

## More and safer cycling - a vision and strategy for cycling from the Cycle Stakeholder Forum 25<sup>th</sup> April 2012

This paper has been produced following the Cycle Stakeholder Forum meeting of the 19<sup>th</sup> March 2012 where it was agreed to outline plan for cycling from the Forum for consideration by the DfT and to support the wider government vision when established.

Cycling has a wide range of benefits: for the economy, for our streets and communities, our health and our environment. During the last decade, cycle use in Britain grew by 20% (and by more than 100% in some cities) but still only represents 2% of all journeys. Building on work currently being delivered by national governments, local authorities and many stakeholders we have the potential to do so much more.

This paper recognises work that has taken place over recent years and seeks to:

- Develop commitments made in the DfT's Business Plan and the White Paper 'Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen'
- Build on the work delivered by all of the organisations involved in the Cycle Stakeholder Forum and all appropriate government departments to work collaboratively to increase levels of cycling
- Further support local authorities in the delivery initiatives to increase levels of cycling, whether through the Local Sustainable Transport Fund, Local Transport Plans or through other mechanisms
- Support an environment and culture where cycling is the preferred travel choice for local journeys

Work area	Early priorities
<b>National leadership</b>	A statement from the Transport Secretary and the Prime Minister setting out a clear ambition to deliver more and safer cycling, as part of a wider vision for healthy and sustainable communities and vibrant local economies.
<b>Action Plan for More and Safer Cycling</b>	Seek cross-departmental, cross-party and cross-organisational consensus for an Action Plan to encourage many more people to cycle and to make it safe and attractive to do so.
<b>We have also identified some 'quick wins' that could be progressed prior to the adoption of an Action Plan</b>	
<b>Speed limits</b>	Publish refreshed Setting Local Speed Limits circular with strong steer and vision on making 20mph the norm in built-up areas and 40mph the norm on minor rural roads – with local authorities having the freedom to identify roads where different limits should apply in consultation with their local communities.
<b>Planning and infrastructure</b>	Identify 'high risk' road junctions and crossings and support highway authorities to implement measures to improve cycle safety across England. Produce guidance to maximise benefits for cycling from the National Planning Policy Framework.
<b>Cycle training</b>	Work with DfE to make National Standard cycle training part of the national curriculum and to secure funding for Bikeability levels 2 and 3 funding for the next term of parliament.
<b>Public education campaigns</b>	Launch a new Think! campaign on cycling, promoting it positively as a safe, enjoyable and normal activity for people of all ages, backgrounds and abilities, together with evidence-based messages for all road users about safe and considerate sharing of road space.
<b>Traffic law and enforcement</b>	Allow simpler enforcement of infringements of cycle facilities by implementing Part 6 of the Traffic Management Act and introducing Fixed Penalty Notices for careless & inconsiderate driving offences not involving injury.
<b>Goods vehicles and professional drivers</b>	Develop the "exchanging places" initiative and other activities nationwide to promote awareness of safety issues, particularly around cycle/lorry interaction.
<b>Leadership and skills</b>	Encourage the set up of networks of local authority leaders, third sector organisations, professional bodies and practitioners respectively to promote commitment to exchange of information, best practice and training.
<b>Data collection, monitoring and review</b>	Make information available on local public perceptions of the safety of cycling, by publishing data from the National Highways and Transportation public perceptions survey and consider extending this to cover all English local authorities.

### Ambitions for cycling

- To achieve the highest rate of growth in cycle use among OECD countries, with the proportion of trips made wholly or mainly by cycling increasing to 12.5% of all journeys in 2025, and 25% by 2050 (1)
- Proportion of rail journeys which also involve cycling to or from the station to be 12.5% by 2025, and 25% by 2050 (2)
- Halve the risk per mile travelled of cycle casualties and KSIs by 2025, with continued improvements thereafter (3)
- Proportion of adults saying they feel confident about cycling on the roads to increase from 31% in 2011 to 50% by 2025 (4)

### Benefits: transport objectives

- Widening transport choices, by making a healthy and low-cost transport option more widely available.
- Reduced congestion, hence improved journey times and journey time reliability for drivers
- Improved journey time reliability also for those who take up cycling, as well as reduced journey times for journeys in congested areas and combined cycle-rail journeys
  - Improved safety for cyclists and other road users
  - Increased public transport patronage, including on more marginal rural services
  - Reduced CO2 and pollutant emissions

**The Forum's vision:**  
Cycling to be the preferred travel choice for local journeys

### Government commitments

- Build on existing funding from LSTF and LTP to significantly increase funding for cycling across gvmnt
- Secure cross-departmental and cross-party consensus for an Action Plan and the requisite policy and funding commitments
- Encourage support for and commitment to this action plan from local authorities, police, public transport operators, voluntary sector partners and key players in the health, education, business and recreation and tourism sectors
- Encourage programmes to promote leadership, capacity-building and the dissemination and sharing of information and good practice among local authority leaders and practitioners
- Support the Forum to monitor and evaluate the results of actions taken under this plan

### Benefits: wider policy objectives

- Improved access to employment, education and training opportunities
- Improved productivity at work
- Increased physical activity, improved health and well-being
- Improved vitality of local economies – retail, agglomeration
- Improved public realm
- Support rural communities through increased recreational cycling and tourism

### References/ notes

1. After setting a target to increase cycle use by 80% by 2010 (based on 2000 levels), TfL had surpassed this target by 2007, and has now almost trebled cycle use (it is now 186% above the original baseline). Seville achieved a 10-fold increase in cycle use in 3 years (from 6000 to 60,000 cycle journeys per day between 2007 and 2010).
2. 'Better Stations', DfT, 2009. This report had a national target of 5% of passengers cycling to stations in five years.
3. International research shows that, if cycling doubles, the risk per kilometre can be expected to fall by about 34%. Source: Jacobsen, P. L. (2003). ["Safety in numbers: more walkers and bicyclists, safer walking and bicycling"](#). *Injury Prevention* 9 (3): 205–209.
4. This is now being measured annually by the British Attitude Survey. The Copenhagen Bicycle Account (2009) shows that "There has been a marked increase in the perceived safety from 51 % in 2008 to 67 % in 2010, thereby reversing an otherwise clear downward trend in cyclists' sense of safety since 1996. Today only 5 % of city cyclists respond that they feel very unsafe."