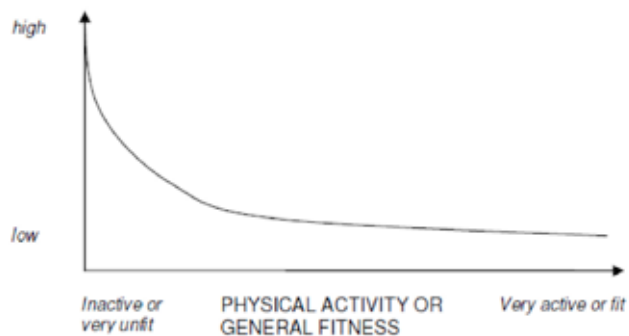
<sup>12</sup> The Safety Question, DfT

<sup>13</sup> Evidence on the impact of physical activity and its relationship on health, Chief Medical Officer, Department of Health, 2004



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#### RISK OF DEVELOPING MAJOR CHRONIC DISEASE



Source: *Relationship between physical activity and risk of major chronic disease (DH)*

- 11.15 Cycling can have a major contribution to health as even a small increase in physical activity levels can result in important reductions in coronary heart disease risk, especially among the least active<sup>3</sup>.
- 11.16 The chart above shows the relationship that more physical activity will always lead to higher levels of disease prevention, but that the effects are weaker the fitter you are.

#### THE ECONOMIC BENEFITS

- 11.17 In addition to reducing congestion, improving health and tackling obesity getting more people to cycle has huge economic benefits. Cycling contributes to economic performance by freeing up road space making journeys more efficient. This leads to healthier workforces and reduced sickness levels. Employers can also make huge savings by reducing the number of staff parking spaces required. Sometimes hundreds of thousands for large employers.
- 11.18 In addition the social inclusion benefits are well noted by making facilities and training more accessible to current non-car users and people who have no other option.

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## APPENDIX C – EVIDENCE BASE FOR TARGETS

### 12.1 **Bike IT and CSNA/Safe Routes to School to 15%, 20% and 30% of schools across South Yorkshire.**

Why did we set a target of engaging 15%, 20% and 30% of schools in Bike It? Well, after two and a half years after appointing the first Bike It officer in Sheffield and nearly two years since appointing the second, Bike It is now operating in 34 schools or roughly 20% of all Sheffield schools. Bike It takes time to become established, especially in the initial stages of the project where much time and effort goes into making contact with schools and gaining the trust and confidence of the school management team. So the potential extent of Bike It is not only determined by the level of resources devoted to it, but also the time it takes to establish the project, develop relationships with schools and embed it within those schools. Based on the experience gained so far, engaging 30% of schools across South Yorkshire within four years is considered a challenging, but achievable target. The 'do-minimum' (15%) and 'stretch' (20%) targets reflect what can be achieved at lower levels of funding.

### 12.2 **Cycle Training offered to all residents and children in years 5, 6, 7 or 8 (Default for scenario A, B and C)**

Currently we have the capacity (and more) to deliver requirements for cycle training for children. There are now two competing commercial providers of Bikeability cycle training operating in South Yorkshire. In addition, one of those - Pedal Ready is now an accredited centre for training new cycle trainers to the National Bikeability syllabus. If there came a point where demand for cycle training exceeded current available capacity to deliver, then uptake of the service would have to be regulated by price – i.e. charging for the service.

### 12.3 **Cycle Training Delivered to 1000 employees per annum**

Engaging this number of participants in cycle training is a challenging target. The offer of free one-to-one cycle training in Sheffield has seen participation grow from around 40p.a. in 2004/05 to 385p.a. in 2010/11. The delivery of Bike Boost across South Yorkshire is critical to achieving this level of participation in cycle training. In the initial phase of Bike Boost, 20% of those participating in the project took advantage of free cycle training. £50 per trainee is the re-charge cost to cycle

training providers. 50 x 1000 trainees = 50,000 per year over four-years = £200,000. Follow-up surveys of people who have taken advantage of the free cycle training in Sheffield indicates that before training 58% of participants cycled less than once a week, whereas after training 66% cycle every week, with 50% now cycling nearly every day. Some 33% of participants have substituted bike for car for some of their trips, however we don't know the length or number of car trips foregone as a result of the training. In scenarios B and C, the number of people taking advantage of cycle training will increase as more people take part in Bike Boost. We have assumed that at least 20% of Bike Boost participants will take advantage of cycle training (we are taking steps to increase this proportion).

### 12.4 **5% reduction in car use at Bike IT schools (Default for scenario A, B and C)**

This is an ambitious target based on the results of before and after hands-up surveys. Interim surveys of a sample of Sheffield Bike It schools indicate a reduction in car use of 15%, however it is not yet clear if this is replicable across all Bike It schools. We have limited experience of combining Bike It with CSNA and safe routes to school (only current example is Handsworth Grange School in Sheffield), so the outcomes of combining these initiatives is not yet known, but we have assumed that it will augment the achievements of Bike It alone.

### 12.5 **10% mode share for cycling at Bike IT schools (Default for scenario A, B and C)**

10% is the national target set by Sustrans for the Bike It project. Evidence that this is achievable comes from the on-going monitoring of Bike It schools in Doncaster and Sheffield, which indicates that 10% of pupils who regularly cycling to school is a realistic figure.

### 12.6 **Personalised Travel Planning Delivered to 8000, 12000 and 16000 Individuals to encourage integration of cycling and public transport**

The Personalised Travel Planning project in strand 3 is estimated to cost £3 per participant per year. This cost was calculated from the evaluation of the Darlington Sustainable Travel Town programme. Darlington made an allocation of £293,779.62 for "Individualised Travel Marketing" (ITM). The ITM programme in Darlington was delivered to all 39,000 households in the urban area of Darlington, covering a population of some 90,000 (the borough has a total population of 99,000).

The personalised travel planning in Strand 3 will be augmented by additional activities identified within individual strands including:

- Promotional Materials (Strand 1)
- South Yorkshire Cycle Package (Strand 2)
- Cycle Parking/Hubs Publicity and Marketing (Strand 3)

### 12.7 25%, 40% and 55% increase in the number of people cycling to work across the sub region (based on 2001 Census data)

Why did we set a target of delivering Bike Boost to 1095, 2250 and 3000 employees across the sub region? This target is based on the data from the travel to work data from the 2001 census and the initial results from the Bike Boost project in Sheffield. According to the 2001 Census around 2,100 Sheffield residents cycled to work. In the first 9 months, Bike Boost increased the number of people regularly cycling to work in Sheffield by 154. With the benefit of lessons learned, we are confident that we will achieve our target levels of travel behaviour change i.e. 600 new regular cycle commuters, as the project develops and matures in the next 15 months.

Therefore over a three-year period, we estimate that in scenario A, the number of additional regular cycle commuters resulting from the Bike Boost approach is 1,095 (1500 participants with an estimated long-term continuation rate of 73% based on the first year of operation). Of these around a half (550) will live in Sheffield. This is an increase of more than 25% in cycling to work across Sheffield, based on the travel to work data from the 2001 census. This target is conservative because it only takes account of anticipated increases from one intervention – Bike Boost. Other interventions, such as new and improved cycle routes and cycle training will augment this, as will other changes in the economy such as increasing fuel and public transport costs, but by how much is harder to forecast. One risk is the implicit assumption that this achievement is replicable across the sub-region.

From the first 9 months of the project, approximately 60% of participants were previously regular car commuters, suggesting a potential reduction in the number of regular car commuters of 657 (60% of 1095 new regular cycle commuters).

The Department for Transport has estimated that an intervention costing £10,000 will break even if it results in one additional regular cyclist over a 30 year period. Bike Boost breaks down to a cost of £260 per participant, of whom more than 70% will continue to cycle regularly. This represents a cost of around £360 per regular cyclist. This suggests a BCR of around 28:1, assuming the travel behaviour change is long-term – it is too early in the Bike Boost project to assess the longevity of the travel behaviour change it achieves.

### 12.8 Year on year increases in cycles parked at public transport stations and interchanges

These targets are based on evidence that new or additional cycle parking provided at public transport interchanges leads to increased numbers of bikes parked. The surveys are conducted on a regular basis by SYPTE. Percentages do not provide robust data so year on year targets are provided to relate to the specific type of station/interchange.

SITE	2010 daily	2011 daily	2012 daily	2013 daily
MAIN STATIONS				
TOTAL	122	154	183	212
SUBURBAN STATIONS				
TOTAL	11	37	59	84
P&R				
TOTAL	3	7	8	10
BUS STATIONS				
TOTAL	0	13	17	21

### 12.9 2% reduction in morning peak period traffic (Scenario C only)

In Scenario C it is intended to engage 171 schools in the Bike It project, which is about 30% of all schools across the sub-region<sup>1</sup>. We aim to achieve a 15% reduction in car use at these schools. That represents a 4.5% reduction in cars on the school run across South Yorkshire in the morning peak period. Given that 1 in 4 cars in the morning peak period is on the school run, we will achieve a 4.5% reduction in 25% of the morning peak traffic. That equates to a 1.125% reduction in car use in the morning peak period. So a large proportion of the forecast reduction in morning peak period traffic comes from a reduction in cars on the school run.

<sup>1</sup> Schools in South Yorkshire: 534 / 171 = 31% <http://www.schoolswebdirectory.co.uk/index.php?county=South+Yorkshire&submit=Submit+Query>

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This is augmented by reductions in peak period car commuting on the journey to work resulting from Bike Boost and cycle training. The forecast 55% increase in cycling to work in scenario c resulting from Bike Boost would see the percentage of people cycling to work go from 1.1% to 1.7% mode share (based on 2001 travel to Work Census data for Sheffield). The majority of this increase would be at the expense of car trips and it is assumed that a majority of those displaced car trips would have been in the morning peak period. Similarly, it is assumed that some of those car trips that are foregone as a result of people undergoing cycle training (33% of participants had reduced their car use as a result of taking the training), would be in the morning peak period. It is also assumed that some people would travel to work by bike instead of by car as a result of the new and improved cycle routes in scenario C which are focussed on employment areas, so should have an impact on morning peak period traffic levels. No account is taken of the potential synergies of a concerted approach as set out in scenario C.

#### **12.10 Secure cycle storage at all public transport stations and interchanges (Default for scenario A, B and C)**

This is on-going work being led by the SYPTTE. Therefore no quantifiable targets have been established.







