

The image features a silhouette of five cyclists riding their bicycles from left to right across the lower third of the frame. The background is a vast, clear blue sky with some light, wispy clouds. The cyclists are positioned against a bright horizon line, creating a strong contrast.

**Cycling City and Towns
Programme Overview
May 2009**

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Cycling City and Towns Summary

Introduction

In January 2008, the Government allocated an unprecedented £140m to Cycling England over the next three years. This funding injection gave a huge boost to the Cycling Demonstration Towns programme; it allowed Cycling England to recruit 11 new towns in addition to the six already established, and create the UK's first ever Cycling City in Bristol. With the expansion of the Cycling Towns programme, over 2.5 million adults and children will benefit from levels of investment equivalent to the best European cycling cities.

This report provides some background information on the programme, along with core data about population, funding allocation and cycling levels in all 18 places. Also included here is a brief summary of each town/city's workplan, as submitted to Cycling England during 2008. Cycling England has now approved all 18 workplans, and implementation is well underway across all places in the programme.

The Cycling Demonstration Towns

The first phase of the Cycling Demonstration Towns programme, from 2005 to 2008, saw six towns across England receive European levels of funding to significantly increase their cycling levels. Aylesbury, Brighton and Hove, Darlington, Derby, Exeter and Lancaster with Morecambe collectively received over £7m from Cycling England across three years, plus local match-funding, to deliver a range of measures designed to get more people cycling.

A comprehensive monitoring programme has been in place, through a contract with Sustrans, during this first phase of Cycling Demonstration Towns. This monitoring programme has been tracking changes in cycling levels across these six towns, and the outcomes are due to be reported in summer 2009. To coincide with this monitoring report, Cycling England plans to publish key lessons learnt from this first phase, to enable other councils and interested organisations to replicate successful interventions wherever possible.

However, initial results are promising. Individual programmes within the original six Cycling Demonstration Towns have proved that, when the right facilities and support are provided, more people get on their bikes. Darlington has quadrupled the proportion of children cycling to school, while Aylesbury has seen an increase from 3% to 11% in residents using a bike as one of their two main means of transport in the last two years.

The original six towns will now continue to be funded through this second phase of the programme, from 2008-11, to ensure that their initial successes are translated into long term and sustained behaviour change.

The new Cycling City and Towns

In June 2008, Cycling England announced Greater Bristol as the UK's first official Cycling City, together with a further 11 Cycling Towns across England. The new city and towns, together with the original six, will benefit from a share of £100m to pioneer innovative ways to increase cycling in their areas.

Along with Greater Bristol as the Cycling City, the 11 new Cycling Towns are:

- Blackpool
- Cambridge
- Chester
- Colchester
- Leighton-Linslade
- Shrewsbury
- Southend-on-Sea
- Southport with Ainsdale
- Stoke
- Woking
- York

Cycling England hopes to make a significant change to lifestyles in these places, instilling cycling into the culture and converting as many short journeys as possible from four wheels to two.

Targets and goals

Cycling England has challenged all towns/city in this second phase of the programme to aim to significantly increase cycling levels. All towns have responded to this challenge through their workplans, which document how the increased investment will be allocated to a range of interventions designed to influence people's travel choices.

Cycling City and Towns, and Bikeability

Cycling England is implementing a comprehensive programme to ensure an extra 500,000 10-year-olds across England take part in Bikeability cycle training by 2012, equipping them to cycle safely and responsibly.

The Cycling City and Towns have a crucial role to play in delivering this programme in conjunction with other initiatives. All towns/city are signed up to delivering Bikeability, and many are exploring initiatives that will encourage children to put their new-found skills into action. As well as cycle training for children, many of the towns/city are also offering adult cycle training.

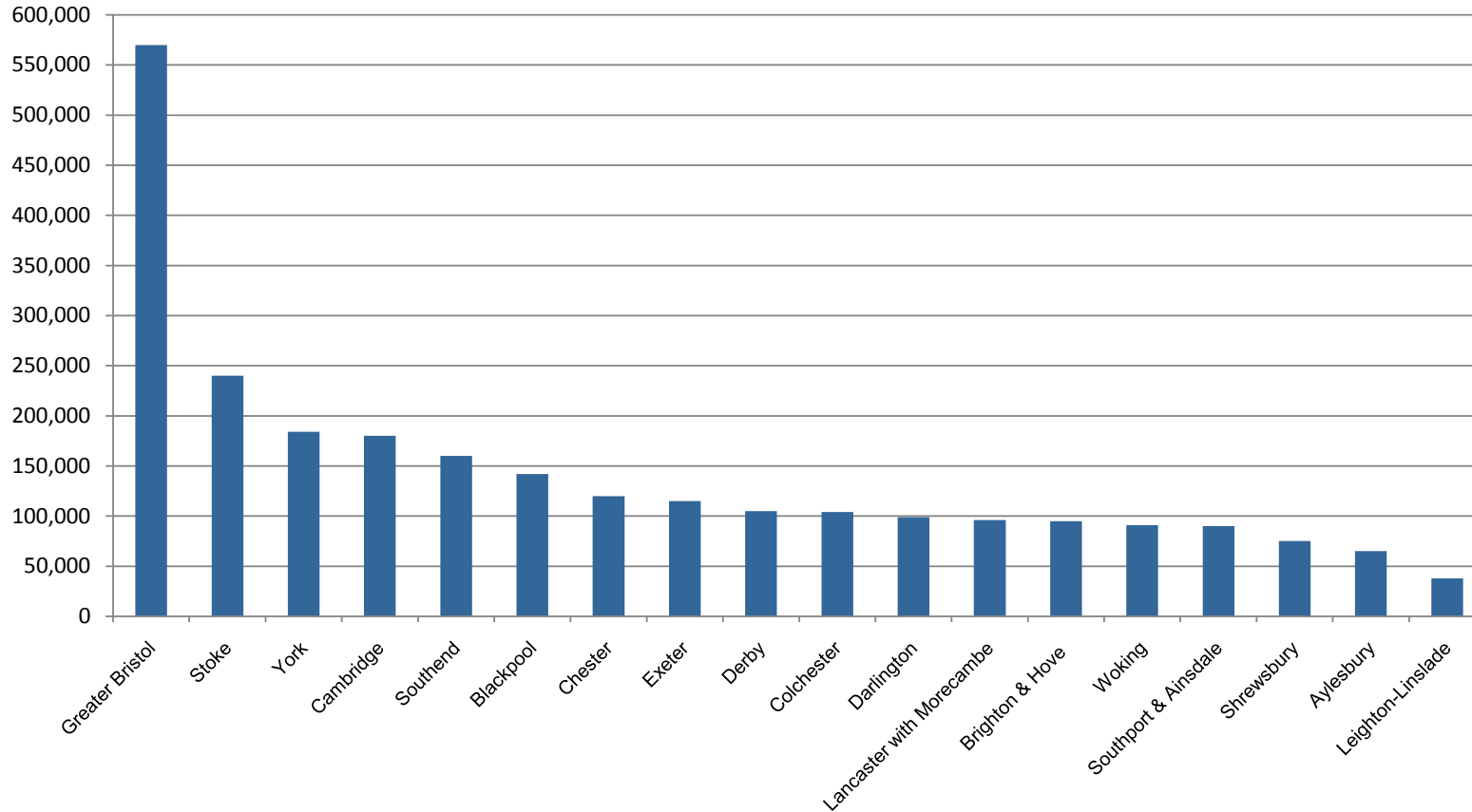
Cycling City and Towns workplans

A summary of each town or city's workplan and targets can be found on pages 9-20.

Many workplans share a number of common ingredients, such as: the introduction of 20mph zones; implementing cycle signs with times (rather than distance); 'refreshing' existing cycling facilities; working closely with Primary Care Trusts; improving cycle parking facilities in schools, at stations, and at key workplaces; and updating cycle maps. At the same time, a number of towns/city are putting in place some similar measures, such as cycle hire schemes, community cycle clubs, or GP referral schemes.

Project officers implementing these programmes from the 18 towns/city will meet on a quarterly basis, hosted by different places in the programme, during the next two years, to share good practice and learn from one another. Wherever possible, the lessons learnt will be documented and shared with a wider audience through the Cycling England website.

Population of Cycling City and Towns



City / Town	Population
Greater Bristol ⁽¹⁾	570,000
Stoke	240,000
York	184,000
Cambridge	180,000
Southend	160,000
Blackpool	142,000
Chester	120,000
Exeter	115,000
Derby ⁽²⁾	105,000
Colchester	104,000
Darlington	99,000
Lancaster with Morecambe	96,000
Brighton & Hove ⁽³⁾	95,000
Woking	91,000
Southport & Ainsdale	90,000
Shrewsbury	75,000
Aylesbury	65,000
Leighton-Linslade	38,000
TOTAL	2,569,000

1 Population figures based on 410,000 for Bristol City Council and 160,000 covering part of South Gloucestershire

2 The population of Derby is 245,000, but the programme is focused on working with a targeted under 25s population of 105,000

3 Population of Brighton's Cycling Town area - West Brighton and Hove

Levels of cycling for Cycling City and Towns

Figures below show comparative levels of cycling in the 18 Cycling City and Towns.

Please note that the 2001 census journey to work data for:

- **Leighton-Linslade** relates to the wards All Saints, Grovebury, Linslade, Planets, Plantation, Southcott (NB these wards do not exist after the 2004 boundary changes)
- **Southport & Ainsdale** relates to the wards Ainsdale, Birkdale, Cambridge, Dukes, Kew, Meols, Norwood
- **Aylesbury** relates to the wards Aylesbury Central, Bedgrove, Elmhurst and Watermead, Gatehouse, Mandeville and Elm Farm, Oakfield, Quarrendon, Southcourt, Walton Court and Hawkslade.

Please also note that the cycle to school data shown for the following towns/cities are for corresponding larger council areas, as follows:

- Cambridge – Cambridgeshire
- Shrewsbury – Shropshire
- Colchester – Essex
- Southport and Ainsdale – Sefton
- Chester – Cheshire
- Woking – Surrey
- Leighton-Linslade – Bedfordshire.

City/Town	2001 census percentage cycling to work	Cycle to primary school figures (PLASC 2008 data)	Cycle to secondary school figures (PLASC 2008 data)	Approximate mode share for cycling (as quoted in towns/city workplans)
Cambridge	28.32%	6.6%	12.2%	18%
York	13.02%	4.8%	11.6%	10%
Shrewsbury	5.66%	1.6%	3.4%	3 – 3.5%
Greater Bristol	4.92%	1.3%	3.7%	3 - 4%
Exeter	4.82%	2.1%	8.1%	4%
Derby	4.78%	1.0%	3.1%	3%
Colchester	4.71%	1.4%	4.4%	3%
Lancaster with Morecambe	4.27%	2.6%	7.6%	4%
Southport & Ainsdale	4.06%	1.3%	4.3%	2 - 3%
Chester	3.70%	0.8%	2.6%	4%
Blackpool	3.55%	0.3%	3.2%	1.5%
Aylesbury	3.30%	1.4%	2.4%	2%
Southend	2.97%	1.8%	5.1%	2%
Brighton	2.96%	1.8%	1.7%	3%
Woking	2.92%	2.2%	5.0%	4%
Leighton – Linslade	2.88%	0.7%	3.1%	1.5%
Darlington	2.41%	1.9%	4.0%	2%
Stoke-on-Trent	1.67%	0.2%	0.9%	2%

Cycling England budget

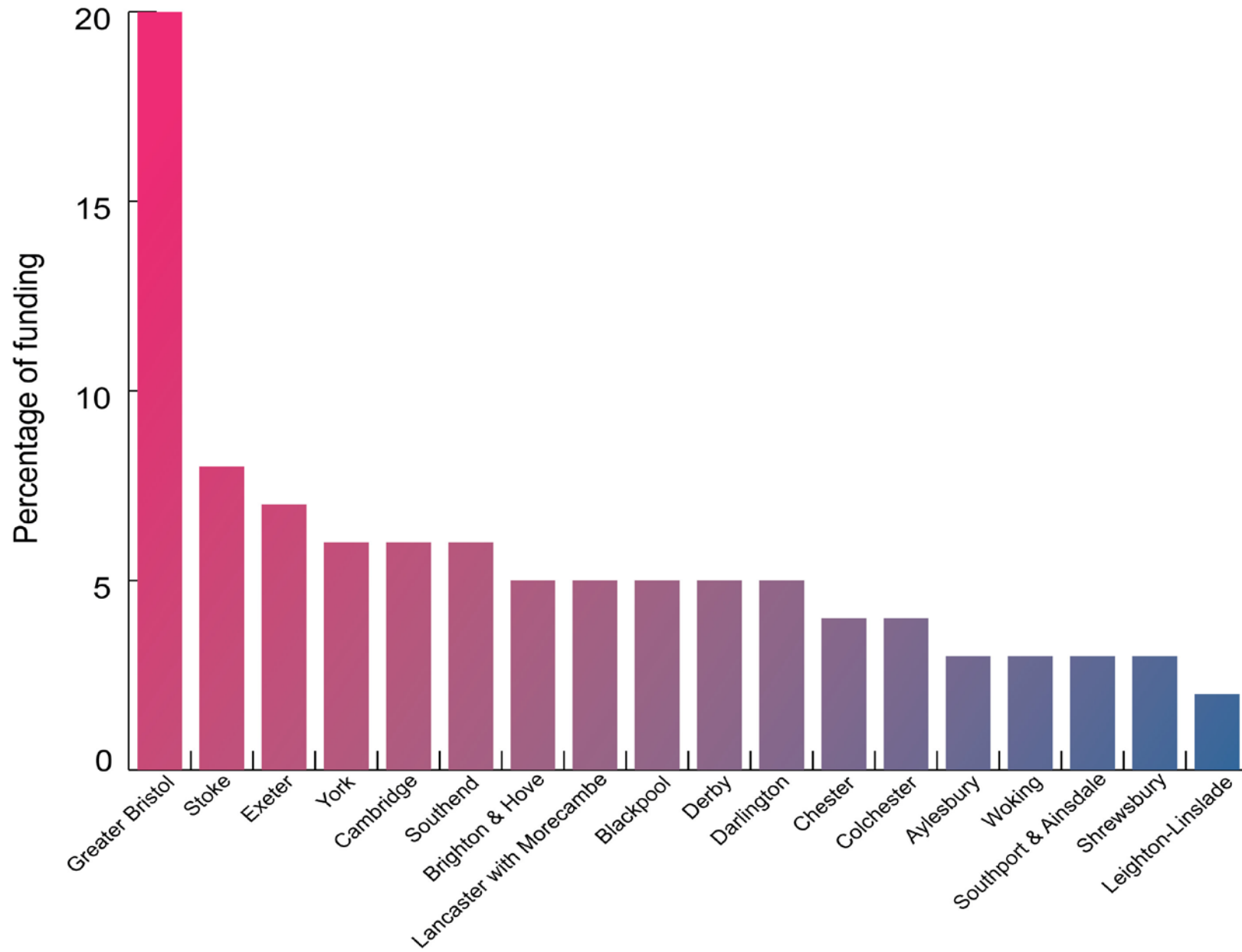
Local authorities are required to match fund their Cycling England investment, so over the entire programme the spend will reach over £110 million, which equates to nearly £15 per head.

Figures listed below for 2005-08 represent the amounts paid by the Department for Transport (on behalf of Cycling England) to the respective Cycling Demonstration Towns.

Figures for 2008-09 show the negotiated amount the Department for Transport (on behalf of Cycling England) has agreed to pay each Cycling Town/City for this financial year. This figure may reflect a different amount than was originally agreed through the funding agreements. However, where this is the case, an equivalent alteration has been made in later years, ensuring the overall three-year budget for each town and city has not altered.

The bar chart overleaf represents the division of funds from the entire Cycling England funding investment.

Place	2005-08 (1/11/05 -31/03/08)	2008/09	2009/10	2010/11	Total
City					
Greater Bristol	--	1,400,000	5,000,000	5,000,000	11,400,000
Towns					
Stoke	--	880,000	2,000,000	1,920,000	4,800,000
Exeter	1,559,500	751,000	750,500	760,500	3,821,500
York	--	535,000	1,555,000	1,590,000	3,680,000
Cambridge	--	500,000	1,550,000	1,550,000	3,600,000
Southend	--	398,000	1,398,000	1,404,000	3,200,000
Brighton & Hove	1,389,500	435,000	635,000	535,000	2,994,500
Blackpool	--	400,000	1,220,000	1,220,000	2,840,000
Lancaster with Morecambe	1,309,200	500,000	500,000	500,000	2,809,200
Derby	1,300,000	500,000	500,000	500,000	2,800,000
Darlington	1,148,710	500,000	500,000	500,000	2,648,710
Chester	--	400,000	1,000,000	1,000,000	2,400,000
Colchester	--	350,000	900,000	900,000	2,150,000
Aylesbury	765,000	460,000	300,000	300,000	1,825,000
Woking	--	364,000	728,000	728,000	1,820,000
Southport & Ainsdale	--	300,000	750,000	750,000	1,800,000
Shrewsbury	--	600,000	600,000	600,000	1,800,000
Leighton-Linslade	--	588,900	281,000	270,100	1,140,000
Total	7,471,910	9,861,900	20,167,500	20,027,600	57,528,910



Summaries of Cycling City & Towns' workplans

Aylesbury

The initial three years of Aylesbury's Cycling Town programme focused on using 'soft measures' such as route signing and promotions to encourage people to get on their bikes. The team named and coloured seven main cycle routes after gemstones to make them easily identifiable to the public, and pioneered a radical new approach to signage, obtaining Department for Transport permission to count down to destinations in minutes rather than miles. A town-wide promotional campaign, including a local radio partnership and jingle, and route-specific guides, were also launched to spur residents to action.

The key targets for the Cycle Aylesbury programme now are to:

- Increase the number of trips on principal Gemstone Cycle routes by 5% by 2010.
- Increase the number of children cycling to school to 6% by 2010 (currently 4.5%).
- Increase the number of cycles parked at Aylesbury railway station by 10% by 2010.

With renewed funding, Aylesbury's programme now aims to deliver more infrastructure measures while maintaining a strong promotional campaign. A new 200m long shared use pedestrian/cycle bridge will open in April 2009 connecting the south side of Aylesbury to the town centre.

Two new routes will be added to the Gemstone Cycleway network – the Jet Way and the Opal Way. The entire network is subject to route continuity improvements and in four locations the team is installing raised crossings that will give a degree of priority to cyclists.

These infrastructure improvements will be supported by a sustained promotional campaign building on that undertaken in the first three years, including advertising at key transport interchanges, and using local media to sell the 'Travel Faster, Get Fitter, Save Money' message. Aylesbury has recently opened a new information centre in the town centre and they are running adverts on the giant screen. An information campaign for GPs' surgeries will be launched, as well as a 'Health Bug Club' offering cycle training for children and adults, organised rides, and Dr Bike sessions. Aylesbury is also developing *icycle*, a personalised cycle planning scheme aimed at all age groups to increase the numbers of people cycling in the town.

Blackpool

Blackpool's economy is dominated by tourism: with a population of 142,000, it receives 10 million visitors per year, and 32% of its employment is within distribution, hotels and restaurants. With ambitious regeneration plans in place to transform the popular seaside town into a world-class resort, the Cycling Town programme aims to help Blackpool meet the challenge of the modern leisure market's needs, by making cycling an essential part of its tourism offer.

Blackpool currently has some of the lowest levels of adult participation in sport and physical activity in the country, with concentrations of extreme socio-economic deprivation; it is now the 12th most deprived authority in England. Car ownership is low: 37.4% of all households have no car compared with an average of 26.8% for England and Wales. Blackpool's terrain is largely flat, and its urban layout means that most local trips can be achieved by a short bike ride.

Blackpool's Cycling Town programme will aim to deliver an increase in cycling trips of 2% by 2011, compared to 2006/07 levels. The Council's final target percentage of all trips to be taken by cycle is 8%.

Historically, Blackpool's infrastructure has been geared to accommodate large volumes of tourism traffic. The promenade in particular, a key area of the resort, is in need of improvements. The Seafront Movement Strategy will transform the seafront area from a heavily trafficked distributor road into a pleasant walking and cycling environment, providing prime leisure cycling areas and a cycle hire scheme. In addition, three 'inland piers' will be created, providing links to many key destinations and enabling visitors and local people alike to choose a bike for short trips.

Blackpool will launch a town-wide cycle hire scheme in summer 2009. Plans are underway for a scheme which will make 500 bikes available for hire, due to be up and running in time for the switch-on of the Blackpool Illuminations in September 2009. In addition, the Blackpool Cycling Town programme will develop a BMX and cycle track, offer adult cycle training, expand 'cycling on referral' through GPs, extend the cycling programme to people with disabilities, and deliver an ambitious cycle events programme through the lighter months.

Brighton and Hove

The first three years of the Cycling Town programme in Brighton and Hove focused on four main priorities: a Cycle Freeway Network, a large-scale Personalised Travel Planning programme, Bikeability training for 1,300 pupils annually, and a range of infrastructure improvements, including the radical redesign of certain streets. For example, New Road, which runs alongside the Royal Pavilion Gardens and theatre district, has been redesigned to maintain two-way travel for cyclists; since its opening, New Road has recorded 93% fewer motorised vehicles, with a 22% increase in the number of bicycles using this route.

The programme is building further on these four priorities during 2008-11. Brighton and Hove City Council has declared 2009 to be the Year of Walking and Cycling, with £3.5 million committed for active travel measures through the Local Transport Plan. This will assist in the creation of a coordinated network of Cycle Freeways, as well as training and promotional campaigns.

Brighton and Hove's targets for its Cycling Town are:

- Cycling: deliver a 5% year-on-year growth in cycle usage on existing sections of the network against a 2003 baseline
- Congestion: secure a 5% reduction in both AM and PM peak traffic flows by 2010/11
- Journey to School: 6% reduction in car use for the journey to school by 2010/11

The UK's first interactive cycle counter is due to be installed in Brighton and Hove during 2009. The development of a complementary Personalised Travel Planning (PTP) programme will include a health focus. An ambitious events programme is scheduled to run from March to September each year.

Brighton and Hove is the only Cycling Town in a European project to secure funding via the Civitas+ partnership. Civitas programmes see groups of European cities working together to share best practice experience and skills across the European Community. The project will provide £2.5 million for Brighton and Hove during the same timeframe as the second phase of the Cycling Town programme (2008-11), to be directed to a range of sustainable transport initiatives. Other partner towns are Aalborg (Denmark), San Sebastian (Spain), Iasi (Romania), Usti (Czech Republic) and Monza (Italy). The Brighton and Hove Cycling Team is keen to host a networking meeting with these towns and the Cycling England City and Towns, to share best practice and strengthen European understanding.

Greater Bristol

Greater Bristol is England's first Cycling City and the recipient of nearly a quarter of the overall funds for the Cycling City and Towns programme during 2008-11. With a substantial number of short car journeys in Greater Bristol – 45,000 daily car trips to work are less than 3 miles in length, representing 50% of total trips – there is considerable potential for behaviour change.

Greater Bristol's targets for Cycling City are to:

- Double cycling to work
- Double cycling to school
- Double cycle flows counted on existing cordons and screenlines
- Double the provision of on-street cycle parking
- Double the number of people who see cycling as a realistic travel option in Greater Bristol

Bristol City Council and South Gloucestershire Council will implement Greater Bristol's Cycling City strategy in partnership. To achieve these goals, the programme needs to do more than just encourage existing cyclists to cycle more – success is dependent on getting new people on their bikes. Traffic monitoring shows the proportion of journeys taken by bike is approximately 5% which, based on the area's population of 570,000, means getting an additional 28,500 people cycling every day in the next two years. To actually achieve this daily increase of regular cyclists in Greater Bristol, the project team estimates they need to get 100-150,000 more people cycling regularly across the urban area by 2011.

The strategy consists of a series of exciting infrastructure initiatives and a programme of 'Smarter Choices' measures, designed to offer people the information, motivation and training they need to take up cycling.

Infrastructure changes include creating new long distance routes to the north and south of the city centre, and providing a continuous, safe route on the A38 – one of the busiest traffic routes in the area – to facilitate cycling between the main places of employment, education, shopping and housing.

Two large 20mph speed limit pilot areas, covering over three square miles, are also proposed within Bristol. The Cycling City team has worked closely with the Primary Care Trust (PCT) to ensure the chosen areas tackle health deprivation concerns and casualty numbers at the same time as increasing cycling. The strategy will focus particular attention on communities identified through social research, which uses geo-demographic segmentation to identify people who are most likely to be early converters to cycling.

At the same time, Bristol PCT (along with other partners) is launching a five year 'Active Bristol' programme (to run during 2008-13). To ensure both programmes are well integrated, the PCT is funding a post for the Cycling City team, as well as funding other specific components of the programme.

The 'Smarter Choices' programme will include Workplace Cycle Champion volunteers, grants for cycle facilities, promotions and events, a journey planner, maps and a booklet for new cyclists, personalised travel planning, bike maintenance sessions and training, and a cycle loan and recycling scheme.

Cambridge

Cycling already has a great presence in Cambridge: its flat terrain, compact city centre and expanse of green urban space create ideal conditions for bike travel. Cambridge enjoys the highest levels of cycling not just of all the Cycling City and Towns, but of any town and city in the UK. Levels of cycling are somewhat lower in the surrounding villages and there is great

potential in these outlying areas to increase levels of cycling to match those found in the centre of Cambridge.

Cambridge is undergoing a sustained period of growth with 47,000 new homes due to be built, and the population of Cambridge is set to rise by 7.9% in the next few years. Many of the people who move to Cambridge will be coming from areas where cycling levels are much closer to the national average, so one of the key aims for Cambridge's programme is to expand its cycling culture to these new developments.

This surge in population will put huge strains on current transport infrastructure, so to prevent crippling congestion, the level of trips by sustainable transport methods will have to rise significantly. In October 2007, Cambridgeshire submitted a proposal for £500m to the Transport Innovation Fund and 10% of this potential funding is proposed to be spent on walking and cycling measures that would make the planned expansion of Cambridge viable.

Cambridge's Cycling Town targets are to:

- Ensure levels of cycling in new developments and surrounding villages match existing levels in central Cambridge
- Grow its total cycling trip numbers in line with its LTP targets against the 2006 baseline, plus 20% to reflect the increased investment. This would mean an increase in total cycling trips of 12.1% within Cambridge.

Cambridge will pursue a long-term programme of investment through which high-quality, exemplar, seamless routes will be established, linking the new developments to the city centre and other key cycle routes. City speed limits and cycle parking facilities will be reviewed and improvements made where necessary.

These infrastructure improvements will be coupled with a PR campaign to promote cycling to the growing population of Cambridge.

Chester

A compact town where few urban journeys are over four miles, Chester should be an ideal location for cycling. However, the town also has a number of physical barriers to cycling, which have kept cycling levels low.

The Roman walls, inner ring road and a number of gaps in the current cycling network all present difficulties for cyclists, and the Cycle Chester programme aims to make cycling an easier travel choice. Chester is currently developing a comprehensive plan to overcome these hurdles and make cycling a viable option.

The overall aim for the programme is to increase the number of journeys made by bike from 2008 to 2011, particularly among people who don't currently use their bikes to cycle short journeys in and around Chester.

Part of the plan involves making structural and infrastructure improvements to the town: a new route will be created from east Chester to the town centre, with a new cycling and walking bridge over the River Dee; enhancements will also be made to an existing bridge to enable cycling, and improvements will be made to the City Centre to make it more permeable.

Underpinning these developments will be a range of measures including cycle training, community cycle schemes, a PR and marketing campaign, and a 'prescribe a bike' scheme, which aim to complement the infrastructure improvements and bring cycling to the wider community. Chester is in the process of moving to a unitary authority, which has brought about a revival in the town's cycling programme. To date, the Cycle Chester team has been successful in securing significantly more than the required match funding, thereby more than doubling the value of the Cycling England funds.

Colchester

Colchester is a large self-contained town with a rural hinterland of villages. The majority (68%) of residents work in Colchester, and for those working further afield, there are three railway stations across the town. Although Colchester has an existing cycle network of on-road facilities, quiet streets and dedicated paths, it is incomplete, with some barriers to the town centre and other destinations.

The targets for Colchester's Cycling Town plan are to:

- Increase the number of people cycling regularly by at least 75% over the initial plan period
- Increase the mode share of children cycling to targeted schools to 10%
- Double the number of people travelling to targeted work places by bike
- Increase the number of people travelling to the town centre by bike by 50%
- Increase the number of cyclists travelling to the town's three railway stations by 50%

The aim of Colchester's Cycling Town programme is to create an improved town with cycling at its heart and facilities of European quality. Priorities for cycle accessibility improvements include the town's railway stations (Colchester North Station, Colchester Town Centre and The Hythe), the town centre, and key destinations such as the University, Colchester Institute, regeneration areas, and the General Hospital.

For the first year, infrastructure improvements have concentrated on upgrading and refurbishing existing routes in the sector covering northern Colchester, rejuvenating routes between Highwoods and the town centre and North Station, to allow complete uninterrupted journeys by bike. These routes will be extensively marketed and promoted to demonstrate what can be achieved elsewhere in the town. Additionally, designs for facilities which complete broken routes will be developed.

Colchester will introduce Bikeability training and implement a range of measures designed to attract new people, including commuters, students, families and visitors, to cycling. Years two and three will include continuing the Smarter Choices programmes, bringing other radial routes up to a quality standard, and introducing missing facilities, particularly in the town centre and connecting to the railway stations.

A number of hubs and sectors have been drawn up to guide implementation and ensure effective delivery through integrating initiatives. The hubs are Colchester town centre, North Station, and Hythe Station, while the sectors cover Highwoods, Greenstead and Wivenhoe, Garrison and Rowhedge, Bergholt, and Lexden and Shrub End.

Darlington

Darlington was the only town selected to be both a Cycling Demonstration Town and a Sustainable Travel Demonstration Town during 2005-08. Despite being compact and flat, Darlington had relatively low levels of cycling in 2005. Darlington's goals were to build major improvements to existing cycle infrastructure, including a new crossing over the A66, and links into the main railway station and the town centre; to install high quality, secure cycle parking at key locations; and to implement a sustained programme of marketing, cycle training, events and travel plans. During the first three years, Darlington also trialled cycling within a pedestrianised area of the town centre. This trial is now complete and cycling will be allowed to continue.

Darlington's Cycling Town programme target is for 3% of all trips to be carried out by bike.

Seven radial routes into the town centre were created to enable cyclists to access the main retail and leisure facilities and provide through routes from residential districts to employment areas. Schools were also specifically targeted with school travel plans, a Bike It scheme, a 'Medal Motion' school challenge, cycle shelters and Bikeability training. 'Local Motion', a wider

awareness campaign, was launched to help residents reconsider their travel options through initiatives like guided bike rides and a cycle loan scheme. Six per cent of pupils now cycle to school, compared to 1% at the start of the programme, and over 10,000 households are now members of a local sustainable travel supporters club.

The priorities for the second phase, covering 2008-11, include completing and signing the town's seven radial routes, the circular route, links to rural communities and route 14 on the National Cycle Network; providing Safe Routes to Schools, cycle parking, and implementation of 20mph zones in residential areas and outside schools; continuing to deliver Bike It, Bikeability, and promotional events and festivals in schools; and developing a marketing strategy for cycling. The town's Health Improvement Group, established to enable the Council and the Primary Care Trust to work together, will also initiate a GP referral system to promote the role of cycling in good health.

Derby

Derby was the largest of the first wave of Cycling Towns appointed in 2005 and as a housing 'Growth Point' area, 6,100 new homes are planned for the town before 2011. Such growth makes sustainable transport improvements essential to prevent traffic congestion problems.

For 2008-11, the Derby project aims to:

- Increase city-wide cycling to school to 4%, from a 2007 baseline of 2%
- Increase cycling levels from 2006 to 2011 by 28%
- Increase cycling levels in the city centre, and to and from the rail station, by 100%

To date, Cycle Derby's main focus has been on the town's 105,000 under-25s, embedding cycling into the school day through Bikeability training, cycle training and the promotion of Derby's well-developed network of on and off-road cycle routes.

In July 2008, Derby opened the doors to its new National Standards BMX track designed to host national events, and a smaller track to help develop the skills of younger riders which encourages participation through regular club nights.

Young people have also been reached through promotional campaigns including a six-month 'Festival of Cycling' comprising family bike rides, cycle try-outs and 'Dr Bike' cycle repair and maintenance sessions, cheered on by the 'Shift and Sprocket' cartoon characters invented by the Cycling Town team.

During 2008-11, Derby will consolidate and expand its programme, continuing to focus on the existing target group of young people under 25, through education, training, promotions, marketing, events, rides and clubs. Focus areas for 2008-11 include: Bikeability; school cycle clubs; community cycle clubs and facilities; family cycling programmes; Bike It; school cycle storage; school travel plans and Safe Routes to School; a 'B Active' partnership; a city-bike pilot; a CTC Community Champions project designed to engage with hard-to-reach groups for cycling; and a bike recycling scheme. A targeted marketing and publicity campaign will support all these programmes and the Festival of Cycling has now translated into an annual events and promotion programme.

In addition, new programme areas include improving cycling access to the city centre, integrating bike and rail travel with major station redevelopment, and promoting the link between cycling and health through a close partnership with the PCT. Tailored initiatives will be designed specifically to work with traditionally harder-to-reach groups such as women, older people, and those from minority ethnic groups. These will include bike recycling and cycle maintenance projects, cycle training, led rides, and community cycle club development.

To ensure cycling complements the town's rapid growth, the Cycle Derby team plans to work closely with both developers and estate agents to provide information about cycling and sustainable travel in all new home buyers' packs.

Exeter

Devon is a natural playground and Exeter sits at its heart, surrounded by estuaries, coasts, forests and moorland. Exeter already had a network of around 50km of cycle routes when it was given Cycling Demonstration Town status in 2005, but Devon County Council created a further 16km in its first 18 months as a Cycling Town.

With routes progressing well, the town has been encouraging cycling take-up among pupils and workers. Local schools, building on the success of the School Travel Plan programme, have participated in the 'Bike It' initiative, which uses a dedicated champion to promote cycling to families, teachers and children, with a special emphasis on teenage girls. Some schools are now reporting upwards of 20% of trips by bike on a regular basis. Exeter has also been engaging businesses with cycling: 9% of employees are now cycling regularly to work, compared to 4% in the 2001 national census.

Exeter has exceeded its target of a 19% increase in average daily cycle trips, reaching 25% in 2007. This target will be reset using 2007 as a new baseline. The programme now aims to achieve:

- 19% increase in average daily cycle trips
- 10% of employees cycling to work in Exeter (last measured at 9% in 2008)
- No increase in the rate of cycling casualties

The Exeter Cycling Town programme for 2008-11 will entice people to 'learn or return' to cycling. With the Exe Estuary Trail and Haldon Forest on the doorstep, residents and visitors can experience cycling in a beautiful, traffic-free environment, then return to Exeter and take advantage of the largely complete cycle network for commuter or utility trips. The 2008-11 programme will extend the project boundaries into the Exeter sub-region, to create links to outlying communities and take advantage of the leisure opportunities that exist within Exeter's rural hinterland.

Infrastructure priorities for the 2008-11 programme include extending cycle routes out of the town; creating secure parking facilities at schools, surgeries and health centres; and reviewing and implementing routes, information and facilities for Exeter University and Exeter College, plus a number of train stations. This will be complemented by an ambitious 'Smarter Choices' programme including personalised travel planning, designed to reach 25,000 households; implementation of Bikeability and continuation of Bike It; and support for workplace BUGs (bike user groups) through grants, improved communication, and sharing of best practice.

The project aims to sustain investment in cycling for the future. This will be achieved by developing a robust set of policies and procedures for those responsible (e.g. development control teams, planners, maintenance staff and urban designers). The project will also develop a toolkit of measures to enable those with an interest in cycling to encourage others to cycle.

An area-wide marketing and communications campaign will raise the profile of all elements of the programme among key target audiences, and partnerships are forming with the PCT, the Forestry Commission and other key partners, to ensure integrated delivery.

Lancaster with Morecambe

The first three years of the Cycling Town programme for Lancaster with Morecambe focused on expanding the district's cycle route network, including new routes for Morecambe Promenade and the Lancaster canal towpath, and providing an additional 20km of cycle routes.

The targets for Lancaster with Morecambe's Cycling Town plan are:

- Cycle to work rate increase to 8% in 2011 census (base = 4.3%)
- 20% increase in cycling rates at 5 key counters from 2005 levels by 2011

Since Lancaster and Morecambe joined the programme, over 700 new cycle parking spaces have been created around the district and almost 1,000 people have now benefited from some form of cycle training, including Bikeability, a bike buddy scheme and bike maintenance courses. Hundreds more have taken part in a varied events programme.

For the second phase of the programme, the Cycling Town programme aims to improve accessibility for cyclists both across and into the town centre (which is currently problematic due to the gyratory system), and to extend the cycle network where possible, particularly through providing further links to schools and employment areas.

Cycling will be actively promoted within key workplaces and in schools, where the programme will deliver an integrated programme with Bike It, Bikeability and a pilot bike loan project.

The Cycling Town team will work collaboratively with the Primary Care Trust and internal services to promote physical activity in the district. Alongside this the team will also deliver a comprehensive programme of cycle training for all, including events and rides, publicity and promotion activities, as well as activities focused on increasing participation by women and teenage girls.

Leighton-Linslade

The smallest of all the Cycling Towns, Leighton-Linslade is a typical market town with a small shopping area in the centre. As such, the town faces issues with local traffic and town centre congestion, leading to a potential loss of retail diversity and vitality. It is hoped that the success of Leighton-Linslade as a Cycling Town will show that other market towns can reinvigorate themselves and sustain their town centres by increasing cycling levels.

Leighton-Linslade's radial pattern concentrates journeys into the town centre and across the one bridge over the canal and river, acting as a natural traffic restraint. The town is compact, making it ideally suited for cycling, with many local journeys serving the railway station and town centre.

Over the project timeframe, Leighton-Linslade Cycle Town has set itself the challenging target of an overall doubling of cycling. Specifically, the targets for the end of 2010/11 are to:

- Increase the number of children regularly cycling to school from 1.2% to 3.5%, measured by school travel plan surveys
- Increase the number of commuters regularly cycling to the station from 50 to 150, measured surveying the use of cycle parking
- Double the number of people who cycle to the town centre
- Double the number of cyclists using key routes, measured across eight key locations

Since a significant proportion of the match funding for Leighton-Linslade's programme is dedicated to infrastructure improvements, such as increasing cycle parking at schools and stations and upgrading cycle paths, the Cycling England grant will primarily focus on revenue funded interventions particularly in the second and third financial years. This will include a Family Learning Cycle Training Programme, offering Bikeability, BMX skills, mountain biking and bike maintenance training. A bike recycling scheme will provide bikes on loan to families. Workplace travel planning and 'cycle champions' initiatives will form a core part of the programme, along with other marketing, communications and events initiatives designed to encourage a change in travel behaviour.

Bedfordshire County Council has been split into two unitary authorities, and Leighton Linslade Town Council will lead implementation of the Cycling Town programme from April 2009 within

Central Bedfordshire Council. As Leighton-Linslade is an identified growth area attracting Growth Area Funding, there are significant opportunities to influence planning decisions, ensuring cycling is embedded in future developments from the start.

Shrewsbury

Picturesque and compact, with a popular riverside traffic-free route and some fairly flat terrain, Shrewsbury's cycling levels are already well above the national average. The Cycling Town programme aims to significantly increase overall cycling levels by 2011, making cycling an attractive day-to-day travel option for more residents.

Almost two thirds of commuter journeys are less than 5km. However, the centre of town has a one-way system and some moderate hills, while the Shrewsbury bypass makes cycling out of or into the town difficult.

Between 2008 and 2011 the Shrewsbury Cycling Town programme aims to:

- Double levels of cycling to school to 12% of all pupils
- Increase levels of cycling to work by 50%, to 10% of all work trips
- Double the proportion of journeys into the town centre made by cycle – to 4% of all trips
- Increase levels of recreational cycling

Shrewsbury's strategy is to create a positive cycling culture, enabling and motivating more people to cycle, and encouraging those who currently cycle to do so more often. The area covered by the project includes Shrewsbury Town, Bayston Hill and the rural area within approximately 5km of the town. Shrewsbury has been designated as a Growth Point, and a new single authority is in the process of being established.

Infrastructure development will be a key element of the Cycling Towns programme, expanding the cycle network by over a third with 15km of new routes and providing links to workplaces, schools and through the town centre. Promotional efforts will focus on the workplace, working intensively with a number of employers and schools, and providing cycle parking and Bikeability training for adults and children. Other marketing and promotional activities will be aimed at other target groups including leisure cyclists.

The programme has support from Shropshire County Primary Care Trust, West Mercia police and the local train company. The manager, players and mascot at Shrewsbury Town Football Club recently showed how easy it is to cycle to their new stadium. Shrewsbury will also benefit from the Sustrans Connect2 lottery win, which will help to fund major infrastructure improvements in the town centre, completing the traffic-free riverside path through the town.

Southend

Southend-on-Sea is one of the most popular day resorts in the UK – the town has over 5.5 million visitors per year compared to its population of 160,000 – so both tourists and residents must be taken into consideration in Southend's Cycling Town programme.

Between 2008 and 2011 the Southend-on-Sea Cycling Town Programme aims to:

- Double levels of cycling to schools
- Double levels of cycling to work – to 6% of all work trips

The programme has three key areas of focus: promoting cycling to schools and work places; improving the cycling infrastructure of the town; and getting the wider community involved in cycling through training and education.

To improve cycling levels there is a significant increase in staff: a Bike Squad – a dedicated team of cycling officers tasked with taking cycling to the wider community; a ‘MoveEasy Officer’ – to work with Southend’s local employer’s ‘MoveEasy Network’ (representing some 10,000 employees); 10 new Bikeability Officers to promote Bikeability in secondary schools throughout the borough; a full time Bike It officer; and a dedicated cycle infrastructure team.

Southport

With a population of just 90,000, Southport is a popular coastal resort and shopping centre that attracts 4.5m visitors per year. Its compact and largely flat topography makes Southport ideal for cycling, and the number of people commuting by bike is much higher than other parts of Merseyside.

Between 2008 and 2011, Southport’s Cycling Town programme aims to achieve:

- 10% of all intra-Southport trips by bike
- A 50% increase in cycling to secondary schools in Southport, boosting cyclists from 10% to 15% of all pupils
- A 300% increase in cycling leisure trips based on Southport’s promotion as a ‘Classic Resort’ and a cycle friendly place to visit.

One of the aims for the Southport Cycle Town programme is to make cycling the preferred mode of transport in the town centre, no matter how people travel to Southport. As well as offering a widely-available cycle hire scheme through hotels, conference venues and other central locations, the programme will offer weekend cycle training courses and led rides, making Southport a destination where people of all ages come to not only ride a bike, but learn to do so.

Southport’s programme priorities lie in three areas: encouraging tourism and leisure cycling, creating regeneration opportunities, and significantly increasing cycling to school. There are plans to develop a high quality cycle network around the seafront area, providing access to the Sefton Coast and developing links to the town centre. This network will then link all the main leisure attractions for visitors and residents alike. Regeneration opportunities will be focused in the two main areas selected for development within the town (the Marine Park area on the seafront and the area to the east of town around Kew, including the business park), by building a number of cycle routes. Cycling to school, particularly among teenage girls, will be encouraged by building links to schools, creating more cycle parking, and offering in-school motivational and training programmes.

Other initiatives include STEP (Sefton Teenage Exercise Programme), adult cycle training, ‘cycling back to health’ (a GP referral programme), BMW’s (Bike Maintenance Workshops), and a Community Cycling Champions programme.

Stoke-on-Trent

With a population of 240,000, Stoke-on-Trent is the largest of all the Cycling Towns and is therefore benefiting from significant investment from Cycling England.

Stoke-on-Trent already has over 120km of newly surfaced cycle routes, 80km of which is off-road on greenways, canal towpaths and river paths. Despite residents’ proximity to expansive infrastructure, Stoke starts its Cycling Town programme with the lowest levels of cycling to work and school, coupled with major health deprivation.

The Stoke Cycle Town programme aims to significantly increase cycling levels by 2011. This will be measured using the network of automatic cycle counters.

Stoke-on-Trent's cycling programme has identified three key barriers to cycling: poor perception of cycling, lack of opportunities to cycle - whether by not having access to a roadworthy bike or not knowing a safe route to ride it - and physical barriers to cycling.

Market research will identify why there is such a poor perception of cycling in Stoke-on-Trent. The findings will then be used to launch a high profile PR campaign, aiming to give cycling a positive image and normalise cycling as a means of travel.

Alongside this, Stoke-on-Trent's 'Accessible Cycling' strategy will make cycling more available to the population by introducing a network of cycle hire and maintenance facilities. Community Cycle Coordinators will work with local groups to encourage greater cycle use and create tailored cycle programmes for local residents.

Current infrastructure that impedes cycle travel will be identified and removed wherever possible. Four new cycle paths covering 2.5km are currently being built, including connecting visitors and residents to the popular destination of Trentham Gardens and an off-highway route giving an alternative to the busy A5007 - over 70 new cycle schemes are also in development. In the meantime, work will be carried out to improve the standard of the existing cycle network.

Woking

Woking's compact size and the proximity of its outlying residential areas to the town centre make it an attractive place to invest in cycling. Woking Borough stretches from Brookwood in the west to Byfleet in the east, a total distance of about eight miles, with Woking town centre approximately in the middle. The maximum distance most people need to travel to reach the town centre or railway station is therefore only four miles. The topography is also very attractive, with few hills.

Modern Woking grew up around its railway station, which is now the second busiest in Surrey with approximately 6.7 million passengers using it in 2006/07. A substantial increase in cycle parking is planned for Woking station, from 300 to 1,000 stands.

The Cycle Woking programme intends to increase cycle journeys at a substantial rate:

- Primary Schools: Increase cycling to school from its current rate of 4% to 8%
- Secondary Schools: Increase cycling rates from 10% to 15%
- Commuter journeys to railway stations: 50% increase on 2004 levels
- Overall cycle journeys: 40% increase on 2004 levels.

Providing safe and convenient cycle routes, like spokes radiating out from the hub of the town centre and station, along with improved cycle facilities, is an important part of Woking's plans to provide attractive alternatives to the car. Upgrading the Basingstoke Canal towpath, and its links from Pirbright Bridge to the Wey Navigation, is a key objective: the canal is a main artery running from west to east and the towpath will provide an attractive off-road facility for many local people once works are completed. At the same time, access to the town centre will be improved, including the removal of a ban on cycling through sections of the town.

A wide range of marketing and communications tactics will be employed to promote new and upgraded routes and attract people to cycling. The routes will be given a 'Planets' theme, based on *War of the Worlds* by HG Wells, who was a resident of Woking during the late 1800s.

The Cycle Woking programme will also look to create community-based bicycle recycling schemes in deprived areas of Woking, such as Lakeview and Sheerwater. Local enterprises will source unwanted bikes and make them roadworthy at low or no cost. The scheme will also provide low cost bike maintenance facilities.

York

Thanks to many successful cycling initiatives over the past decade, York has among the highest cycling levels of all of the Cycling Towns. However, as recent surveys show that cycling levels have plateaued, York needs to introduce fresh and exciting initiatives to make cycling appeal to a wider population.

The key targets for York's cycling programme over the next two years are to:

- Increase participation by 25% on existing levels by 2010 (base: approx 10%)
- Generate a 100% increase in children cycling to school (base: 7.4%)
- Increase cycle trips to work by 10%
- 100% increase in women/girls and over 45s cycling by 2011
- Increase cycling participation in Westfield - a low participation area - by 100% by 2011

York's cycling programme will complete many gaps in the existing cycle network including work to improve radial routes, the creation of new links including an orbital route, and addressing the more challenging road junctions so that safety and security can be improved for all cyclists.

Alongside this, York will work with local schools and businesses to raise the profile of cycling, deliver more cycle training and promote the new cycle routes.

Another area of focus will be improving bike accessibility by establishing a new Cycle Hub at Lendal Bridge, introducing a city-wide cycle hire facility, and developing a partnership with Bike Rescue through which bikes destined for the rubbish tip will be made roadworthy and brought back into circulation.

To increase total cycling activity, York will create a strategic communications and interventions programme that will specifically target low participant groups, particularly girls and young women, but also older people and those with disabilities.

A city-wide consultation undertaken in year one of the project will help prioritise and shape the work programme for years two and three.