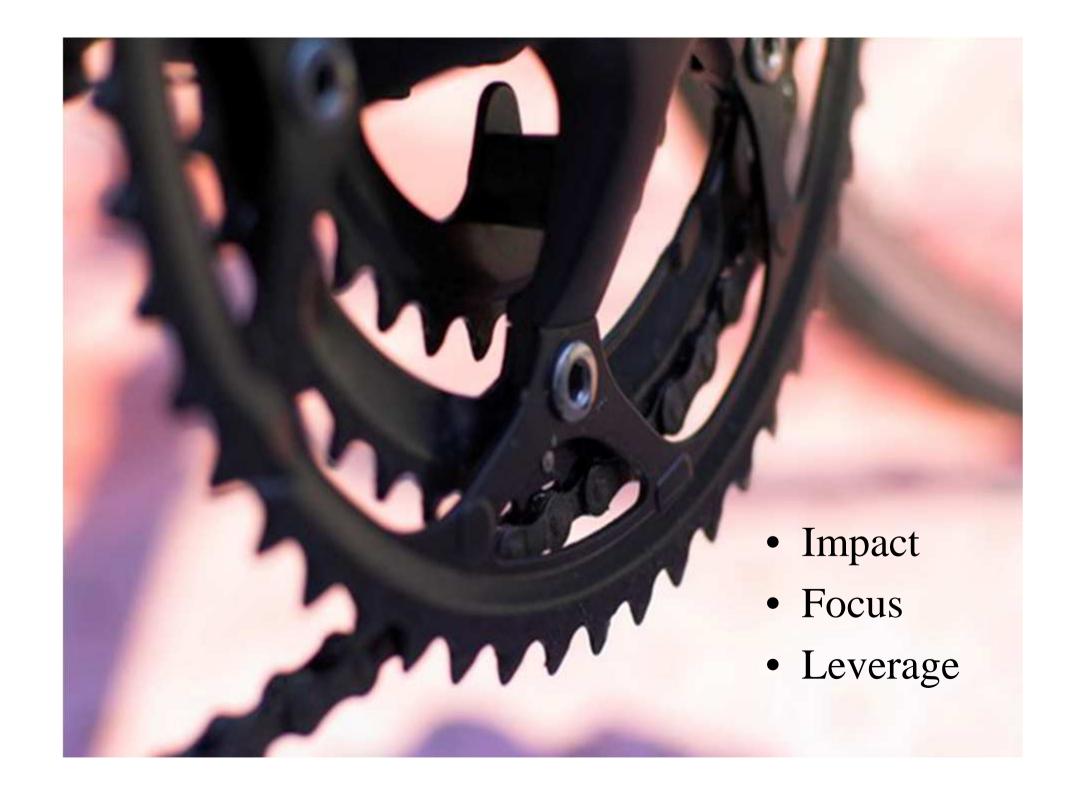




Realistic targets











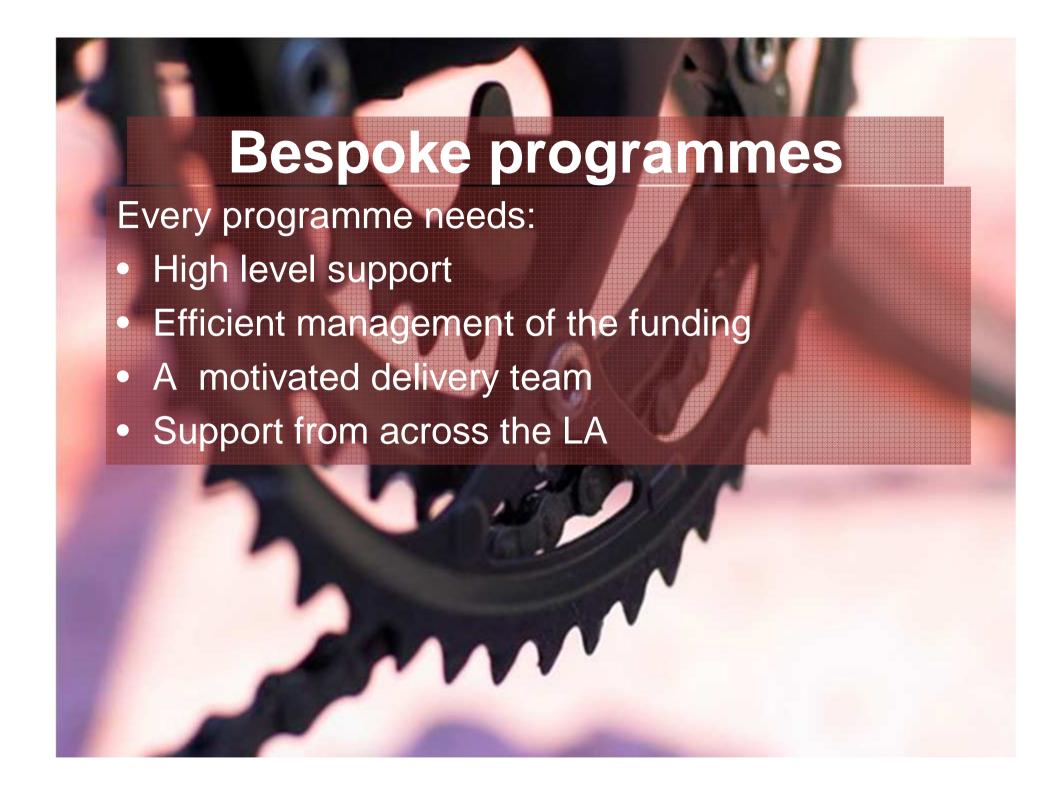


Lessons for Cycling England

- 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















- 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

