

Action Plan – Top 10 Priorities

APPENDIX 1

Update Version – April 2017

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 lists one action per objective that the cycling community regard as the most urgent issues in need of attention

Objective	Priority Action	Issues & Opportunities
1A. STRATEGIC ROUTE DEVELOPMENT	Canal Road Greenway – Northern Link crossing Leeds Road at Shipley AND Canal Towpath –Link between Shipley and Apperley Bridge	Issues: Sections incomplete. Difficult getting third parties to engage (particularly Network Rail). Monies for investment have been lost. Needs dedicated time resource. Opportunities: Would serve as key routes to connect many to the city.
1B. LOCAL NETWORK DEVELOPMENT	Develop a Local Network Feasibility and Route Plan	Issues: Local network cycling needs not understood. Most critical in locations where highway schemes in development may impact cycling safety (e.g. North Street, Keighley & Tong Street). Opportunities: Will deliver a comprehensive local network strategy for district cycle routes.
1C. WAYFINDING AND MAINTENANCE	Long term committed cycle specific maintenance fund	Issues: Regular complaints regarding maintenance and repair reaction times. Opportunities: Use of the Highway Maintenance Challenge Fund for cycling (subject to bid inclusion and success). Better link reporting and responses (e.g. perhaps via online tools like CycleScope).
1D. DESTINATION INFRASTRUCTURE	Retention or replacement of closed road cycle circuit of Richard Dunns (RD) quality AND Delivery of a national standard Velodrome	Issues: RD is a major draw for cycling activity, would be major loss. Access to national standard facilities is difficult – nearest indoor velodrome is Manchester. Opportunities: Delivery of at least RD standard replacement would maintain current cycle sports engagement. National standard site would enhance reputation of and health in the district.
2A. CHAMPIONING CYCLING	Political and development champion to take up the list of 10 key issues in this Action Plan as their own priorities	Issues: Cycling community can feel remote from decision making and lacking in opportunity to liaise on key issues. Opportunity: A champion will provide point of contact for community. Promotional activity.
2B. CYCLE TRAINING	Cycle training provided to all reception age children via Learn to Balance and all Year 4/5/6 pupils via Bikeability	Issues: Learn to Balance – pilot programme in place. Funding to end in July 2017. Bikeability – recently expanded programme will in 2017-18 be under funded (much better funded in neighbouring districts). Opportunities: Ultimate aim is both available to all children. Increase in healthy activity and safety awareness.
2C. SUPPORT FOR CYCLING EVENTS & ACTIVITIES	Continuation and expansion of mass participation events (e.g. British Cycling City Rides, Sunday closures and/or creation of a ‘Bradford Classic’)	Issues: (At least once annual) mass British Cycling led event not guaranteed going forward. Safety and traffic management issues in closing roads. Opportunities: With TdF, TdY and SkyRide, Bradford Council now has experience and ability in events and associated management issues. Tourism boost. Reputation and health benefits for district.
3A. ADVERTISING AND PROMOTION	Launch a #cyclebradford campaign to share news and issues on local cycling via social media	Issues: Cycling does not have a prominent or particularly positive public profile in the district. Opportunities: An opportunity to build and maintain the image of positive cycling activity in Bradford district
3B. EDUCATING PARTNERS	Adoption of a Midlands Style minimum passing distance campaign	Issues: Perceptions of danger are common reason given for non-participation. Police engagement required & current interest unknown. Opportunities: Potential to boost participation. To help ensure respectful driver behaviour.
3C. LEADERSHIP, RESPONSIBILITY & DELEGATION	Bradford Council to take a final decision on the potential adoption of Queensbury Tunnel	Issues: Council yet to take position on the asset and the repair programme. Costs still to be confirmed. Opportunities: The tunnel has the potential to be used as part of the Great Northern Railway Trail cycle route. Potential tourism boost. Reputation and health benefits for district.