



# *Cycling Towns and Cities* - *the lessons learned*

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# First the Good News

## Cycling's on the up!



# But first

I'm going to talk about:

- 🚲 Cycling England
- 🚲 The outcomes of the Cycling Towns and Cities programme
- 🚲 Explain the relevance of the outcomes for TRICS



**More people cycling, more safely, more often**

# Cycling England

🚲 Launched by DfT in 2005

🚲 Two major initiatives

- ❑ Bikeability – to recover the ‘lost generation’
- ❑ Cycling Towns – to establish whether European levels of funding and commitment would work over here

# Bikeability



## 3 level progressive scheme:

- Level 1 – basic control skills – traffic-free
- Level 2 – trips on quiet roads with simple junctions
- Level 3 – trips on busy roads with complex junctions

## Outcome focused



# Cycling City, Cycling Towns



Original towns:

**Brighton & Hove**

**Exeter**

**Derby**

**Aylesbury**

**Darlington**

**Lancaster**



# Cycling City, Cycling Towns



The secret of success?

- 🚲 Political commitment to sustainable travel
- 🚲 Sustained investment over time



# Cycling City, Cycling Towns



Will it work for me?

Yes, but you'll need:

A coherent plan for cussed on an understanding of:

1. People – Who can be converted?
2. Place – Where do they go?
3. Purpose – Why do they go there?

# Cycling City, Cycling Towns



## Lessons learned:

🚲 A successful programme needs a range of measures

🚲 Focus on hubs or locales



# Cycling City, Cycling Towns



Is it all worth it?

 Level of funding £10 per head

- £5 from Cycling England
- £5 match funding

 109 new cyclists are worth £1,000,000

# Relevance to TRICS?

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