

The background of the slide is a photograph showing the silhouettes of five cyclists riding their bikes from left to right. They are positioned against a bright, hazy sky at sunset or sunrise, with the sun low on the horizon creating a strong backlight effect. The cyclists are in various stages of their pedaling cycle. The overall color palette is dominated by the greens and yellows of the sky and the dark silhouettes of the riders and their bikes.

# Cycling England

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More people cycling,  
more safely,  
more often





# Realistic targets



Converting 24% of  
car trips, under 2  
miles, to bike trips





- Impact
- Focus
- Leverage



# Benefits of our approach

- Orchestrated
- Co-ordinated
- Joined up
- Cost-effective





# The results

# Key results from phase one

- Cycle counts up in all six towns, by between 10% and 57%
- Cycling levels increased on average by 28% in the three years
- Increase in number of people cycling
- Increase in physical activity amongst the most inactive
- Comparator towns do not show this



# Lessons for Cycling England

- It takes time (at least 12 months) for a local authority to get an effective programme started
- To be effective, investment must be sustained over the long term
- Senior level commitment and leadership is essential – so work with the willing
- There *are* many keen local authorities –Cycling Towns phase 2 attracted 74 bids



# The crucial ingredients for Towns

1. Consistent political leadership
2. Sustained investment over time
3. Investment in both infrastructure and smarter choice measures



# ‘Joined up’ projects

Success comes from several interventions working together







# Bespoke programmes

Every programme needs:

- High level support
- Efficient management of the funding
- A motivated delivery team
- Support from across the LA





# Start with people

## The key questions:

- Which people can be motivated to cycle?
- What will motivate them? (“What’s in it for me?”)
- Where do they live?
- Where do they go?
- What measures are required for them?
- How do we engage with them?



# Focus on 'hubs'

- School
- Workplace
- Hospital
- Station
- College
- Town centre



# Combining infrastructure and 'smarter choices'

- National standard cycle training
- Secure parking at school
- Safe cycle routes to school
- School 'cycle champions'





# 10 top tips

1. Senior commitment
2. Sustained investment
3. 'Joined up' approach
4. Based on local context and priorities
5. 'People first' approach
6. Focus on 'hubs'
7. Well planned infrastructure
8. Clear comprehensive signage and maps
9. Skilled and motivated delivery teams
10. Support from local stakeholders



[www.dft.gov.uk/cyclingengland](http://www.dft.gov.uk/cyclingengland)

[www.bikeability.org.uk](http://www.bikeability.org.uk)

