

## UK Cities Bike Life project

### Update for all partner authorities and Sustrans staff March 2016

Welcome to the seventh update summary for the UK Cities Bike Life project.

Thank you to everyone that gave us feedback on the production of the reports, through our project process review. We are presently developing a project plan for the 2017 reports and will be in contact again shortly.

I want to use this update to highlight the variety of ways that the Bike Life 2015 reports are being used in the seven cities and elsewhere. **Please take a look at what is happening in other places: you may find some ideas that could be relevant to your city too.**

One of our key aims is to expedite the development of bike use. Policies and plans will not change overnight, nor are many likely to be reviewed as an immediate reaction to Bike Life alone. However as they come up for creation or renewal, we aim to ensure that the Bike Life reports are readily available and familiar to decision makers, so that the importance and **popularity of cycling development is never underestimated**, and that it is done in a better informed way than previously.

Dene Stevens  
Bike Life Project Manager  
Thursday 31<sup>st</sup> March 2016

#### UK

- Selected Bike Life data is presented on a [bespoke Sustrans website page](#), with infographics. We have since added several blogs based upon the project and data.
- Widespread broadcast media and press coverage – see summary previously circulated, or ask Dene for a copy.
- Extensive digital coverage, as previously shared with lead officers in the partner authorities.
- The Bike Life survey result that members of the public would support spending on cycling at an average rate of £26 per head per year was quoted in this All-Party Parliamentary Cycling Group [letter](#) to the Chancellor
- Treasury officials have given Sustrans some feedback on the survey questions during informal discussions
- Data used in presentations to The Future of Road Safety conference and in other national settings

## Belfast

- The Belfast Bike Life Report launch event was the first appointment attended by Michelle McIlveen MLA in her new role as Minister for Regional Development. At the launch Andrew Grieve (Head of the DRD Cycling Unit) did a presentation describing how Bike Life will help the DRD Cycling Unit civil servants promote their work
- Bike Life has been mentioned in Stormont's Hansard report and various politicians have name-checked it, see links below.  
<https://www.facebook.com/BasilMcCreaMLA/videos/1032811230086202/>
- On 26 January we launched Sustrans Manifesto for Northern Ireland at a reception in Stormont, hosted by the DUP's Sammy Douglas and Alliance Party's Chris Lyttle. A total of 15 Assembly Members attended and were each given a pack which included a copy of Bike Life. Sustrans NI Director Gordon Clarke has spoken in person to the Minister Michelle McIlveen about both our Manifesto and Bike Life. The Sustrans [manifesto](#) references Bike Life. Gordon gave a presentation in which he referred to the findings of Bike Life and the strong support from the public for investment in cycling. Both Mr Douglas and Mr Lyttle addressed the reception and made references to Bike Life, so it is very much on MLAs' radar.
- Since November Sustrans has held a series of meetings with policy officers for all the main political parties in Northern Ireland to lobby them on Sustrans NI Manifesto. At these meetings they were given a copy of Bike Life and discussed its findings. Several of them expressed their delight at having a creditable source and evidence to formulate their policies on cycling.
- All members of the NI Legislative Assembly and Belfast city councillors have been posted a copy of Bike Life.
- Ulster Unionist Graeme Craig requested a presentation about Bike Life for the Belfast City Council Growth committee meeting which is taking place on 11<sup>th</sup> April 2016. Sustrans will present at this along with Andrew Grieve, head of DRD Cycling Unit.
- An extra print run of 500 copies is being circulated to the target audiences identified systematically through the Bike Life project Communications Strategy
- A public event in the city centre in December was attended by about 40 people, mainly cycling advocates, with presentations by Dene Stevens on Bike Life and Andrew Grieve (NI DRD) on cycling development in Belfast. This has inspired and enabled fellow advocates to use the reports and data.
- The Bike Life report has been mentioned in various media interviews since the launch. Eg on BBC Radio Ulster Talkback, Evening Extra and Good Morning Ulster.
- There was further coverage of Bike Life for International Women's Day earlier this month when we issued a press release highlighting figures on women cyclists in Belfast from the Bike Life stats. We engaged Belfast City Council chief executive, Suzanne Wylie, who is a cycling commuter in a photocall on 8 March. Received coverage on BBC Good Morning Ulster programme & news websites eg. [Get Britain Cycling](#)

## Birmingham

- The Birmingham Bike Life report was presented at the Council's Economy, Skills and Sustainability Overview and Scrutiny Committee review of cycling development two days after report publication. You can see the proceedings [here](#).
- It has also been presented to about 80 local cycling advocates at the Cycle Forum, enabling them to use the report elsewhere...
- ... and presented at the Canal & River Trust stakeholder meeting
- Birmingham City Council has had performed an analysis of the people who "don't ride a bike but would like to" – a demographic breakdown and a breakdown by ward

- The February “Bringing Copenhagen to Birmingham” [event](#) used Bike Life as the basis, focused on the need for better quality cycling infrastructure and was attended by a diverse group of about 100 people
- This event has stimulated many follow up conversations between consultants, councillors, public health and cycling organisations about how to build support among councillors and others
- Bike Life data is being used to inform the development of the new Birmingham Walking and Cycling Strategy (for completion December 2016)
- We aim to widen the membership of the Bike Life steering group

#### Bristol

- The Bristol Bike Life launch event included a presentation by elected Mayor George Ferguson
- The report has appeared on local TV and radio
- Systematic distribution of the reports to target audiences in the project Communications strategy and a series of press releases is planned or underway
- Bristol City Council intend to use the raw data to help inform the Community Infrastructure Plan and Levy
- The Council is also interested in data at Neighbourhood Partnership level
- The Council is using Bike Life data on their promotional ‘[Better by Bike](#)’ site
- Bike Life Bristol is being used to support the [Good Transport Plan](#) (a vision for the city by coalition of local organisations)
- Sustrans will make sure all 2016 mayoral candidates receive a copy
- Bristol Bike Life was presented by Sustrans at an international conference on liveable cities held in Bristol

#### Cardiff

- Cardiff Bike Life was launched at a bike ride for the media and Council Cabinet members
- A [guest blog by Cllr Phil Bale](#), Leader of Cardiff Council, welcomed the report
- Hard copies of the report were distributed to councillors from a Sustrans stall outside the full council meeting
- The report publication was mentioned in the [Welsh Assembly](#) (13.58 Jenny Rathbone and reply by Minister)
- The Cardiff Bike Life report has been distributed at all the main party conferences in the run up to 2016 Welsh Assembly elections (Labour, Conservative, Plaid Cymru, Lib Dem, UKIP)
- Hard copies are being to be distributed to all libraries in Cardiff
- Bike Life is being used to inform the new Cardiff Cycling Strategy
- Sustrans Cymru is looking to use Bike Life to help make the case for cycling in the emergent Cardiff City Deal/Metro plans
- Cardiff Cycle City is organising [hustings](#) on 5<sup>th</sup> April for the Welsh Assembly elections, using the Bike Life report as a foundation

#### Edinburgh

- The Bike Life Edinburgh report was launched with a [photo opportunity](#) with Councillor Lesley Hinds at Leith Primary School, Edinburgh (21<sup>st</sup> October 2015)
- It was mentioned in Scottish Parliament [proceedings](#) (page 13)
- 2000 copies have been printed and systematic distribution is underway

- Local cycling campaign group 'Spokes' March 2016 [bulletin](#) (printed version) contains a 2 page pull-out on Bike Life. The bulletin is distributed to 10,000 readers, including key decision-makers – MSPs, City of Edinburgh councillors and others
- Copies of the Edinburgh Bike Life report were distributed at Scottish party conferences in autumn 2015
- Copies were distributed and discussed at Sustrans Scotland's "Big Breakfast" stakeholder event on 7<sup>th</sup> March 2016
- Copies of the Edinburgh Bike Life report were distributed at [Scotland's Way Ahead](#) (low carbon infrastructure) event on 11 February 2016
- Copies of the report were distributed by mail in February 2016 to all key employers in Edinburgh (as part of City of Edinburgh Council's workplace programme), to all 32 local authorities (Heads of Transport) and to all CEOs of the 14 Scottish NHS regional health boards
- Sustrans plans to brief its local volunteers on presenting the slide set about Bike Life
- Data showing majority support for cycling among frequent car drivers was used in a press release (January 2016)
- There has been some interest from Glasgow about the scope for a bike account there. Glasgow City Council has recently committed to increase spending on cycling

#### Greater Manchester

- Transport for Greater Manchester (TfGM) gave prominence on their [website](#) to Bike Life Greater Manchester from the day of publication, and have since funded a reprint of 1,000 copies
- The launch of Bike Life was covered by the Manchester Evening News and BBC Radio Manchester, as well as local publications such as Manchester Confidential and Northern Soul. The same local media highlighted the report again in the local media as part of publicity for the Santa Ride and Suffragette Ride (see below), which campaigned for more funding for cycling.
- TfGM colleagues are in the process of bringing the report to the attention of the Local Enterprise Partnership, the TfGM Committee and the Wider Leadership Team of 10 local authority chief executives
- Bike Life GM is being used to help build the evidence case for making cycling more part of Greater Manchester's Health & Social Care Sustainability Plan
- Bike Life was introduced to Leader of Manchester City Council Sir Richard Leese at a private meeting on 10<sup>th</sup> March
- Bike Life was the focus of a November [Cycle Hack](#) event for the general public, mainly attended by cycling advocates and local authority staff
- A presentation about Bike Life generally and its use in Greater Manchester was delivered at the Smarter Travel Live! Conference on 17<sup>th</sup> March by Dene Stevens and Sustrans England North Director Rosslyn Colderley
- Volunteers are being identified in the GM area who may present the Bike Life slide set
- BBC Radio Manchester, BBC Online, the Guardian and others have both covered our [Suffragette Ride](#), highlighting the gender imbalance among people riding bikes, because of safety concerns, and using Bike Life data
- A mail out of the report with a suitable letter to all of the north-west local authority transport and public health leads is underway

#### Newcastle

- The Bike Life Newcastle report was launched with Chris Boardman at The Journey active travel centre
- The Bike Life slide set has been shared with Sustrans local staff and is being used to evidence the need for other cycling development projects