

KPIs – April 2017

Key Performance Indicators are vital in highlighting both the issues that cycling activities can help combat as well as key cycling related achievements. The KPIs have been categorised against the Target areas (pg 10) of the Cycling Strategy. *Note* Figures provided are for the latest available years as stated.

Target	Indicator	Data Collected	Previous Year	Last Full Year on Record	Description / Supporting Info
Investment 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)	2015-16 Approximately £4 per person Inclusive of... CAPITAL - £2m REVENUE - £150k	2016-17 Approximately £1.80 per person Inclusive of... CAPITAL - £750k REVENUE - £200k	This figure contains both approximate spend for capital route delivery and revenue / promotion projects. Capital works are invariably the lions share. The drop between the two years is in the most part a reflection of moving on from the delivery of on site works to the design of new schemes (design being a lesser expense). Only a small proportion of the overall spend is from council sources.
	Childhood obesity	No. of obese children in year 6	2014-15 Obese 21.5% Obese and overweight 35.7%	2015-16 Obese 22.3% Obese and overweight 36.4%	This indicator demonstrates the escalating problem of childhood obesity in Bradford district and highlights the need to combat the issue with opportunities for children to be active.
	New routes	Kilometres of new bespoke cycling specific route built	2015-16 <i>TOTAL – 5.6km</i> Stanley Road Junction – 0.4km CS1 – 3.2km Canal Towpath Phase 2 – 2km	2016-17 <i>TOTAL – 0km</i>	The seemingly severe difference between the two years is due in the most part to a continuing cycling delivery programme entering a design phase where 5km of work should be delivered with on site work starting in the 2017-18 year.
Innovation Indicators that highlight our success in securing new projects or the success of our existing cutting edge programmes	New cycling schemes secured	Details of new schemes	2015 - 16 1.CCAG2 programme 2.Bikeability Coordinator appointed	2016 - 17 1. Big Bike Revival – 37 events with 790 participants. 2. Capital of Cycling 3. Access Fund - £1.5m for WY on cycling and employment 4. Tour de Yorkshire Stage Start 5.Cycle Cities, Active Cities Conference	The 2015-16 year saw major developments with West Yorkshire securing a second Cycle City Ambition Grant funding allocation and the appointment of a coordinator for the children’s cycle training Bikeability programme. 2016-17 was a year where cycling encouragement activities saw a major boost with the great success of the Cycling UK Big Bike Revival and the emergence of the ‘Capital of Cycling’ community hub in the city centre. This year also saw agreement for major events of the 2017-18 year.
	Bike Friendly Businesses	No. of registered firms	2015-16 No data	2016-17 6 participating businesses (2 accredited, 2 failed, 2 pending). 4 others visited but yet to commit.	A key part of the CityConnect programme (which built CS1 and is working on the further 5km of routes), this scheme started in 2016-17. It will see a boost in the 2017-18 year in forming part of the Access Fund programme.
	Sky Ride – mass participation event	No. of participants	2015 4000	2016 5000	The Sky Ride and Breeze programmes are run by British Cycling and seek to get the population more active. Skyride is aimed at a wide cross section of the population. Breeze is specifically for women (where participation is generally low). These indicators show the continued commitment of Bradford Council to the partnership with British Cycling and their programme of events and activities.
	Sky Ride Local	No. of participants	2015 982	2016 996	
	Breeze rides	No. of participants	2015 248	2016 243	

	Disability cycling	No. of participants	2015 205 participants (project breakdown not recorded)	2016 7 projects with a total of 368 participants	Bradford Disability Sports and Leisure have both improved their recording methods and increased activity over the two years with new work including women and girls sessions, increased engagement with disabled university students and cycling activities working with the Holme Farm Trust disability day centre provision.
	Cycle Sports	No. of events and participants	2015 Cycle Sports Events – 36 Race participants – no data Race license holders – no data	2016 Cycle Sports Events – 11 Race participants – 722 Race license holders – 255	This indicator provides an insight into the number of cycle sports events held in the district, the number of people these events attract (participants) and the number of active sports level cyclists (license holders) the district produces. Combined, these three indicators will provide a useful insight into the role of cycle sports in Bradford District.
Towards a sustainable economy Indications as to what affect our programme is having on modal choice	Travel to school	Hands up survey - %age by mode (All data from Primary Schools. Active Travel incl cycling, walking and scooting/skating)	2014-15 academic yr Active Travel - 60.7% Car - 39.2%	2015-16 academic yr Active Travel - 64.4% Car - 33.4%	The Hands Up survey is conducted as part of the Active School Travel Project working in a select number of the districts most in need schools (where obesity, poverty or school programme interest are highest) to increase children's and families participation in cycling and walking.
	Commuter cycling	Data from various vehicle count locations - %age by mode	2015 0.4% on city cordon	2016 0.4% on city cordon	10 year census data (last undertaken 2011) gives a modal split of 0.47%. It is anecdotally understood this figure should have increased in recent years. The only readily available source of data for counts taken on an annual basis is the city cordon traffic count. The commonality between the census and cordon figures is indicative of the big challenge the district faces in reaching a modal share of 5%.
Normalised cycling Indications as to the effect that our programme is having on public perception that cycling is attractive, safe and accessible	Active People Survey	%age of people physically active (cycling at least once a month)	2013/14 7.4% cycling at least once a month	2014/15 6.8% cycling at least once a month	The downward trend between the two latest available years is a matter for concern but cycling enthusiasm is anecdotally thought to have increased since the Tour de France in 2014. Further releases of the survey may prove enlightening.
	Registered cycle clubs	No. of clubs	No data	2016 (British Cycling) –13 (Cycling UK) – 5	Whilst it is unfortunate that colleagues couldn't provide raw data from the previous year, anecdotally there is understood to be an increase in participation at the club level (indeed Bradford has the most clubs of any West Yorkshire district) which is source for encouragement into the longer term.
	Registered club members	No. of members at each club	No data	2016 (British Cycling) – 2651 members	
	Cycle accidents	No. of accidents with cyclist injury	2014 KSIs – 20 Total - 130	2015 KSIs – 25 Total - 121	The year on year change here is a mixed picture with a lower number of total incidents but an increase in serious incidents. Longer term trends do however show a downward trend in casualty figures.
	Bridleways Legally Recorded	No. of orders processed	2015 1 order, 150 metres	2016 1 order, 624 metres	Bridleway legal orders are vital tools in preserving and protecting the legal status of routes across the district. Currently, those being recorded tend to be those with the highest strategic value, the rate at which they are recorded is expected to intensify in the years up to 2026 when a legal

					change will effectively 'freeze' the definitive map of such routes.
	Women Cycling	% Split of female users of CityConnect Routes	No data	2016 Valley Road – 5% Airedale – 8%	This indicator was added to highlight a known issue in cycling, levels of women's participation. It confirms that levels are indeed very low compared to the male population. There may be issues in recording this indicator on an annual basis (thanks to loose programme requirements).
Increased confidence and safety Monitoring our children's and adults' cycle training programmes	Balance bike participants	No. of participants	No data	2016 1133	Balance Bikes are designed for very young children to develop the skill of balance prior to riding, this skill is shown to increase engagement and ability in later learning. In starting in the spring term of 2016 there is only one years worth of data for the Balance Bikes programme.
	Balance bike participating schools	No. of participating schools	No data	2016 23	
	Bikeability participants	No. of participants	2015 1761	2016 3046	The very impressive improvement in the Bikeability figures is a reflection of the impact from hiring a permanent Bikeability coordinator. If it wasn't for caps in the central government funding for this programme the target of all Year 5 and 6 children being trained would likely be attainable.
	Bikeability participating schools	No. of participating schools	2015 54	2016 77	
	Active School Travel programme	No. of participating schools	Academic Yr 2014-15 22	Academic Yr 2015-16 26	The Active School Travel Project is a programme working in a select number of the districts most in need schools (where obesity, poverty or school programme interest are highest) to increase children's and families participation in cycling and walking.
	Active School Travel engagements	No. of participants	Academic Yr 2014-15 12,591	Academic Yr 2015-16 12,114	
	Adult Cycle Training	No. of participants	2015 Approx. 700 engagements on the go:cycling programme	2016 62 participants across 2 CityConnect and Cycling UK Health programmes	The quite severe drop in participation rates here is due to the end of the Local Sustainable Transport fund adult training programme in early 2015. This has meant a significant roll back to very geographically focused training delivery for an offer that was previously available district wide.