

Appendix 1 - Action Plan Top 10 Priorities as recommended by meeting of B-Spoke on 19 February 2018.



-Spoke

Bradford Cycle Strategy

Action Plan – Top Ten Priorities, 2018/19

Progress on the Action Plan is reported to councillor committee on a regular basis (at least once annually). 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 attention and capture critical issues in a concise format, the most pressing concerns of the cycling community are listed in this Top 10 format with one Priority per objective area. The below is the basic report format for the reports. Reports can be found on the council meeting minutes at www.bradford.gov.uk

Objective	Priority Action, 2018/19	Issues & Opportunities
<p>1A. STRATEGIC ROUTE DEVELOPMENT</p> <p><i>Develop top-class dedicated routes that provide key arteries for cycling across and within the district.</i></p> <p><i>Develop a series of priority schemes to form the critical routes of this strategy.</i></p> <p><i>When developed, 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.</i></p>	<ul style="list-style-type: none"> • Further development of Route 66: completing the north-south axis on the Tube Map (Leeds and Liverpool Canal Towpath at Shipley to the start of the Spen Valley Greenway near the top of the M606) via the city centre. • Links to priority in objective 1(c) below. 	<p>Issues:</p> <ul style="list-style-type: none"> • Route 66 should be seamless and meet the Sustrans design standard in its full entirety within Bradford: “Design should be attractive and comfortable for the less confident cyclist – a sensible 12 year old or novice adult who is trained to National Standards / Bikeability Level 2” <p>Opportunities:</p> <ul style="list-style-type: none"> • Possible new route in south Bradford south from West Bowling. • Re-configuration of the northern end in Shipley (post-housing development at Briggate/ Crag Road), incorporating a safe, seamless route under Leeds Road.
<p>1B. LOCAL NETWORK DEVELOPMENT</p> <p><i>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.</i></p>	<ul style="list-style-type: none"> • Develop the Local Cycling and Walking Infrastructure Plan (LCWIP), in collaboration with CityConnect. • Forms an integral part of the national Cycling and Walking Investment Strategy 	<p>Issues:</p> <ul style="list-style-type: none"> • Required to be in a standard format • ‘Walking’ element equally important <p>Opportunities:</p> <ul style="list-style-type: none"> • The Bradford Cycle Strategy serves as a useful foundation.

<p>1C. WAYFINDING AND MAINTENANCE</p> <p><i>Develop a strategy for, 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.</i></p>	<ul style="list-style-type: none"> • Strategic objective 1a (development of Route 66) needs to incorporate high quality signage throughout, including linking Church Bank (western end of the Cycle Superhighway from Leeds) with Centenary Square/ City Park and beyond. • Need to develop ‘Cyclescape’ (online tool for reporting highways and infrastructure issues developed by Cambridge Cycling Campaign and Cycling UK) – or equivalent. Needs for promotion of the tool and training. 	<p>Issues:</p> <ul style="list-style-type: none"> • Poor and non-existent signage results in cyclists who are unfamiliar with the local network, using busy highways unnecessarily. • Dedicated greenways and other cycle routes (eg Canal Road Greenway) are not currently classified as ‘highways’, which means that gritting requests etc cannot be acted on. The Greenways etc need to be adopted as highways which may be accessed online for the reporting of issues etc, and added to the gritting schedule. <p>Opportunities:</p> <ul style="list-style-type: none"> • Good quality signage helps makes cycling a more attractive travel option, and creates a keener sense of ‘place’ and belonging. • Full Integration of online infrastructure reporting tool, eg (but not necessarily) Cyclescape, with real-time Council systems.

<p>1D. DESTINATION INFRASTRUCTURE</p> <p><i>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 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.</i></p>	<ul style="list-style-type: none"> Bradford needs a national standard velodrome. 	<p>Issues:</p> <ul style="list-style-type: none"> Closure of the Richard Dunn Sports Centre will deprive Bradford of a very important cycling hub, if a replacement is not provided. Richard Dunn hosts a broad range of vital cycling activity for Bradford and beyond; not to mention non-cycling organisations and wheelchair athletes. As part of the legacy of Le Grand Depart, 2014, similar facilities have been opened in York, Elland, Wakefield and Leeds. This has led to the development of the White Rose Youth League, who train on the Richard Dunn circuit. It would be very disappointing for Bradford, as the pioneers of this provision, to lose its place in the league. <p>Opportunities:</p> <ul style="list-style-type: none"> None identified
<p>2A. CHAMPIONING CYCLING</p> <p><i>Harness the enthusiasm and experience of key Bradford people and organisations that 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.</i></p>	<ul style="list-style-type: none"> Noted that cllr Taj Salam has been appointed as the Council's 'Cycling Champion' Need for closer linkages between health and tourism. Develop the 'Place' agenda – Bradford's promotion of public health, tourism. 	<p>Issues:</p> <ul style="list-style-type: none"> Transforming understanding of 'Place' for politicians – 'Place' is about appreciating the linkages between public health, clean air, education, opportunity, social and ethnic cohesion, tourism, the local economy etc. None of these should be seen in isolation. Championing cycling and promoting a 'modal shift' in means of transport, is a vital component of a much broader package of measures. <p>Opportunities:</p> <ul style="list-style-type: none"> Development and replication of key projects, eg 'Well

		<p>Bradford' (Girlington) incorporating the 'Green Mile'; and development of the Squire Lane Sports/ Leisure Centre.</p> <ul style="list-style-type: none"> • Tapping into Bradford's health professionals; notably the area around the Bradford Royal Infirmary (including Girlington) which, ironically, has more than its fair share of traffic congestion and poor air quality. • Bradford with its many hills, presents a great opportunity for the development of electric cycling. Electric bikes (e-bikes) will become a more attractive proposition as prices continue to decline. • Share best practice and joint promotion of Bradford's emerging network of Bike Libraries.
<p>2B. CYCLE TRAINING</p> <p><i>Ensure appropriate training in cycling skills and in cycle maintenance skills is available, regardless of age, gender, status and income.</i></p>	<ul style="list-style-type: none"> • Bikeability training figures: See annex 1. • Sustrans training figures: See annex 2. • Develop the capacity of what already exists • Increase the number of Bikeability trainee places in schools. • See also 3(b) below. 	<p>Issues:</p> <ul style="list-style-type: none"> • Closure of Richard Dunn (without providing a suitable replacement) will deprive Bradford of a key facility. See 1D above. <p>Opportunities:</p> <ul style="list-style-type: none"> • Focus on involving people on new housing estates, and using sports centres. • New Obesity and Diabetes Prevention priority programmes present opportunities to extend engagement in cycle training beyond the school gates.

<p>2C. SUPPORT FOR CYCLING EVENTS & ACTIVITIES</p> <p><i>Support and promote existing and new events (from World Class sporting events to regular commuting activities) in the Bradford District that residents and visitors alike can take part in, watch, be inspired by and be part of.</i></p>	<ul style="list-style-type: none"> • Seek agreement for occasional ‘traffic-free days’ for cycling and other recreational activities. 	<p>Issues:</p> <ul style="list-style-type: none"> • Need to change the culture; that ‘traffic free days’ should not be damaging to the local economy and could bring many health and social benefits if Bradford Council were prepared to take the risk. <p>Opportunities:</p> <ul style="list-style-type: none"> • Bradford’s own successful City Cycle in 2017 (following the withdrawal of the Sky branding for mass participation events; and subsequently, HSBC not including Bradford in their schedules), can be developed into a bigger and better event.
<p>3A. ADVERTISING AND PROMOTION</p> <p><i>Enhance the message of all forms of cycling and Bradford’s “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. This includes supporting, adding value to and promoting key cycling partner campaigns and initiatives.</i></p>	<ul style="list-style-type: none"> • Seek the possibility of video promotion of cycling and physical activity in Bradford, eg to be shown in GP surgery waiting rooms. • Further improve and promote the Cycle Bradford brand – information hub to inspire and point people in the right direction for what they are seeking. • Role of BCB Radio – some provision at present, but could be expanded. 	<p>Issues:</p> <ul style="list-style-type: none"> • Advertising and promotion have not, hitherto, featured highly. <p>Opportunities:</p> <ul style="list-style-type: none"> • Recent successful funding bids, eg through CityConnect Community Grants/ Access to Work , give potential scope for future projects of similar scope, if successful, eg commuter packages; bike buses. • Area-specific projects could help make a difference (integrate with the Community Grants) – eg rejuvenated Norwood Neighbourhood Association in Shipley. • BCB has ambition for weekly or monthly cycling spotlight programme via David Carpenter (former cycle bus activist).

<p>3B. EDUCATING PARTNERS</p> <p><i>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 communicating with all public realm users. This is important so as to 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.</i></p>	<ul style="list-style-type: none"> • <i>Sic passim</i> – eg development of Cycle Bradford; promotional videos (3A above); understanding of ‘Place’ (2A). • Review of police initiatives: Operation Steerside/ Danger Driving Campaign/ Safer Roads Partnership. • ‘Close Pass’ initiative scheme (Leeds) under review. Bradford needs to be included in Round 2. 	<p>Issues: See above.</p> <p>Opportunities: See above.</p>
<p>3C. LEADERSHIP, RESPONSIBILITY & DELEGATION</p> <p><i>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 than 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</i></p>	<ul style="list-style-type: none"> • <i>Sic passim.</i> • B-Spoke must play a central role in the review and delivery of the Cycle Strategy. • Make Bradford special: a pioneer as an ‘Electric Cycle City; eg seek out ways in which Bradford could become a pilot for e-bikes: see 2A above). 	<p>Issues:</p> <ul style="list-style-type: none"> • See above. <p>Opportunities:</p> <ul style="list-style-type: none"> • Re e-bikes, see 2A above.

<i>and promotion to overtly convey the message that cycling is not only permitted but is actively encouraged.</i>		
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ANNEX 1 – Bikeability Trainee Numbers

	Combined level 1 & 2	Level 1 only	Level 3 only	Total
2016/17	2,662	386	254	3,302
2017/18	1,722	344	138	2,204
2018/19 to date	1,878	469	201	2,548

ANNEX 2 – Sustrans Engagements/ activity in Bradford

Sustrans Cycling engagements/activity in Bradford in financial years as recorded by Sustrans Research and monitoring Unit based in Newcastle

Financial Year	No. children engaged Learn to Ride	No. of children Cycle Skills in school	No. of children on Led ride
2016/17	259	2175	709
2017/18	122	928	696

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Differences in activity numbers and engagements can be partly explained by the below:

Sustrans staff team in Bradford employed time April – Dec 2016 37.5 hours

Sustrans staff team in Bradford employed time Jan 2016 – July 2017 53.5 hours

Sustrans staff team in Bradford employed time Aug 2017– to date 37.5 hours

In addition, Sustrans Learn to Balance/Ride Project also enabled the following (only when additional hours were available)

Financial Year	No. children engaged Learn to Ride	No. teachers taught to teach LtB/R sessions
2016/17	700	27
2017/18	600	24