

# Action Plan

## Update Version – November 2016

The following action plan lists a comprehensive range of the projects that we are considering as priorities in Bradford District and that, once implemented, will contribute towards reaching our targets. We have taken a decision that this action plan, whilst not exhaustive, should function to capture the wide range of projects that we would wish to see enacted in the district, even where delivery possibilities are not currently clear. Equally, to help highlight where progress is proving effective but where we need to add further to it, it will also contain some completed schemes.

As such the action plan is RAG rated using the basic principle of:

GREEN	Completed Projects / highlighting successes
AMBER	Current Projects
RED	Future Projects

The action plan is sub-divided into ten sections that correspond to the ten objectives of the strategy.

These various projects of the action plan will be monitored both through a regular review of their progress by the B-Spoke partnership and against an annual tracking of progress against KPIs. The inclusion of various KPIs can change over time much like progress against key actions, as such the listing and recording of KPIs is also included in the action plan as the live part of the strategy. Any failing in progress against KPIs will help to inform and review the various priorities of the action plan.

Many projects that will meet our objectives are dependent on funding and in order to implement this Strategy we are constantly working to secure new sources of funding through public, private and third sectors on local, national and European levels.

The Action Plan is a lengthy document that lists actions that are both current priorities as well as longer term aspirations. In order to focus our attentions and capture critical issues such that others can understand our most pressing concerns the below Top 10 lists one action per objective that for reasons of urgency or perhaps inactivity the cycling community have with this latest update highlighted as the most urgent issues in need of attention

Objective	Priority Action	Issues
STRATEGIC CORE CYCLE ROUTE DEVELOPMENT		
LOCAL CYCLING NETWORK DEVELOPMENT		
NETWORK WAYFINDING AND LONGEVITY		
DESTINATION INFRASTRUCTURE DEVELOPMENT		
CHAMPIONING CYCLING		
CYCLE TRAINING		
SUPPORT FOR CYCLING EVENTS & ACTIVITIES		
ADVERTISING AND PROMOTION OF CYCLING		
EDUCATING PARTNERS		
LEADERSHIP, RESPONSIBILITY & DELEGATION		

# Reporting on KPIs

Target	Indicator	Data Collected	Previous Year	Current Year
<b>Investment</b> Indicators which either directly indicate cycling investment or which highlight wider societal trends that reinforce the need for investment	Spend on cycling per person	Various sources (annual approx. spend for long term schemes)		
	Childhood obesity	No. of obese children in year 6		
	New routes	Kilometres of new cycling specific route built		
<b>Innovation</b> Indicators that highlight our success in securing new projects or the success of our existing cutting edge programmes	New cycling schemes secured	No. of new schemes		
	Bike Friendly Businesses	No. of registered firms		
	BC Sky Ride – main event	No. of participants		
	BC Sky Ride Local	No. of participants		
	BC Breeze rides	No. of participants		
	Disability cycling	No. of participants		
<b>Towards a sustainable economy</b> Indications as to what affect our programme is having on modal choice	Cyclocross	No. of participants		
	Travel to school	Hands up survey - %age by mode*		
<b>Normalised cycling</b> Indications as to the affect that our programme is having on public perception that cycling is attractive, safe and accessible	Commuter cycling	Data from various vehicle count locations - %age by mode*		
	Active People Survey	%age of people physically active		
	BC registered cycle clubs	No. of clubs		
	BC** registered club members	No. of members at each club		
	Cycle accidents	No. of KSIs involving cyclists		
	Bridleways Legally Recorded	No. of orders processed		
<b>Increased confidence and safety</b> Monitoring our children's and adults' cycle training programmes	Balance bike participants	No. of participants		
	Balance bike participating schools	No. of participating schools		
	Bikeability participants	No. of participants		
	Bikeability participating schools	No. of participating schools		
	Active School Travel programme	No. of participating schools		
	Active School Travel engagements	No. of participants		
	Adult Cycle Training	No. of participants		

# Environment

## Strategic Core Cycle Route Development

Develop top-class, dedicated cycling routes that provide key arteries for cycling across and within the district. Develop a series of priority schemes to form the critical strategic routes of this strategy. When delivered these schemes will provide the framework to connect local neighbourhoods to a wider network as well as providing for long distance touring and leisure journeys.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
CS1 Superhighway (Eastway)	Completed 2016	On route monitoring station	£3million (Bradford section)	Cycle City Ambition Fund	
Big Red Bridge (Southway)	Completed 2013	On route monitoring station	£4million	Connect2	
Towpath Surfacing – Shipley to Leeds (Airedale Greenway)	Completed 2016	On route monitoring station	£2million (including sections in Leeds)	Cycle City Ambition Fund	NOTE – there are significant sections that remain in a poor state of repair – see ‘Towpath surfacing – missing sections’
Canal Road Greenway (Northway)	Completion due 2018	On route monitoring station	£3.3million (both spent and secured)	Cycle City Ambition Fund	
Towpath Surfacing – Silsden to Riddlesden (Airedale Greenway)	Completion due 2017	On route monitoring station	TBC (estimate at approx. £500k)	Cycle City Ambition Fund	
West Bradford Cycle Route Feasibility	Completion due 2016	TBC	Study cost at £12k	Council funding	No route delivery funding confirmed
Wharfedale Greenway Feasibility Works (Burley to Poole Section)	Completion due 2017	TBC	confidential	District and Parish Councils	No route delivery funding confirmed
Sustrans Queensbury, GNRT, West Bradford Economic Appraisal	Completion due 2017	n.a	Confidential	Districts and Highways England	
Planning comments on planning applications as appropriate					Currently only highway elements are shared with cyclists. For review?
Route 66 South – Bierley and BD 5 Improvements (Southway)					Some future potential in location of SEP growth zones in the area
Towpath Surfacing - missing sections (Airedale Greenway)					Possibilities from City Connect being explored
Canal Road Greenway – Northern Link crossing Leeds Road at Shipley					Land use permission discussions under way
Wharfedale Greenway (Burley-Ilkley-Addingham & beyond)					
Worth Valley Cycle Route feasibility					
Completion of Great Northern Railway					Temporary on road and Queensbury

Trail					tunnel routes currently being investigated as separate and discrete potential sections
Roll out of an improved automatic cycle counters network					

## Local Cycling Network Development

Develop high-quality local networks via placemaking within neighbourhoods and key public areas (including town and city centres) that connect sensibly to core cycle routes, transport hubs and key destinations. Work to ensure that as national guidance and bespoke delivery advances, development in our local network is reflective of these evolving circumstances.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
20mph Zone roll out on CS1 route	Completed 2016	On route monitoring station	£3million (Bradford section)	Cycle City Ambition Fund	Potential to provide precedent for a wider roll out?
Cyclist community consulted as standard for highway schemes	Ongoing	-	n.a.	n.a	Some schemes have not been seen. i.e. coverage is not 100%
Street audits of the CityConnect programme	Ongoing (first set completed 2015)	n.a	?	CityConnect	Audits a success but have not yet led to delivery
Determination of a series of priority neighbourhoods for locally focused transport spending*	Delivery by 2021	TBC	TBC	WY Transport Strategy	Important to ensure that B-Spoke and BCC are involved. See * below table for current suggested locations
Keighley Town Centre feasibility route plan	Delivery in 2017	TBC	TBC (scope dependent)	As yet to be confirmed. Some risk that will not be confirmed.	Being explored in association with funded highway scheme
Street audits of the CityConnect programme	Ongoing (first set completed 2015)	n.a	?	CityConnect	Audits a success but have not yet led to delivery
Planning comments on planning applications as appropriate					Currently only highway elements are shared with cyclists. For review?
Schemes to reduce severance caused by A629 at Steeton and Silsden			£200k secured through planning	Multiple sources? Required amount between £1m and £7m depending on solution	Some work already undertaken but no money currently available to work up detailed feasibility
Cyclist consultation on planning schemes					To assess need to integrate cyclists into consultation?
Schemes to reduce severance caused by M606				Funding routes being explored from the	

				Highways England Cycle Fund. Nothing confirmed	
Cyclists to gain oversight over new scheme safety audit process					
Develop a tool (online?) to record locations where there are persistent issues with a view to informing future improvements					Issues might include inappropriate signal timings, persistent parking issues and low quality cycling infrastructure

\* Locations suggested have included University campus, Shipley, city centre, implementation on Street Audit locations, South Bradford and SEP growth zones

## Network Wayfinding and Longevity

Development of a strategy and in turn deliver a range of classed, numbered and signed routes to enable riders of all standards and on all types of journey to enjoy easily navigable journeys on our local Cycling Network. Where network elements are in place ensure that appropriate maintenance regimes are also in place.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Agree maintenance and enforcement regimen for CS1	Completed 2016	Highway maintenance and Wardens	rolling	Council	To provide precedent / practice for future bespoke network development
Launch the WY Online Cycle Map	Due early 2017	Website hits?	Circa £20k	Councils of WY	SkyRide routes included
Secure adopted highway status for the Canal Road Greenway to ensure maintenance	TBC	-	-	Council	Council awaiting confirmation of Cragg Road housing application before progressing
Produce a new batch of printed CycleBradford maps	To follow WY Cycle map		Dependent on batch size	Council	
Add a range of detailed cycle route guides to the CycleBradford website	Ongoing		n.a	n.a	Might consider quality issues / variations along routes e.g. Airedale Greenway
Produce a comprehensive cycle route and signage strategy for Bradford District					May require liaison with WY colleagues regarding longer routes. Use of cycling propensity tools will be critical in deciding the routes of this network. Liaise with Sustrans on NCN integration Liaise with CityConnect on principles Consider different route gradings in relation to location, destinations served
Long term committed cycle specific		By B-Spoke and BCC	May require initial		

maintenance fund		volunteers, Sustrans, Cycle UK and CRT rangers and public via CycleBradford?	study. Sign Installation and long term maintenance are required		
Work with cafehero.co.uk to add every cycle friendly café in the district to the site					Once confident all on the site, could produce locally specific map
Work with bedsforcyclists.co.uk to add every cycle friendly hotel in the district to the site					Once confident all on the site, could produce locally specific map

## Destination Infrastructure Development

The expectation for quality facilities to be provided at destinations, as standard, throughout the district. This requires good quality cycle parking, showering and storage facilities in our workplaces, schools and homes. It also means that public cycle storage should be provided to facilitate for all journeys, to a standard and in the right locations. This objective also exists to promote the development of a network of bespoke quality 'hub' destinations across the district where cycling takes place. This ranges from local facilities running community cycling activity through to nationally recognised bespoke facilities.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Lister Park, Odsal, University, UAK and Peel Park Hubs	ongoing	BC KPIs	Ongoing	BC and Council	
Bike Friendly Business grants	Completion in 2018-19	No. of registered firms	Up to £5k per employer	CCAG	
Support the development and use of Bike Libraries	ongoing	No. of libraries No. of loans		Welcome to Yorkshire	Libraries already supported by the Bikeability coordinator.
Bradford cycling partnership to provide support to all hub facilities as requested	Ongoing				Includes Cycle re Cycle, Bradford Bikery, the Pavilion Cafe
Planning comments on planning applications as appropriate					Currently only highway elements are shared with cyclists. For review?
Delivery of a national standard Velodrome to Bradford District				Council and British Cycling?	Enquiries made over some years. Council buy in as yet confirmed
Delivery of a Yorkshire Cycling Museum					Enquiries made over some years. Council buy in as yet confirmed
Boris Bike style cycle hire programme					
Create a cycling hub facility in every large district park					
Cycling community lobby for CBMDC to					This Supplementary Planning

adopt a Travel Planning SPD on Travel Planning					Document would help ensure employers install bespoke cycle storage kit, showers etc
Assess and alter any existing Bradford park bylaws that prohibit cycling					
Explore possible electric bike loan programme					
Review of cycle theft crime figures to assess where additional / improved parking might be required					
Development of a pump track network					
Increased priority in council budgets for sweeping on cycling infrastructure					
Dedicated development of more BMX specific facilities					
Dedicated development of more MTB specific facilities					

## Encouragement

### Championing Cycling

Harness the enthusiasm and experience of key Bradford people and organisations who already are or can become active champions of cycling in all its aspects. Identify and embrace these key figures as champions and use their positive influence to encourage communities and partners to play their part in making cycling a natural part in all our day to day lives.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Identify the rolls and responsibilities of champions					
Identify a political champion					Various approaches made to Bradford politicians.
Identify a development champion					From amongst senior council staff
Identify a community champion					Prominent local figurehead
Identify a press champion					To assist with positive news stories
Political and development champion to take up the list of 10 key issues in this Action Plan as their own priorities					Perhaps there is advantage in the Cycle Champion being in a constituency where cycling carries the most political

					capital?
Identify champions at the district's 5 largest employers to form employers champion group					

## Cycle Training

Ensure appropriate training in cycling and in cycle maintenance skills is available regardless of age, gender, status and income.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Appoint a Bikeability Coordinator	Appointed in 2015	-	Salaried at Council	DfT Bikeability Programme	
Appoint the Active School Travel Officers	Currently funded up to July 2017	No. of participating schools No. of participants Hands up survey - %age by mode		Public Health at Bradford Council	
Expand the Bikeability programme to cater for all children (by the time they leave primary education)	Ongoing	No. of participants No. of participating schools		DfT Bikeability Programme	Funding of Bikeability has been capped nationally. Exploring local public health support
Expand the Learn to Ride pilot to cater for a larger proportion of children at the point they start primary education	Not yet secured	No. of participants No. of participating schools	Not yet secured	Public Health at Bradford Council?	
Lobby to continue funding for the Active School Travel Programme	Currently funded up to July 2017			Public Health at Bradford Council?	Working on a Primary level training summary document that will assist in clarifying the role of this programme as well as Bikeability and Learn to Ride
District wide offer of adult cycle training					Potentially using the hubs as key locations for the offer
Expand British Cycling Go-Ride to ensure that all secondary schools have at least one qualified teacher					
Offer a continuous programme of cycle maintenance sessions					
Get CyTech and/or VeloTech qualifications added to the curriculum at further education institutions					Previously explored at Bradford College. Could be approached again
Get National Standards style cycle training added to the curriculum at					Previously explored at Bradford College. Could be approached again



## Support for Cycling Events and Activities

Support and promote events (from World Class sporting events to regular community activities) in the Bradford District that residents and visitors alike can take part in, watch, be inspired by and be part of.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Renew the relationship with British Cycling to deliver the Sky Ride programme	Up to ?	BC Sky Ride – main event BC Sky Ride Local BC Breeze rides		BC and Bradford Council	
Deliver a pilot secondary school engagement programme	Through to summer term 2017	No. of pupils engaged		Officer time from Bikeability and Active School Travel programmes	With a view towards later wider roll out
Preparatory works for the 2017 Tour de Yorkshire	Up to spring 2017				BCC and B-Spoke to contact relevant council officers to offer support
WY Schools Tour de Yorkshire programme	Up to spring 2017	TBC	TBC	TBC	Recently announced project led by Leeds CC
Ongoing Bike Breakfast events	Ongoing			Council and Pavilion	
Ongoing Sky Ride programme support	Ongoing	BC Sky Ride – main event BC Sky Ride Local BC Breeze rides			
Ongoing CycloCross championships support	Ongoing				
Ongoing Cycle-re-Cycle support	Ongoing				
Ongoing Bradford Bikery support	Ongoing				
Ongoing Cycling4All support	Ongoing				
Ongoing Youth Services support	Ongoing				
Ongoing support for all locally organised events and the organisations behind them	Ongoing				
Monthly Car Free Sundays in the city centre					
Implement a new FE / HE Engagement Programme					To build on the successes of the Access to Education programme which ended in early 2016
Where new facilities are proposed pre-emptively strengthen relationships with					e.g. velodrome, museum, BMX and MTB facilities in Environment section

particular cycling communities that facilities will benefit					
Resource a Secondary School engagement programme to hold competition based cycling events at every secondary school					
Ensure all interested cycle clubs are able to contribute events content to Cyclebradford.org.uk					
Approach all existing district clubs to understand and record their aspirations for development.					To retain for forward looking assessments of funding allocation and future bids
Implement new bike buses to serve key commutes into the city					
Offer support where any cycling specific manufacturing exists/emerges in the district					
Implement and commit to a Bradford District cycle sportive					Taking inspiration from University and other local sportive initiatives

## Engagement

### Advertising and Promotion of Cycling

Enhance the message of all forms of cycling and Bradford's cycling "offer" by the clever and targeted use of marketing and social media to promote cycling as a natural activity and/or choice of transport mode and to actively disseminate all relevant information via all media outlets.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Build of the Cyclebradford.org.uk website					
Press event to launch Cyclebradford.org.uk website	Early 2017				
Launch a #cyclebradford campaign to share news and issues on local cycling via social media					
Work with the WY Road Safety Project Officer to promote campaigns to emphasise the vulnerability of cyclists					Perhaps an under exploited relationship at the time of writing?
Promotion of the Sky Ride programme					

Make sure that all interested parties have the ability to add information to the CycleBradford website about their own activities					
Use the completion of the Cycle Strategy as a press event					
Create a bike friendly hotel accreditation					
Develop a programme of press events to engage public interest in cycling by using the public profile of our champions					
Formalise current ad hoc assistance to local cycling groups to provide free printing of promo materials			£200 per group per annum?		
Use the start of each calendar year as an information collection period on all cycling activities to add major events into the cyclebradford calendar					
Explore the opportunities related to the development of cycling apps					Similar to the Ride for Rewards project of the former go:cycling programme?

## Educating Partners

Ensure that all partners have an appropriate awareness of cycling needs and safety requirements. On one level this is about engagement with professionals and leaders who can work to make sure cycling opportunity is centrally considered in development decisions and should be such for all sections of the population. This objective is also about the need to innovate in ways of communicating with all public realm users. This is important so as help create a proactive relationship with all communities and foster a positive view of cycling as well as to deter dangerous behaviours. Further, we must add Bradford's voice to national lobbying to improve national standards for cycling-friendly infrastructure and signage and effect legal status for key issues.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Establishment of contact with HGV firms for attendance at events on cycle safety					
Work to establish code of conduct awareness for canal towpath usage by all users					
BCC to send members to key national cycling development events and					

conferences					
Share the space information for Canal Users					Some signage and engagement undertaken on the Leeds-Liverpool by CRT
Arrange a members training event for Bradford Councillors					
Data Collection – pull together all the latest guidance on cycling infrastructure development					To share with and educate key partners
Produce a bike storage facilities installation guide					
Arrange for Sustrans national office to send staff for an engineer’s cycling infrastructure implementation training course					Similar such events were held early in the CityConnect programme and were well received
Arrange for Public Health experts to visit the district to engage Public Health and Transport officers to understand the relationships between their roles.				Public Health?	Known national expert – Adrian Davies from Devon CC
Produce a paper making the economic case for cycling - how investment in such will bring increased jobs, business, retain millennials, healthier workforce etc					This in turn may make the investment needed to develop an improved environment for cycling easier to come by.
Approach Bradford chamber of commerce to promote the important role that cycling has in our economy					Use the paper on economic benefit for this approach

## Leadership, Responsibility and Delegation

Determine, via the B-Spoke Partnership, who must take a lead on each of the various aspects of cycling development and be responsible for outputs and results. Ensure that engagement across the various partners is co-ordinated so as to present a unified and constructive voice for cycling. Ensure that partners play leadership roles such that cycling is integrated into every facet of everyday design, development, activity and promotion to overtly convey the message that cycling is not only permitted but is actively encouraged.

Action	Timescales	Monitoring	Funding	Funding Source	Notes
Establish a Cycle Bradford highway schemes consultation group					
B-Spoke to draw up Terms of Reference	By early 2017	n.a.	n.a.	n.a.	

for all future expectations on cycling community engagement in consultation practice					
Investigate the implementation of London style rules on cycle safety mirrors and kit for all HGVs entering the District					Chairs of BCC and B-Spoke to approach Council Leaders, Freight Transport Association and other authorities to push for action
Create a 'current investment record'					To highlight spend for reporting but also where gaps exist
Use the creation of this strategy to strengthen and confirm links between this strategic area and linked areas in health, sport, economic development, tourism and environmental health					
Produce a list of key issues where cycling community partners feel leadership is needed and currently lacking – to share with champions					May relate to a range of the above action areas. A Council Briefing note could be produced to summarise and for forwarding
Produce a Bradford Council Business Change Pledge to enshrine principles of high quality design and cycle proofing in all developments					
Establish a coordination group in Planning and Highways to liaise on cycle development responsibilities					
Agree and enact a lobbying approach to the issue of restriction on bikes on trains and the use of railway estates for cycle routes					
Produce a Considerate Contractor standard to be improve construction industry practice					May relate to the HGV cycle safety item above
Consider the establishment of a Cycling Coordination Group within Bradford Council to help guarantee improvements in delivery					