

**Manchester City Council  
Report for Resolution**

**Report To:** Executive – 30 May 2012

**Subject:** Interim Strategy for Cycling in Manchester 2012-13

**Report Of:** Sara Todd, Assistant Chief Executive, Regeneration

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**Summary**

In January, the Council, in conjunction with British Cycling published, for consultation, a draft Interim Cycling Strategy for Manchester. This report;

- describes the purpose and key elements of the strategy
- outlines the consultation process
- sets out a summary of the responses received;
- seeks authorisation to publish the strategy.

The latest draft of the Strategy and an associated Implementation Plan can be found in appendix A.

**Recommendations**

1. Note the report and comment on the Interim Cycle Strategy as appropriate, and;
2. Approve the final strategy, subject to any comments the Executive is minded to make, and authorise its publication.

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**Wards Affected: All**

<b>Community Strategy Spine</b>	<b>Summary of the contribution to the strategy</b>
Performance of the economy of the region and sub region	An efficient and well functioning transport network is essential for the economic wellbeing of the City and delivery of the Greater Manchester Strategy, Third Local Transport Plan and Transport Strategy for Manchester City Centre. Encouraging more people to cycle will help the City to make best use of its transport assets.
Reaching full potential in education and employment	Encouraging more people to cycle can assist in promoting access to education and employment opportunities at low cost.

Individual and collective self esteem – mutual respect	The health benefits of cycling are numerous. Encouraging more people to cycle will improve the health of Manchester residents both directly through improved health and indirectly through better air quality.
Neighbourhoods of Choice	By enhancing sustainable travel choices and the accessibility of employment, education and healthcare provision, improved levels of cycling access can support neighbourhoods across the City.

**Full details are in the body of the report, along with any implications for:**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

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### **Financial Consequences – Revenue**

None. All interventions proposed in the implementation plan are either fully funded, intended to be funded by external funding streams (such as the Local Sustainable Transport Fund) or will be completed using previously agreed funding streams or existing staff time. Identified revenue spend is c. £1.3m.

### **Financial Consequences – Capital**

None. All interventions proposed in the implementation plan are either fully funded or intended to be funded by external funding streams (such as the Local Sustainable Transport Fund). The total identified capital spend is c. £2.1m (excluding highways maintenance). It should be noted that this is a mix of Manchester-specific and Greater Manchester focused spending.

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### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

- Greater Manchester Local Transport Plan 3
- Transport Strategy for Manchester City Centre
- British Cycling's Whole Sport Plan 2009-2013.
- Manchester: A Certain Future. Our collective approach to climate change.
- (Draft) Manchester Sport and Physical Activity Strategy 2012-2020

## 1.0 Introduction

- 1.1 This report outlines recent work that has been undertaken with British Cycling and members of the City Council's Cycling Forum to develop an updated strategic framework for the further development of measures to support cycling in the City. The current Cycling Strategy document dates from 2005 and is in need of significant revision. In order to support the continuing growth in cycling in Manchester it is seen as important that an up-to-date cycling strategy is developed. Furthermore, as part of the memorandum of understanding signed between the Council and British Cycling in 2010, it was agreed that the two organisations would work together to produce a joint cycling strategy. Given that a number of significant announcements regarding cycling are expected over the next twelve months it was agreed that this should be an interim strategy for the 2012/13 financial year. A revised strategy for 2013/14-2014/15 will be introduced in 12 months time with a longer term strategy developed for post-2015 once the next Comprehensive Spending Review has concluded.
- 1.2 The public consultation process for the Interim Strategy began on December 9<sup>th</sup> 2011 and ran until January 31<sup>st</sup> 2012. In addition to this public consultation the Communities and Neighbourhoods Overview and Scrutiny Committee considered the Strategy at its February meeting. A total of 25 written responses were received from individuals and organisations in addition to comments made at the December 2011 and March 2012 meetings of the Manchester City Council Cycling Forum.
- 1.3 This report summarises the consultation responses received. A copy of the Draft Final Strategy which incorporates a number of suggestions made during the two consultations is appended to this report.

## 2.0 Background

- 2.1 Development work on the strategy was initially led by British Cycling – and production of the document was an action identified in the Transport Strategy for Manchester City Centre that was approved by the Executive in July 2010. Its aim is to bring together in one place proposed approaches to further developing the three main components of cycling: recreational cycling, utility cycling and sport cycling. The strategy also proposes actions relating to two themes that underpin these components – workforce and volunteering, and communications & engagement.
- 2.2 The overall aim of the strategy is to increase all forms of cycling in Manchester for all people of all ages through the partnership between Manchester City Council, British Cycling, The National Cycling Centre and the many cycling groups and partners in the city. Its vision is for Manchester to be **“a world class cycling city with more people cycling more often”**.
- 2.3 The strategy has been led and produced by these three lead organisations and developed in consultation with many cycling organisations and groups that operate in Manchester. Given some key policy and strategic plans which

are to be developed over the coming years (including the next CSR in 2015) it is considered important that the strategy should be seen as a flexible document that can be refreshed and updated regularly in response to external policy and funding changes. The current intention is to produce a refreshed strategy in 2013 and then again in 2015. This is to ensure partners maximise the opportunities presented by the expected policy changes during this period.

2.4 The Strategy identifies the following as being key challenges:

- Improving the quality of infrastructure for cyclists and ensuring that provision is designed in from the outset and not an add-on;
- Improving both safety and the perception of safety for cyclists
- Improving the coherence of programmes across the city and developing better links between them;
- Integrating community and schools provision into club infrastructure;
- Strengthening and increasing capacity within cycle sport clubs and recreational groups
- Improving the quality and dissemination of information that already exists regarding cycling participation; and
- Co-ordinating and managing the expertise and knowledge of the main providers.

2.5 The “recreational cycling” section sets out an ambition to have Manchester ranked number one for “all forms of cycling” in the Active People Survey by 2017. It sets out the important role that cycling could play in improving the levels of physical activity amongst Manchester residents (and the associated benefits this would bring). Furthermore, it recognises that recreational cycling is a “gateway” which may encourage more people to consider cycle commuting and even sport / club participation. The proposed actions set out how this might be delivered through improved collaboration between organisations and better targeted activities to help break down the negative perceptions around cycling and, in particular, encouragement so that more women become regular cyclists.

2.6 The “commuter / utility cycling” section provides an overview of the current levels of commuter cycling in Manchester and sets out the estimated economic and health benefits this brings to the City. It also sets out the initiatives that are already in place funded by the Council, TfGM and others. The proposed actions set out how we will seek to improve infrastructure for cyclists (on-road, off-road, cycle parking) and improve the perception of safety on the road through training and other initiatives. This will be imperative if the Council is to work towards delivering the aims of the Times “Cities fit for Cycling” campaign to which the Council signed up as a supporter in February.

2.7 The “sport cycling” section sets out we will work with British Cycling and the National Cycling Centre to encourage more local residents to become involved in cycling clubs and sports cycling to boost the numbers involved in sport and physical activity. The proposed actions focus on improving access to the facilities at the National Cycling Centre, capitalising on the Olympic legacy and encouraging more people to become involved in clubs / sport – both as

participants but also as coaches, officials, volunteers and spectators.

- 2.8 Finally, the strategy sets out our proposed programme of works across all three areas and highlights the fact that whilst we are operating in a challenging financial climate, significant investment is still being made in cycling and a number of large projects are underway which could positively contribute to making cycling in the city more attractive and safer with consequent increases in participation rates.

### **3.0 The consultation**

- 3.1 The consultation on the draft document began at the MCC Cycling Forum held on 9<sup>th</sup> December 2011. At this meeting officers presented the paper to the Forum members and invited them to comment by January 31<sup>st</sup>. In addition to those in attendance at the meeting all those on the Forum's email circulation list were emailed a copy and the draft strategy was made available for download on the Council's website. Following the cycling forum the draft strategy was posted on at least one cycling blog (independent of the Council) which generated further comments.
- 3.2 Officers received a total of 25 responses to the consultation – 15 from organisations and groups and 10 from individuals. Manchester Friends of the Earth, the Greater Manchester Cycling Campaign, Love Your Bike, Transport for Greater Manchester and the University of Manchester Students Union were amongst those who responded.
- 3.3 Following the close of the consultation period on January 31<sup>st</sup> 2012, the strategy was redrafted to take into account the comments from the public consultation and was presented to the Communities and Neighbourhoods Overview and Scrutiny Committee as part of a wider item on cycling. The draft appended to this report has been updated to reflect the recommendations of the scrutiny committee.

### **4.0 An overview of the responses**

- 4.1 The main issues and comments raised through the public consultation focused on the following:
- requests for more and better linked off-road cycle routes;
  - requests for additional on-road cycle lanes that are better enforced and better maintained;
  - the need to address the dangers cyclists face from other road users;
  - a request for the Council to promote cycling and cycling initiatives more visibly;
  - planning – in particular the need to ensure that high-quality and secure cycle parking is built in to new residential developments (especially flats);
  - the need for more cycle parking both in the centre and across the city; and
  - finally, it should be noted that some respondents felt that the document contained too much detail on sport related cycling

4.2 The Communities and Neighbourhoods Overview and Scrutiny Committee asked for the strategy to include more focus on some of the concerns raised in the meeting , including :

- a request for a greater emphasis on the health benefits of cycling;
- a desire for the council to do more to encourage more and better cycling facilities through planning procedures, in particular better parking facilities in new developments; and
- recognition that being able to easily carry bikes on public transport would make a significant difference in the number of people who cycle and asking Transport for Greater Manchester to work with the transport companies to explore ways to make this easier.

4.3 In the light of the responses received, a number of amendments to the strategy have been made and are included in the latest draft of the document in Appendix A.

## **5.0 Next steps**

5.1 Subject to further comments from Members, the formal agreement of the City Council is being sought to finalise and publish the interim strategy as a statement that summarises the approach to cycling being adopted by the City Council and its key partners.

## **6.0 Recommendations**

6.1 A full set of recommendations appear at the front of this report

## **7.0 Contributing to the Community Strategy**

### **(a) Performance of the economy of the region and sub region**

7.1 An efficient and well functioning transport network is essential for the economic wellbeing of the City and delivery of the Greater Manchester Strategy, Third Local Transport Plan and Transport Strategy for Manchester City Centre. Encouraging more people to cycle will help the City to make best use of its transport assets.

### **(b) Reaching full potential in education and employment**

7.2 Encouraging more people to cycle can assist in promoting access to education and employment opportunities at low cost.

### **(c) Individual and collective self esteem – mutual respect**

7.3 The health benefits of cycling are numerous. Encouraging more people to cycle will improve the health of Manchester residents both directly through improved health and indirectly through better air quality.

#### **(d) Neighbourhoods of Choice**

- 7.4 By enhancing sustainable travel choices and the accessibility of employment, education and healthcare provision, improved levels of cycling access can support neighbourhoods across the City.

### **8.0 Key Policies and Considerations**

#### **(a) Equal Opportunities**

- 8.1 The proposals in this strategy and implementation plan will contribute towards delivering a safer environment for cyclists and contribute to the corporate objectives of making the urban environment accessible to all.

#### **(b) Risk Management**

- 8.2 A risk register would be developed for individual projects in the implementation plan and continually monitored to enable the Council to respond to the risks throughout the lifetime of the project concerned.

#### **(c) Legal Considerations**

- 8.3 Some elements of the implementation plan – such as the introduction of more mandatory cycle lanes - would require a Traffic Regulation Order. The Traffic Regulation Order would be progressed in the normal manner in accordance with the relevant regulations and the council's delegated approval process.



# **Interim Strategy for Cycling in Manchester 2012 – 2013**

“Making Manchester a World Class Cycling City”

Produced in partnership by:

Manchester City Council & British Cycling

DRAFT – 14<sup>th</sup> May 2012

# Foreword

TBC (Ian Drake / Richard Leese)

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# Executive Summary

Manchester is a city which is passionate about cycling in all its forms. Manchester is committed to support and promote all forms of cycling, whether residents choose to cycle as their transport of choice, to cycle for recreation or to cycle for sport. Manchester is home to a host of national and international cycling events which take place in its world-class facilities and to a large number of partners and groups dedicated to the development of cycling in the city.

Our vision for cycling in Manchester is to be a **World-Class Cycling City** with **More People Cycling More Often**.

The intention of this strategy is to bring together in one place the three main components of cycling: recreational cycling, utility cycling and sport cycling. The strategy will also detail two themes that underpin these components –workforce and volunteering, and communications & engagement.

The overall aim of this strategy is to increase all forms of cycling in Manchester for all people of all ages through the partnership between Manchester City Council, British Cycling (BC), The National Cycling Centre (NCC) and the many cycling groups and partners in the city.

The strategy has been led and produced by these three lead organizations and developed in consultation with many cycling organisations and groups that operate in Manchester. Given some key policy documents which are to be developed over the next five years – including the Sport and Physical Activity Strategy and the next Comprehensive Spending Review – it is intended to produce a refreshed Manchester Cycling strategy in 2013 and then again in 2015. This is to ensure partners maximize the opportunities presented by these policy changes during this period.

In summary, despite the current, challenging economic climate, MCC and BC have continued to invest considerably in cycling to develop opportunities for Manchester residents to cycle for utility, sport and recreation.

Furthermore, the Council has directly invested in excess of £3 million pounds in cycling infrastructure through the Local Transport Plan capital programme and with funding from the South East Manchester Multi Modal Study fund. This has enabled the city to deliver a significant number of initiatives across the city such as the development of the National Cycle Network, including commuter corridors, off road and orbital routes; more cycling facilities and parking in schools, the city centre and district centres and the development of safer routes to school for Manchester school children.

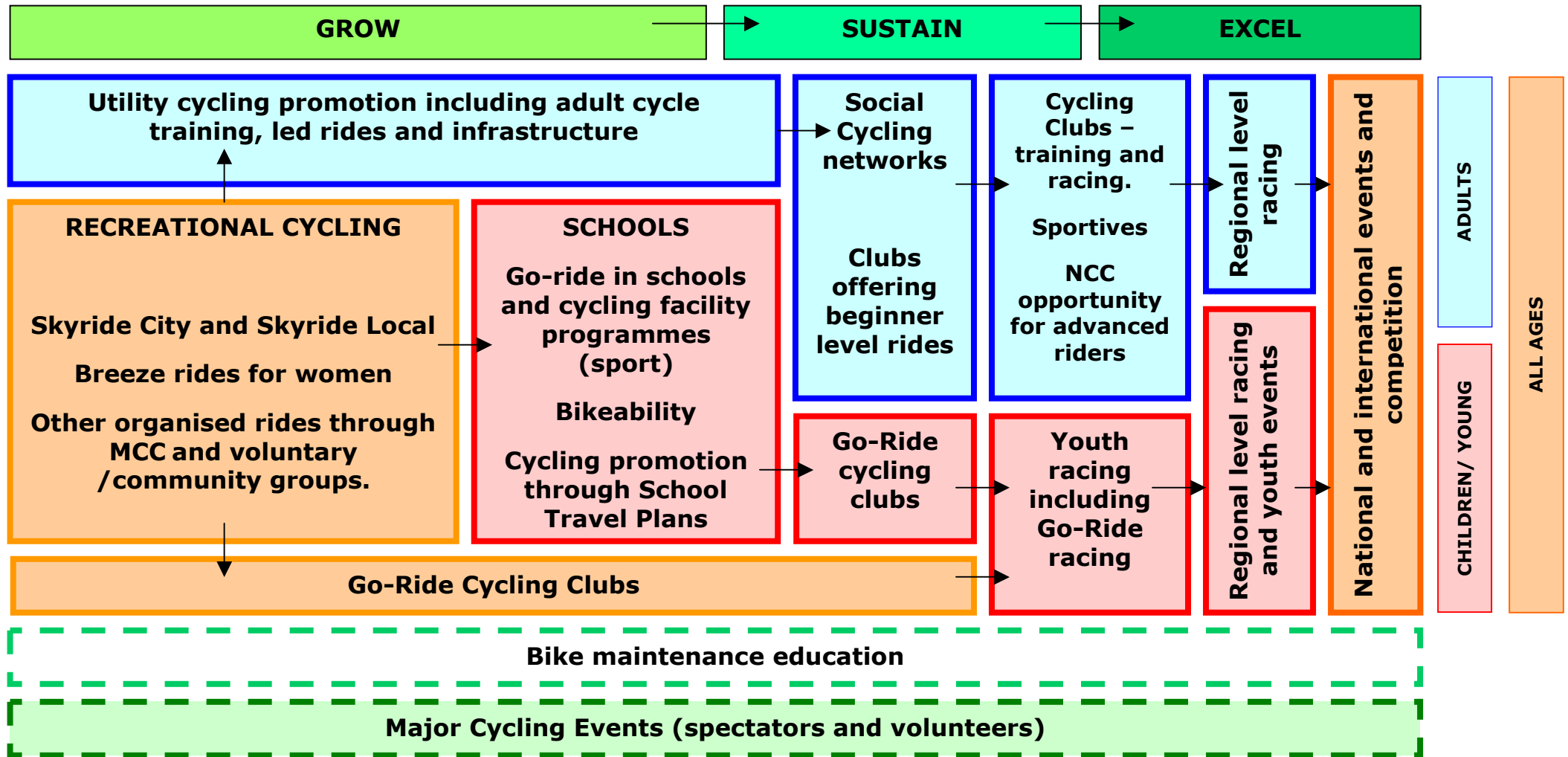
MCC and BC, along with other funding partners, have invested significantly in cycling over the last five years. Headline figures include:

- Over £3.2 million on infrastructure through the LTP Highways Capital Programme
- £549,000 on child cycle training and over £45k on adult cycle training.
- £56,000 promoting Bike Week
- £24 million on expanding the National Cycling Centre to include the Indoor BMX Arena and British Cycling's headquarters.

- Over £12,000 in small grants to community groups through the Working Neighbourhood Fund
- £2.5 million on promoting and supporting sport and club cycling and hosting major cycling events.

Looking to the future the strategy sets out our proposed programme of works across all three areas and highlights the fact that whilst we are operating in a challenging financial climate, significant investment is still being made in cycling and a number of large projects are underway which could positively contribute to participation rates.

The diagram below sets out the linkages between all forms of cycling that currently take place in Manchester and shows how participants can access different types of cycling should they desire to do so. This depends on the provision of high quality information and on the knowledge of the cycling workforce to be able to advise riders of other cycling opportunities. Recommendations are made for how this will be addressed within the Workforce and Volunteering section.



# Policy Context

## Policy Context and Relevant Strategies

This strategy has been informed by and aims to build on a number of key documents produced at a national, regional and local level and includes strategies relating to sport, recreation, health and transport all of which have helped to shape our future plans and ambitions and our overarching outcome of **more people, cycling more often.**

- Creating a Sporting Habit for Life: A Youth Sport Strategy. - Sport England 2012 - 2017
- British Cycling's Whole Sport Plan 2009-2013.
- Healthy Lives, Healthy People: Our Strategy for Public Health in England - Department of Health (November 2010)
- Plans For The Legacy From The 2012 Olympic And Paralympic Games (December 2010 Department of Culture Media and Sport)
- Start Active, Stay Active: A report on physical activity for health from the four home countries" Chief Medical Officers. Department of Health July 2011
- Third Greater Manchester Local Transport Plan (2011)
- Manchester Local Area Implementation Plan (2011)
- Transport Strategy for Manchester City Centre (2010)
- Manchester Local Development Framework Core Strategy (2012-2027)
- Manchester's Healthy Weight Strategy (2010 -2013)
- Manchester: A Certain Future. Our collective approach to climate change.
- (Draft) Manchester Sport and Physical Activity Strategy 2012-2020

A summary of these strategies is available in Appendix A.

# Our Vision and Mission

## Our Vision

The vision for the partnership is:

***"Making Manchester a World Class Cycling City  
with  
More People Cycling More Often"***

This Vision has the following core components:

- Recreational Cycling
- Utility<sup>1</sup> Cycling
- Sport Cycling

These core components are underpinned by the following key themes:

- Workforce and Volunteers
- Marketing and Communications

To achieve our vision, the partnership will deliver tangible improvements by making a commitment to:

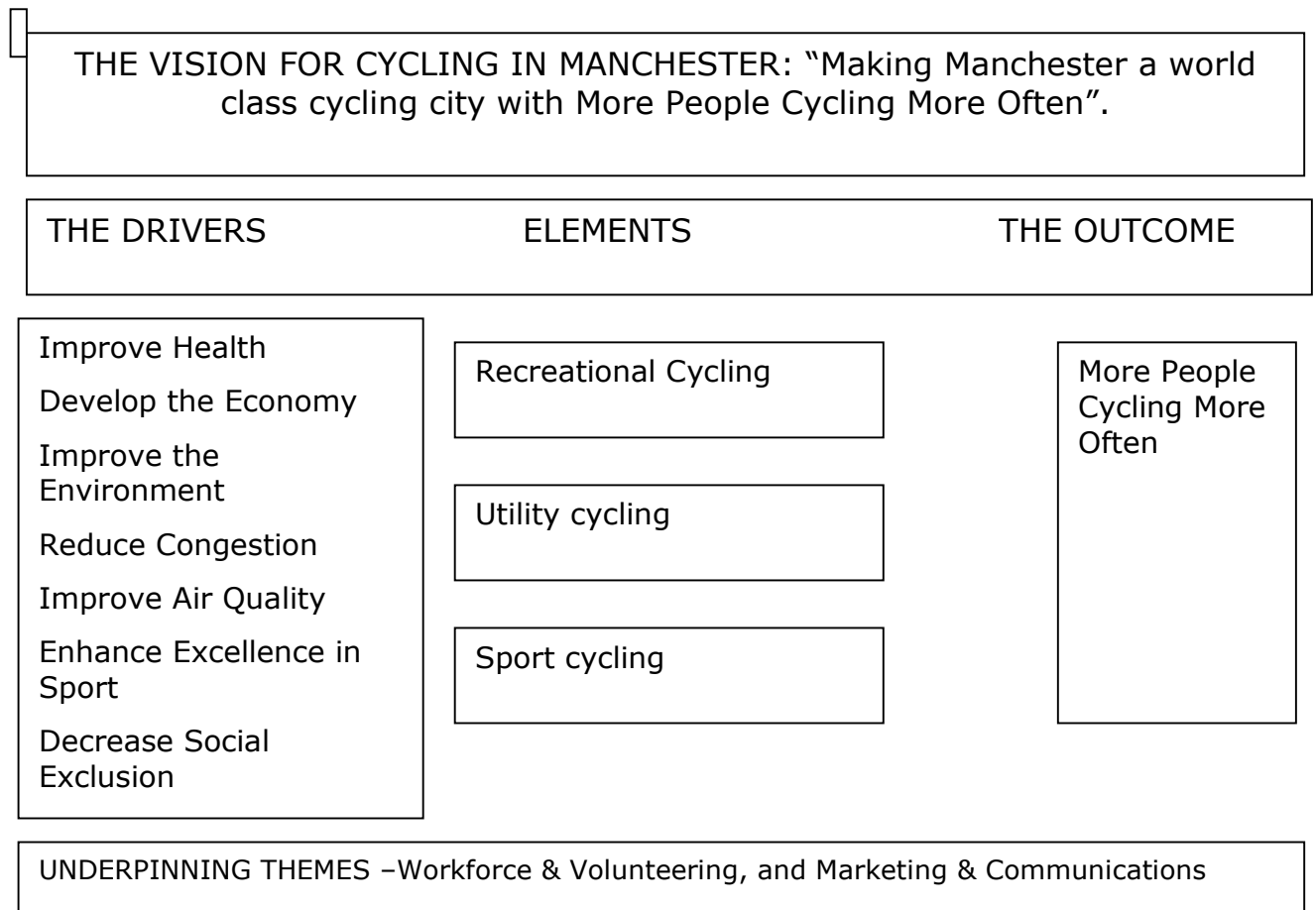
- Collaboratively develop recreational, utility and sports cycling through a co-ordinated and sustainable cross-city programme;
- Build on existing investment and development programmes;
- Maximise the effectiveness of existing resources and capture new investment to meet future needs;
- Further develop knowledge and expertise to support delivery of the Vision; and,
- For all strategic partners to take a "one team" approach to achieve our priority outcome of more people cycling more often.

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<sup>1</sup> Which includes commuter cycling and "utility" cycling for domestic non-leisure purposes



The following diagram summarises our vision for cycling:



## Our Mission

We want Manchester to be a city of cycling, where residents feel safe cycling on the city's streets, where cycling is the transport of choice, including for employees to travel to work, and students to travel to education and where schools are committed to developing a meaningful cycling offer to pupils.

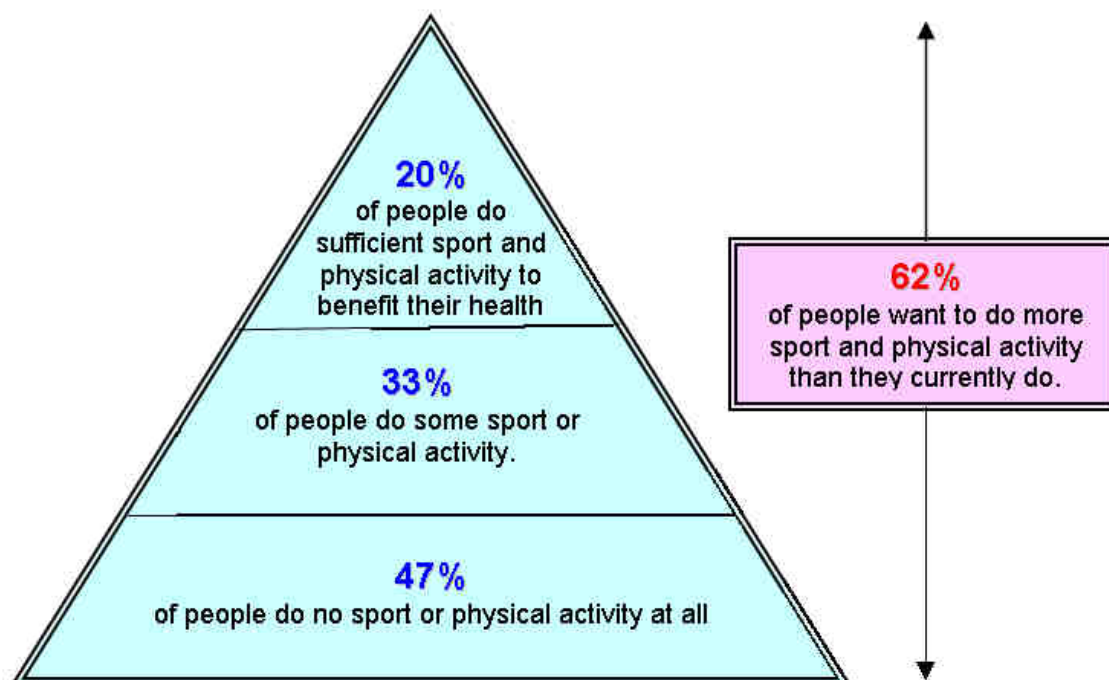
Manchester will continue to be the home of the world's greatest track cycling team and the home of British Cycling, where world class facilities exist and are used by all sections of the community alongside the world's best riders. We want Manchester to be the home of world leading cycling events that inspire future generations of cycling champions. Manchester will be known for its ability to produce champions and its visible athlete pathway from playground to podium.

We want more people to cycle for recreation than in any other city in England and for Manchester to be the home of strong sustainable cycling clubs providing opportunities in every cycling discipline.

# Our Challenges and Ambitions

This strategy seeks to increase cycle use in Manchester in all forms including for commuting/utility and recreation, and to ensure that Manchester retains its status as a world leader for sport cycling.

Sport England’s Active People Survey, takes place annually and asks a selection of people from each local authority area about their current participation in sport and physical activity. The diagram below shows a summary of the current picture in Manchester.



This strategy will aim to engage with the 62% of the population who would like to do more sport and physical activity than they currently do. These people come from all three sections of the triangle.

The National Cycling Target shared by British Cycling and its commercial partner Sky (for all types of cycling) is 1 million more people cycling at least once per month by 2013. The Sport England and British Cycling national target is 150,000 people cycling once per week by 2013.

Currently around 43,400 people cycle once a month in Manchester (all types of cycling) and 30,173 people report cycling in Manchester once a month for recreation or sport purposes only (Active People Survey 5 Quarter 4)

According to the Active People Survey, Manchester is currently ranked 8th in England for participation levels in all forms of cycling.

The indicative “latent demand” for people wanting to cycle more in Manchester is approximately 20,000. The challenge is to convert this latent demand into participation.

The key challenges for cycling are:

- Improving the quality of infrastructure for cyclists and ensuring that provision is designed in from the outset and not as an add-on;
- Improving both safety and the perception of safety for cyclists
- Improving the coherence of programmes across the city and developing better links between them;
- Integrating community and schools provision into club infrastructure;
- Strengthening and increasing the capacity within cycle sport clubs and recreational groups
- Improving the quality and dissemination of information that already exists regarding cycling participation; and
- Co-ordinating and managing the expertise and knowledge of the main providers.

Our ambitions are:

- To have more people cycling in Manchester than any other English City by 2017 (as measured by the Active People Survey);
- That cycling becomes a real mode of choice for commuter and other utility trips through the provision of better infrastructure, adult cycle training and a programme of promotional and marketing activity;
- As the home of British Cycling and the National Cycling Centre, Manchester will remain the UK's leading city and one of the top international cities for cycling as a sport;
- To develop a fit-for-purpose cycling workforce in Manchester and to further develop expertise to ensure the delivery of high-quality programmes.
- To deliver a co-ordinated, simple-to-understand marketing and communications strategy which delivers our key aim of getting more people cycling more often.

# Recreational Cycling

## Our Ambition

**For Manchester to be ranked number one in England for recreational cycling and “all forms of cycling” in the Active People Survey by 2017**

**All Manchester residents should have the opportunity to participate in recreational cycling, from entry level upwards and to have a variety of attractive options to develop and sustain their recreational cycling with the ability to access utility and/or sport cycling if desired**

## Overview

This section focuses on cycling as a recreational activity. Increasing physical activity has the potential to improve the physical and mental health of the nation, reduce all-cause mortality and improve life expectancy. Cycling as a recreational activity can be enjoyed by everyone as part of a fun and healthy lifestyle because it is easy, low impact and the intensity can be varied to suit the individual. Cycling can contribute to achievement of the new public health outcomes framework which includes an indicator on the proportion of physically active and inactive adults.

Recreational cycling is a common entry point for people to access cycling and should be valued in its own right for its health and social benefits. However recreational cycling can also provide a pathway into sport and performance cycling and utility/commuter cycling.

Manchester can be described as a city which is passionate about cycling in all its forms and there is a wealth of groups and organisations who work to encourage more people to cycle more often. These include: British Cycling; Manchester City Council; Wheels for All groups; Love Your Bike; Sustrans; the CTC; Greater Manchester Cycle Campaign; I Bike MCR; Bike Right; Team Glow and various cycle clubs.

Promoters and deliverers of cycling in Manchester could work better together to share knowledge and improve the pathways into sustainable recreational cycling, and into sport and utility cycling if desired.

As measured by Active People Survey 5 quarter 4, approximately 20,000 Manchester residents cycle “once per month” for recreational purposes. This means that Manchester is currently ranked 21<sup>st</sup> in the country (See Appendix B for further information) although it should be noted that Manchester is ranked 8<sup>th</sup> for “all forms of cycling” including utility cycling and is the best performing district in Greater Manchester in terms of levels of participation.

## The Current Picture

Manchester has a rich and diverse cycling community which provides a wide range of recreational cycling opportunities as well as helping to break down some of the barriers to cycling in the City whether for recreation or utility purposes.

**British Cycling** and **Manchester City Council** have worked in partnership over the last three years to delivery Sky Ride city ride and Sky Ride local rides.

## **Sky Ride City Events**

Sky Ride Manchester is a mass participation bike ride on traffic free roads in Manchester City Centre. The events which started in 2009 have been a huge success with participation figures growing each year to around 20,000. Sky Ride City Events are a great opportunity for families, inexperienced cyclists or lapsed cyclists to have fun on a bike and start to ride regularly.

## **Sky Ride Local**

This is part of a legacy programme for cycling in Manchester, offering free led rides every Sunday from May to October. Rides are led by British Cycling qualified Sky Ride Leaders. There are rides for all abilities at 4 different levels: Ride Easy; Ride Steady, Ride Well, Ride Strong. The programme uses the most sophisticated and holistic recreational sporting portal available in the UK: [www.goskyride.com](http://www.goskyride.com)

Participation rates have risen from 671 in 2009 to 2,153 in 2010 and 1,542 participants in 2011.

## **Breeze Network**

Breeze is a Sport England, Active Women funded, nationwide network of fun, social and flexible bike rides for women by women, designed to close the gap between the number of men and women cycling regularly. At the moment 3 times more men than women cycle.

Women are trained as British Cycling ride leaders to become 'Breeze Champions'. Breeze Champions then organise their own small easy local bike rides on mostly traffic free routes. There is a Breeze Manchester network.

There are currently 27 Breeze Champions across Greater Manchester, with three of these women living in central Manchester. These women have run 61 Breeze bike rides with 156 participants.

## **Social Cycling Groups**

BC has recently been running a social cycling group pilot which is designed to provide sustainable cycling opportunities for all current Sky Ride programmes and to provide a sustainable and attractive solution to 'club/group development' from a recreational cycling perspective. Currently existing Sky Ride Leaders are able to organise and publish their own rides and upload them onto the GoSkyride website. Participants take part at their own risk as the ride organiser is not acting as a ride leader. The results are positive and the programme will be developed in 2012

## **Active Lifestyles**

Manchester City Council's Active Lifestyles team launched in January 2011 and is dedicated to the development and delivery of physical activity and wellness programmes across Manchester. The entire programme comprises of a number of campaigns to ensure the provision has the most appropriate and relevant activities for the target audience. The campaigns complement one another and include plenty of variety to ensure continued motivation, improved self confidence and self esteem, and a greater sense of well being which will prevent drop off and disengagement. Specialist programmes for individuals and groups referred from the NHS, Health Professionals and other partners/agencies are also provided. Part of this physical activity offer includes community based cycling sessions under the following categories:

- **Tots on the Move** (18 months – 5years) a range of fun play and cycling activities. The sessions include games and activities that support a child's learning and ability to ride a bike.
- **Health Referral Rides** This programme is partnership based and is targeted at specialist groups such as the Physical Activity Referral clients

### **Participation by People with Disabilities**

Manchester has a strong offer for cyclists with disabilities in the city supported by the Sports Development Manager who has a focus on disability sport. Wythenshawe Wheelers All Abilities Cycling Club has been a partner on much of the development. The charity Simply Cycling has recently been set up as an overarching body representing Wythenshawe Wheelers, Trafford Wheelers and the new inclusive sessions that are being delivered at the National Cycling Centre. Manchester Sports Development also has a strong partnership with Cycling Projects to deliver cycling for disabled people in Debdale Park and Boggart Hole Clough. This expands the inclusive cycling offer across the city. The developments in inclusive cycling, mean that cycling is one of the few activities in the city where families in which someone has a disability, can all participate together.

### **Voluntary and community sector**

Many opportunities to get involved in recreational cycling are also offered by a range of voluntary cycling groups that operate in the Manchester area and these are outlined in the workforce and volunteering section.

### **Sportives and Charity Bike Rides**

Manchester supports and promotes many other planned cycle rides that take place each year. For example the Stroke Association's 'Fly Ride', British Heart Foundation's Manchester to Blackpool Night Ride and the Manchester 100 mile charity ride.

The Great Manchester Cycle will be staged for the first time in Manchester on June 4<sup>th</sup>. Organised by NOVA International and supported by Manchester City Council and British Cycling, participants can choose to do the 13 mile, 26 miles or 52 miles urban route.

### **What we want to achieve**

Over the period of this strategy we will increase the quantity and quality of organised non-competitive events, programmes and activities.

#### **We will:**

1. Improve coordination and integration amongst the cycling community and across all cycling activity and develop better communication links;
2. Improve the effectiveness and impact of 'led ride' cycling opportunities for leisure, health and fitness and ensure they are of interest to Manchester's communities to raise the number of residents participating.
3. Deliver another exceptional mass participation event (Sky ride City) which showcases Manchester City Centre and its great sporting facilities including The National Cycling Centre in the 2012 Olympic year

4. 'Close the gap' more quickly in Manchester than in other cities between the numbers of male and female cyclists through developing the Breeze Network, resulting in more women in Manchester's communities taking up cycling.
5. Capitalise on the Olympic effect to grow participation and support people to develop their cycling in all directions and sustain lifelong participation.
6. Work with partners to deliver a tangible Legacy from the 2012 Olympics
7. Help Manchester residents overcome barriers to cycling and build confidence through key programmes (this builds on cycling training and 'led ride' opportunities)
8. Build on existing workplace programmes and interventions as a key setting for growing recreational and utility cycling

## Case Studies

### Sky Ride Manchester

Sky Ride Manchester was launched in 2009 through the partnership with Manchester City Council and British Cycling. The event has now run for three years and gives cyclists the rare opportunity to ride through traffic-free streets in the city centre and out to Sportcity. The ride attracts people of all ages and is a great family event. 2011 saw the biggest turnout yet with 18,500 riders on the route. Participants also had the chance to take part in a range of activities. Sir Chris Hoy, BMX racer Liam Philips and singer Alexandra Burke signed autographs; Riders could watch an awe-inspiring flatland BMX display; have a race on Watt Bikes; try Go-Ride racing, skating, rugby and mini-tennis. Participants also had the chance to find out about the many opportunities to get involved in cycling in Manchester.

*"We all had a great time on the Sky Ride and everyone felt a real sense of achievement. There were 20 of us taking part together from age 5 to 55. We enjoyed seeing the fun bikes and different people on the route."*

Sue Blaylock - Wythenshawe Wheelers All Abilities Cycling Club. Sky Ride 2009.

*"What a fantastic day for the riders and for Manchester and for me as a leader. I had a fantastic time and the rides were lots of fun"*.

John Daly – Ride Leader and Club Coach. Sky Ride 2009.

### Breeze and the Pankhurst Centre

British Cycling's Breeze team organised a bike ride at Manchester's Pankhurst Centre in November 2011 as part of a month-long celebration of radical women and female cycling pioneers.

The Pankhurst Centre was the home of Emmeline Pankhurst and her family, who led the Suffragette campaign for Votes for Women. Appropriately, the birthplace of the Suffragette movement is now a women's community centre.

We were delighted to be joined for an autumnal ride through nearby Whitworth Park by 9 members of one of the women's groups who meet at the Centre. Breeze

champions were on hand to offer support and a helping hand for everyone – no matter how out of practice they might have felt!

This is the start of what we hope will be a long-term relationship with the Pankhurst Centre to get women who don't usually have the chance to enjoy bike rides, into cycling. Many thanks to everyone who took part on the day, and all our friends who helped make the event happen.



# Commuter / Utility Cycling

## Our Ambition

**That cycling becomes a real mode of choice for commuter and other utility trips through the provision of better infrastructure, training and a programme of promotional and marketing activity.**

## Overview

Development of cycling, as part of the wider “active travel” family is an integral part of the Greater Manchester Local Transport Plan (LTP). An increase in the numbers of people participating in active travel will have multiple benefits. It will help reduce congestion, increase sustainable access to public transport, and contribute towards improving air quality and reducing pollution. It will also help reduce health problems related to our sedentary lifestyles – particularly obesity and coronary heart disease. Furthermore, environments designed to encourage walking and cycling can also help to improve community cohesion through lower traffic speeds (as first identified by Prof. Donald Appleyard in 1969<sup>2</sup>).

Manchester provides a range of cycling infrastructure across the city to encourage consideration of cycling as a real option for shorter trips. Cycle flows in Manchester are the highest in Greater Manchester and the extensive network of signed cycle routes and storage has been continually improved in district centres, the City Centre and at local transport hubs in the last ten years.

As a relatively compact and densely populated city with relatively favourable topography and climate, there is significant scope to increase the number of people choosing to cycle for mainly shorter journeys of five miles or less. This would support our commitments to reduce transport-related carbon emissions whilst helping to improve the health of our residents through more active travel and cleaner air. Furthermore, it will also help to improve the vitality of our streets and local centres.

There are also significant benefits to the economy from increasing levels of cycling. This was first recognised in Cycling England’s 2007 report “Valuing the Benefits of Cycling”. Inflating their figures to 2011 suggests that up to £350 of health and productivity benefits could be ascribed to commuter cyclists in addition to any environmental benefits from fewer transport emissions. This is supported by the London School of Economics’ work for British Cycling and Sky on the “Cycling Economy”. Across the UK, this is estimated to be worth some £2.9bn per annum. This consists of:

- £2.9 billion gross value of cycling to the UK economy, equalling a gross cycling product of £230 per cyclist per year
- 3.7 million bikes were sold in the UK in 2010 representing a 28 per cent increase over 2009 figures.
- Bike sales in the UK in 2010 had a retail value of £1.62 billion
- £51 million of UK retail sales was accounted for bikes manufactured in the UK

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<sup>2</sup> Appleyard, D., Gerson, M.S., Lintell, M. (1981) *Liveable Streets* University of California Press

- The average price per bike in 2010 was £439, lower than an average bike price of £493 in 2009
- Around 2,000 retail stores currently operate across a spectrum of activities including sales, servicing, workshops, and other speciality areas
- There are around 1,000 additional independent specialist cycling shops

It goes on to state that:

- A 7 per cent rise in Frequent and Regular cyclists by 2013 could contribute £2 billion to the UK economy over the next two years
- Frequent and Regular cyclists could further save the economy £2 billion over a 10 year period in terms of reduced absenteeism
- A 20 per cent increase in current cycling levels by 2015 could save the economy £207 million in terms of reduced traffic congestion and £71 million in terms of lower pollution levels
- Latent demand for cycling could amount to around £516 million of untapped economic potential for the UK
- A 20 per cent increase in cycling levels by 2015 can save £107 million in reducing premature deaths and £52 million in NHS costs, and deliver £207 million and £71 million benefits in congestion and pollution

If these national figures are broken down, it implies that the annual benefit to Manchester could be of the order of £22.5 million and for Greater Manchester as much as £116 million (based on population share). Clearly, if this is the case, it provides a powerful argument for additional investment in cycling at both the national and local level.

The focus of this part of the cycle strategy is to ensure that principal routes to the City Centre (including the Higher Education Precinct and Manchester Royal Infirmary) and other key centres are improved in order to improve safety and increase the attractiveness of cycling for commuters and students. Delivering improvements in parking at major public transport interchanges and working with Transport for Greater Manchester on the successful Local Sustainable Transport Fund Greater Manchester Commuter Cycle Project are also key aims of the strategy.

### Health Benefits

It is widely acknowledged that cycling is one of the best ways for people to achieve good health and fitness. The Dept of Health's recommended levels of physical activity for adults is 150 minutes each week at a moderate intensity meaning that if people cycle only a handful of miles each day they will more than meet this recommendation. Cycling more regularly has a range of wider health benefits over alternative modes of transport. The British Heart Foundation says cycling for 20 miles a week reduces your chance of getting heart disease by a half, compared to those who don't exercise. Furthermore, cycling:

- Improves general health, helps to lower both blood pressure and improves heart health, as well as improving mental health and wellbeing
- Helps with weight and stress management

- Produces no pollution and so is good for the environment and tackling climate change. Also in congested areas cyclists and pedestrians breathe in less fumes than drivers
- Saves money and is often quicker to get around in towns and cities
- Fewer cars on the road and more cyclists and pedestrians means safer roads.
- Cyclist tend to have fewer days being ill each year

## The Current Picture

Manchester already benefits from a growing cycling population with journeys to Manchester City Centre increasing by 4% from 2009-2010 and more than doubling since 2002 (see Appendix C for further information). Pedal cycles made up nearly 5% of all vehicles crossing the Inner Ring Road during the most recent survey in 2010.

Cycling continues to grow as a mode of choice for commuters and students into central Manchester and the Higher Education Precinct. This section sets out the latest available data on transport in Manchester which is collated and published by Transport for Greater Manchester Highways Forecasting and Analytical Services – HFAS - (formerly Greater Manchester Transportation Unit).

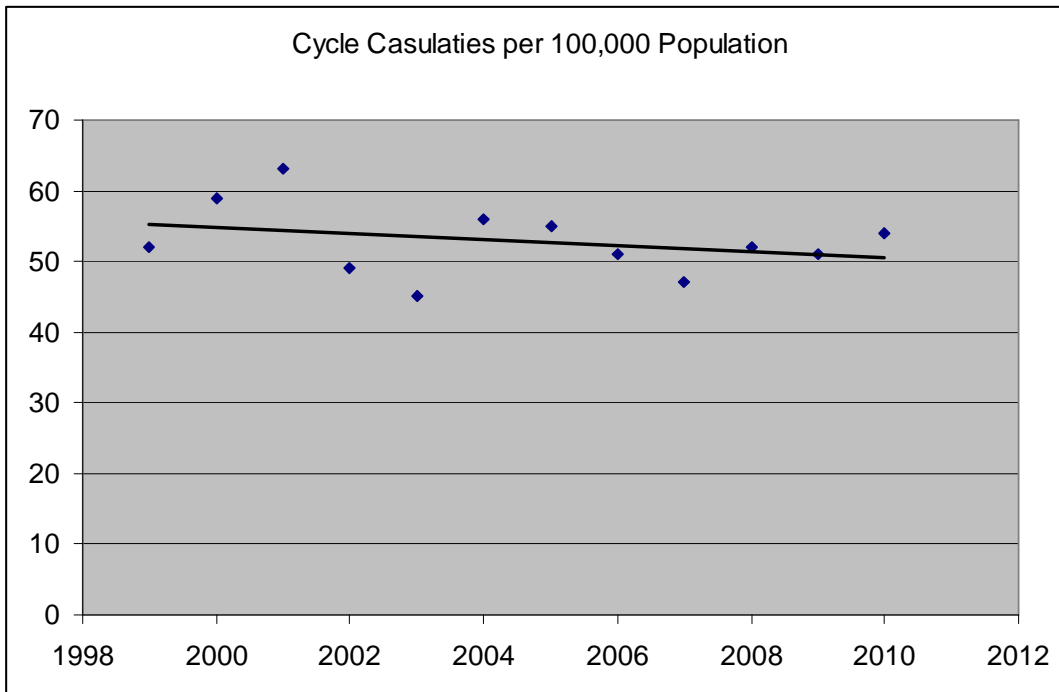
Key facts from the report:

- The road with the highest number of cyclists was Oxford Road near the University of Manchester with an average of 1602 pedal cycles between 07:00 and 19:00 on weekdays.
- The average daytime bike flows on A and B roads in Manchester were 211 and 298 respectively. These are much higher than the averages for the rest of Greater Manchester of 107 bikes for A and 100 bikes for B roads.
- Traffic flows into the city centre have decreased substantially in the morning and off-peak between 1997 and 2011. The car parking strategy and the completion of the Inner Relief Route and have both contributed to the increase in non-car mode share for Manchester.
- All trips in the morning peak increased by 5% between 2002 and 2011. Car trips decreased by 16% and bus trips decreased by 11% while rail trips increased by 40%. Metrolink trips increased by 8%, walking by 74% and cycle trips more than doubled.

More detailed data on cycling flows in central Manchester are available in Appendix C.

However, it should be noted that whilst there has been strong growth in the number of people cycling, this growth has not been uniform. Growth and demand remains very high in the south of the city in wards such as Chorlton, Didsbury and Fallowfield but less strong elsewhere – particularly in the north of Manchester.

As regards cycling casualties, the picture is a little more complex. Whilst the total rate of “KSIs” – collisions resulting in someone being killed or seriously injured – has almost halved from 60 per 100,000 in 1999 population to 35 per 100,000 in 2010 there has only been a small decline in the total number of collisions involving cyclists as data from TfGM HFAS shows:



However, this needs to be viewed against a backdrop of a big increase in the number of people cycling – an increase to the Regional Centre of nearly 70%, for example. Consequently, it would be reasonable to assume that when only considering cyclists, the rate of collisions is declining.

Nevertheless, despite this declining accident rate, we need to ensure that we continue to identify “hot spots” for resolution and work with the transport industry to minimise the risks to cyclists related to large goods vehicles and buses. We are aware of the issues in Greater London relating to this (and of the recent cyclist fatalities in Greater Manchester caused by collision with goods vehicles) and will seek to develop bespoke solutions for Manchester.

### **The Cycling Network**

Manchester has an extensive network of cycle lanes and trails that include a range of signs, advanced stop lines, toucan crossings and shared paths to make cycling as simple and safe as possible. Maps showing the extent of the current network (and proposed future network) are included at Appendix D. Whilst the majority of infrastructure is on-highway we have also delivered (often in conjunction with partner organisations such as Sustrans) off-road cycle paths utilising old railway infrastructure and our municipal parks. Over the past five years we have directly invested in excess of £2.5m in cycling infrastructure.

Cyclists may use the great majority of the bus lanes in Greater Manchester. This is shown by a cycle symbol on the blue sign at the start of, and along, the bus lane. The Greater Manchester Quality Bus Corridor schemes include advance cycle stop lines at junctions and, where possible, cycle lanes to improve safety and cycle priority. The existence of a bus lane enforcement programme aims to improve compliance with bus lanes using civil enforcement powers. This is done through fixed CCTV cameras in Manchester City Centre, and on some radial routes, and a mobile 'CCTV smart car' on other routes.

In addition to local authority-provided cycle routes, Manchester also benefits from the Trans-Pennine Trail. This is a national coast to coast traffic free route used as much by local cyclists for shorter journeys as those cycling the whole length. The trail (National Cycle Route 62) follows the Mersey Valley between Sale Water Park and Princess Parkway, and has been designated and signed. It provides a safer route to access recreational areas and, as it passes through or near many Manchester district centres, offers a healthier travel option. Other key off-road routes include the "Fallowfield Loop" – part of the Manchester Orbital Cycleway which is also managed by Sustrans.

Whilst local authority funding for the delivery of new highways infrastructure (including for cycling) is extremely limited at present, the Council will continue to plan for the future to ensure that access to key destinations across Manchester is maintained and enhanced. Furthermore, whilst there is no LTP capital funding available at present, all available resources are being placed into maintenance to improve the quality of the road surface and reduce the number of potholes.

### **Cycle Parking**

There has been an increasing number of cycle parking facilities provided around the city centre and at various district centres in Manchester. There are currently 760 publicly available cycle parking spaces in the city centre and 2460 across the University of Manchester estate. A map of City Centre cycle parking can be found at Appendix E.

In addition to on-street facilities, "Bike Lockers Users Club" (BLUC) is a cycle parking scheme to encourage people to use their cycles to travel to train, Metrolink and bus stations and town centre locations across Greater Manchester. Once registered with TfGM you will be provided with a key with which you can open any BLUC locker within the scheme. You can then secure the locker with your own padlock. Whilst pre-registration is required, the benefits of BLUC are that you are not restricted to one particular locker or location. The full list of BLUC locations are included in Appendix F.

### **Cycles on public transport**

All bicycles are carried free of charge on all national rail services in Greater Manchester. All local trains run by Northern Rail can carry a minimum of two bicycles (although more can sometimes be carried at the discretion of the guard). It should be noted, however, that at peak times it may be difficult to use certain services due to the high numbers of passengers. It is not possible to make a reservation on Northern services. Inter-city and inter-regional trains run by Trans Pennine Express, Arriva Trains Wales and East Midlands Trains also carry bikes free-of-charge but reservations are recommended. Virgin Trains (West Coast) and Arriva Cross Country carry bikes free-of-charge but reservations are compulsory.

Folding bicycles are permitted on both Metrolink and buses in Greater Manchester provided they are folded up. There is no longer a requirement for folding bikes to be "enclosed" in a case or bag when being carried on Metrolink.

Cycle parking is provided free of charge at or near most railway and Metrolink stations in Manchester.

### **Cycle Training**

Manchester's adult cycle training programme - 'Freewheeling' – is delivered by Bike Right! It offers those that live or work in Manchester free cycle training from basic "Bikeability Level 1" up to advanced one-to-one Level 3 sessions. Levels of uptake

since July 2010 have been encouraging with an initial 500 places being delivered across the majority of Manchester districts. A further 200 places have been delivered in 2011-2012.

Continuation of adult cycle training is a key element of the Local Sustainable Transport Fund "Greater Manchester Commuter Cycling Project" which was approved by DfT in Summer 2011. The Council will work with Transport for Greater Manchester to continue adult cycle training across the city using this funding.

### **Journey Planning**

A number of resources have been developed to help people get around Manchester by bike. They include:

- Cycle GM . org – this website has been developed by the 10 districts of Greater Manchester and TfGM and provides a number of facilities for cyclists including information on events, on-line journey planning, relevant contacts and links to a range of cycling related information. It also has a dedicated section for Manchester
- Manchester City Council website – Has a number of specific cycling pages for commuting, leisure, security and allows for the on-line reporting of cycle infrastructure problems.
- Manchester Cycle Map – As part of a series of free maps covering the whole of Greater Manchester, the Manchester map provides excellent detail of cycling infrastructure – both on-road and off-road – to help people choose the best routes for them across the City. The maps have proved to be extremely popular with approximately 10,000 Manchester maps being given out every year. The map is regularly updated and the latest version was published in Spring 2012.
- Transport Direct – Greater Manchester was one of the pilot areas for developing a nationwide cycling-specific journey planning tool as part of the Transport Direct offer. This is very much a tool that is still under development but it provides a useful resource as part of a wider "one-stop-shop" for transport information.

### **Cycle Hire**

Cycle hire schemes have proved to be very popular in a number of other European cities. Manchester intended to bring forward a scheme as part of the Transport Innovation Fund bid. Unfortunately, due to the proposal being rejected at a referendum, no funding became available and other interventions were considered to be of higher priority. Nevertheless, Manchester still has an ambition to introduce a city-wide cycle hire scheme subject to it being privately funded.

Several small-scale schemes have been introduced to the city. "Biko Bikes" rents out recycled bikes at low rates to Manchester University students whilst Salford University has a similar scheme branded as "iCycle". Furthermore, Virgin Trains - in partnership with Brompton Dock - have recently launched a small-scale hire scheme at Piccadilly Station using 40 folding bikes (see <http://www.bromptondock.co.uk/>).

### **The Times "Cities fit for Cycling" Campaign & Manifesto for Cycling**

In early 2012, The Times newspaper launched their “Cities fit for Cycling” campaign following a collision in which one of their employees received life-threatening injuries whilst cycling to work. The campaign includes an eight-point manifesto:

1. Lorries entering a city centre should be required by law to fit sensors, audible turning alarms, extra mirrors and safety bars to stop cyclists being thrown under the wheels.
2. The 500 most dangerous road junctions must be identified, redesigned or fitted with priority traffic lights for cyclists and Trixi mirrors that allow lorry drivers to see cyclists on their near-side.
3. A national audit of cycling to find out how many people cycle in Britain and how cyclists are killed or injured should be held to underpin effective cycle safety.
4. Two per cent of the Highways Agency budget should be earmarked for next generation cycle routes, providing £100 million a year towards world-class cycling infrastructure. Each year cities should be graded on the quality of cycling provision.
5. The training of cyclists and drivers must improve and cycle safety should become a core part of the driving test.
6. 20mph should become the default speed limit in residential areas where there are no cycle lanes.
7. Businesses should be invited to sponsor cycleways and cycling super-highways, mirroring the Barclays-backed bicycle hire scheme in London.
8. Every city should appoint a cycling commissioner to push home reforms.

When the campaign launched, the Council agreed to become a signatory to the campaign through the Leader, Sir Richard Leese. He stated that:

“Cycling is a cost effective, quick and healthy way of getting around and we’d like to encourage more people to use their bikes while making sure it’s safe for them to do so.”

The campaign also has the support of Manchester MPs Sir Gerald Kaufmann and John Leech.

Whilst a number of the initiatives in the manifesto need to be addressed by central Government through national legislation there are a number of areas in which the Council can drive improvements and this is reflected in our “we wills” and implementation plan.

### **What we want to achieve**

Whilst the City Council undoubtedly faces a number of challenges regarding the funding of transport improvement projects at present this does not mean that there will be no funding available over the coming years. We have already been successful in securing alternative funding through the Local Sustainable Transport Fund, and will continue to bid for additional funding as opportunities arise.

We will:

- Increase the number of people cycling to work (through working with Transport for Greater Manchester to deliver the GM Commuter Cycling Project)
- Work with partners to upgrade canal towpaths so that they can be used by cyclists to access the Regional Centre and other key destinations
- Work with partners to deliver a major upgrade of cycling infrastructure in the Higher Education Precinct
- As far as resources allow deliver improvements to road surfaces and tackle potholes
- Upgrade cycling infrastructure including on and off road paths to expand the network of radial and orbital cycle routes to the Regional Centre and other key destinations (and ensure that appropriate design guidance is followed including Manual for Streets, Manual for Streets 2 and LTN 2/08 Cycling Infrastructure Design) based on the map in Appendix D
- Continue to deliver cycle training to both adults and school children
- Explore opportunities to bring forward a cycle hire scheme for Manchester (subject to third-party funding being identified)
- Seek to provide additional cycle parking at key locations across the whole of the city
- Identify opportunities for improving the permeability of Manchester City Centre (and other locations) for cyclists in ways that are consistent with also improving the accessibility of the centre for pedestrians
- Work to reduce the risk of conflict between large vehicles and cyclists
- Ensure that adequately-sized, safe and secure cycling facilities are designed in to new developments (and in line with GMP's Cycle Parking Design Guidance<sup>3</sup>)
- Reduce vehicle speeds in residential areas to make cycling more attractive
- Articulate the economic and health benefits of cycling as a means of justifying investment
- Support voluntary and community groups working to promote commuter cycling in Manchester

## Case Studies

### Manchester Freewheeling

Manchester City Council commissioned Bike Right! to provide free adult cycle training to anyone living or working in Manchester. This project launched in Summer 2010 and proved to be incredibly popular with over 500 people being trained in the first year. As

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<sup>3</sup> [http://www.designforsecurity.org/uploads/files/DFS\\_Cycles.pdf](http://www.designforsecurity.org/uploads/files/DFS_Cycles.pdf)



part of the project Bike Right! carried out follow-up surveys of all those who had taken up the offer of free training. Some of their comments are as follows:

“The coaching from the instructor empowered me to cycle confidently on the road and significantly gained my self esteem.” [Male, age 41-50, Distance from home to work: 8.1 miles. Level 3]

“When I started I had never ridden a bike. After one hour I was able to cycle, and not wobble too much. Also I gained the confidence to take my feet off the road.” [Male, Age: 51-60. Distance from home to work: 3.1 miles. Learn to Ride]

“Thinking about road positioning and movement with and around traffic. I have not cycled for a while so this reminded me of the skills required. I found it a useful course which will boost my confidence and give me practical skills to practice. I feel inspired to get out on my bike.” [Woman, age: 31-40. Distance from home to work: 7.5 miles. Level 2]

“Negotiating traffic of dual carriageways. This will give me more confidence travelling to work.” [Woman, age: 41-50. Distance from home to work: 10 miles].

“I use my bike a lot more, and ride on my own all the time which I was scared to do before. Will be using my bike to commute to work when it’s a bit lighter.” [Woman, age: 18-30. Distance from home to work: 9.3 miles]

The adult cycle training initiative is now being taken forward and funded by Transport for Greater Manchester as part of the Greater Manchester Commuter Cycling Project.

#### Wythenshawe Workwise Project

Travel advice pays off

By Andrew Bounds, FT North of England Correspondent

Published: November 11 2010

Jobseekers have been getting on their bikes – and buses and trains – in an innovative scheme to help the unemployed find work outside their area.

Some 60 residents of Wythenshawe, a deprived suburb of Manchester where a quarter of the adult population receives benefits, have found jobs in the past four months with the aid of a paid travel adviser who plots routes to potential workplaces. The adviser, based in the local Jobcentre Plus, plans how they can attend interviews or work outside Wythenshawe and still be home to collect children from school or meet other commitments. According to a 2009 survey, 43 per cent of households in the Woodhouse Park area of Wythenshawe have no car.

Tickets to attend interviews are paid and those who find a job also receive a month’s free travel while they await their first pay packet.

Ryan Brooks, 19, found work as a street cleaner with the council thanks to the advice six months after losing his job in a camping shop. While the job was local, he needed to attend an induction course in another part of the city.

“I was that strapped for cash,” he said. “I couldn’t afford the bus fare. I went to sign on and the adviser said they could pay.

The Financial Times Limited 2010.

## Health and Cycling

TIPPING the scales at almost 40 stone, Gary Brennan couldn't walk up the stairs without getting out of breath. But a heart scare set the wheels in motion for an incredible weight loss story which has seen the father-of-two shed 16 stone. In a year he has shrunk from 39 to 23 stone.

Gary, a call centre worker for Manchester City Council, has written a blog charting his progress and is preparing for the 70-mile Manchester to Blackpool bike ride to raise funds for cancer patients at Christie's.

"Last summer I got my bike out. The first time I cycled no more than half-a-mile, but I stuck with it and now I cycle to work and back every day. I've even made the route longer on purpose."

## Other

[http://menmedia.co.uk/manchestereveningnews/life\\_and\\_style/wellbeing/your\\_health/s/1241948\\_i\\_love\\_me\\_fitness\\_cycling\\_is\\_the\\_wheel\\_deal](http://menmedia.co.uk/manchestereveningnews/life_and_style/wellbeing/your_health/s/1241948_i_love_me_fitness_cycling_is_the_wheel_deal)

### 5 ways for employers to help get staff on their bikes

- Provide showers and changing rooms, drying rooms for wet kit and secure cycle storage areas.
- Motivate staff to make the change – arrange cycle training, provide cycling clothing as part of the staff uniform and introduce bike purchase schemes involving discounted rates on bikes and equipment.
- Offer a mileage allowance for cyclists as well as motorists.
- Review the boardroom culture so employees arriving at meetings with panniers instead of briefcases aren't looked on differently.
- Have a selection of pool bikes for staff to use for journeys between offices and meetings.

# Sport Cycling

## Our Ambition

**As the Home of British Cycling and The National Cycling Centre, Manchester will remain the UK's leading city and one of the world's top cities for cycling as a sport. It will have strong, vibrant and sustainable cycling clubs and a comprehensive cycling development programme, which encourages residents of all ages and abilities to become involved in all disciplines of sport cycling as participants, coaches, officials, volunteers and spectators.**

### Overview:

Manchester is a world-leading city for sport in terms of its world class facilities and events and the sporting offer that is available to those living in the city. The sport of cycling makes a major contribution to this achievement.

The ambition for sport cycling in Manchester is to remain at the forefront of the UK for the development of cycling as a sport which contributes to Manchester being a world-class sporting city.

Manchester will continue to attract world class cycling events, attract visitors and engage residents as spectators and participants. It will further develop its world class cycling facilities; support Manchester cycling clubs and drive forward the cycling development programme to increase the number of Manchester residents who cycle for sport.

Manchester is the home of the sport's National Governing Body British Cycling. The relationship between British Cycling and Manchester City Council has been consolidated in the Memorandum of Understanding that was signed in 2010 and is reflected in the 2011 £24m expansion of the National Cycling Centre that now houses British Cycling's headquarters, the UK's first indoor BMX track and the renowned velodrome.

The partnership between Manchester City Council, British Cycling and The National Cycling Centre has resulted in Manchester being a world-leading city for cycle sport and being the city that produced the 2008 unprecedented Olympic successes. These successes inspired a new generation of cyclists. This section of the strategy seeks to ensure the growth and strengthening of these partnerships to ensure Manchester retains its reputation as a world leading city for sport.

Sport England publish results from their Active People Survey on an annual basis. These results show that currently in Manchester:

- 19.5% of adults take part in sport and active recreation on 3 occasions per week
- 47.4% of adults do no sport or active recreation at all
- 62.4% of adults want to start playing sport or do a bit more
- 3.5% of adults are regular sports volunteers
- 20.9% of adults are members of a sports club
- 12.7% of adults participate in organised competition
- 35.% of adults participate in organised sport

- 67.1% are satisfied with sporting provision in the area
- Cycling is in the top five sports/activities that Manchester residents take part in and would like to do more of, alongside swimming, football, badminton and going to the gym.

Our collective aim is to ensure cycling contributes in targeting the 62.4% of Manchester residents who want to start playing sport or to play more sport

The 2010 Active People Survey 5 (APS5) shows that in Manchester cycling is the sport/physical activity with the second highest participation rate of 30,173 people (after swimming). Moreover it is the second most popular sport/physical activity (after swimming) that Manchester residents would most like to start to participate in, or to participate more, with over 15,000 Manchester residents wanting to start cycling.

This section of the strategy will also ensure that Manchester residents are at the heart of cycling development and that they benefit from the partnerships and investment. The development of cycling will deliver increased opportunities for Manchester residents to cycle as a sport, to ensure competitive opportunities exist for them, to ensure they can access the city's excellent cycling facilities, to engage them as spectators and participants in cycling events and to ensure that they benefit from the legacy that major cycling events bring to the city.

### **The current picture.**

The Manchester Velodrome opened in 1994. Amongst many major sporting events, it hosted the 2002 Commonwealth Games and continues to deliver an event legacy through offering opportunities for riders of all ages and abilities. The facility was renamed The National Cycling Centre in 2011 as it now encompasses the National Indoor BMX Arena and British Cycling's headquarters.

Looking at the more recent history of cycling development in Manchester; great strides have been made in the last five years (2006-2011):

- A Memorandum of Understanding has been signed between British Cycling and Manchester City Council in 2010 which was witnessed by Lord Sebastian Coe;
- The £24M Expansion of the National Cycling Centre was completed in 2011 which includes the UK's first indoor track and British Cycling's headquarters;
- Platt Fields Park BMX race track was completed in 2008 which sees around 6,000 visits per year. Since its opening the track has produced a British and National Champion and several other national level riders;
- The opportunity for any Manchester school or young person to get involved in sport cycling has been developed through partnership working between Manchester City Council, The National Cycling Centre and British Cycling Go-Ride with the delivery of school coaching, competition, holiday sessions and club support.
- A cycling development officer and two Go-Ride cycling coaches have been employed by Manchester City Council and British Cycling to develop cycling in the city;
- Two new BMX posts have been created at The National Cycling Centre – a BMX Development Manager and outreach coach who have developed BMX sessions for a variety of ages and abilities.

- Pupils from 41 schools have been part of the cycling programme in 2010-11; through being involved in cycling at The National Cycling Centre, Platt Fields Park BMX track, the Go-Ride cycling programme and other schools development work;
- A vibrant new programme has been created at the National Cycling Centre, including a youth night called 'Urban Expression' which offers BMX, skating, graffiti and music to young people to engage local residents in the facility and introduce more people to BMX
- Cycling Development has worked with 7 cycling clubs to develop their capacity to engage with Manchester residents. This includes the formation of 2 new clubs;
- Twenty three major cycling events have been hosted in the city in the last five years (2006-7 to 2010-11), including four UCI Track World Cup Classics, six rounds of the BMX National Series 2009, 2010 and 2011 and four National Track Championships.

These events have generated over £90k of event legacy funding that has been spent on cycling development. Around three million spectator visits have been made to these events over five years which have included a free offer to Manchester's school children and local groups. 18,500 riders took part in the 2011 Sky Ride Manchester. Furthermore:

- More competitive opportunities have been developed including 12 mountain biking events for adults in Clayton Vale in 2010 and 2011; a Go-Ride Race league and Manchester's School Track Championships 2011, in which 14 schools took part.
- Ten Champions' Charter grants have been awarded to Manchester's talented athletes in the past three years (2009-2011) to assist them to progress to their full potential as cyclists and more have received funding through the Greater Manchester Sports fund; and
- The presence of the Great Britain Cycling Team in Manchester has been capitalised on to inspire Manchester's school pupils. Pupils have had the rare opportunity to meet riders including Olympics medal winners. Pupils have met Sir Chris Hoy, Victoria Pendleton, Jason Kenny, Jamie Staff and David Daniell and BMX racers Shanaze Reade, Liam Philips and Kyle Evans.
- A Memorandum of Understanding has been developed with London, Glasgow and Manchester Velodrome operators to enhance the delivery of track cycling events in the U.K.

### **What we want to achieve:**

**Over the period of this strategy the cycling development programme will continue to increase the opportunities for Manchester residents to cycle as a sport. Therefore, we will:**

1. Further explore the potential for Clayton Vale to be an expansion of The National Cycling Centre to include mountain-biking, Cyclo X and recreational cycling – developing the concept of 'The Velopark of the North'.
2. Continue to attract cycling events of local, regional, national and international significance to Manchester to maintain Manchester's place as a world-leading

- city for sport, and to ensure Manchester residents benefit from event legacy and are involved as spectators and participants.
3. Ensure all Manchester schools and educational establishments have access to cycling as a sport through The National Cycling Centre, Platt Fields Park BMX Track or through the Manchester City Council/British Cycling Cycling Development Programme, with support for schools to sustain their own cycling development.
  4. Increase the number of Manchester residents accessing the NCC and Platt Fields Park BMX track through a variety of means including a responsive track programme and enhanced marketing.
  5. Increase the numbers and percentage of Manchester residents participating in and becoming members of Manchester cycling clubs through supporting clubs to recruit, retain and develop coaches and volunteers and increase their income thereby increasing their capacity to develop cycling opportunities.
  6. Increase the number of clubs registering with Go-Ride Clubmark and achieving Clubmark accreditation (the quality assurance mark for clubs with youth sections).
  7. Capitalise on the presence of the London Olympics in 2012, by using the event to inspire Manchester residents to try cycling or do more cycling.
  8. Support the development of talented athletes from grassroots to the highest level they can achieve and increase the number of athletes progressing to regional level and beyond and accessing funding for their development.
  9. Increase the number of opportunities for people to get involved in competitive cycling and to increase the sustainability of such opportunities.
  10. Increase the number of post 16 establishments engaging in the Cycling Development Programme with the aim of tackling 'drop-off' from sport.

## Case Studies

### **The Indoor BMX Centre opens in Manchester**

The UK's first indoor BMX centre was opened in east Manchester in August 2011. The state-of-the-art facility was constructed as a result of the Olympics coming to London and will deliver continued legacy in years to come. BMX racers from British Cycling's GB team now train there and the track offers opportunities for riders of all ages and abilities. Many students from Manchester schools, pupil referral units and universities have tried the track.

*The coaching was great; taking us right back to the basics of riding. By the end of the sessions I felt I could ride the whole track competently, even doing the jumps. I'm keen to continue riding and if the sessions are run again I'll definitely be up for doing them again. The programme was really useful and really positive.*

Johny Perry – Manchester Metropolitan University Student.

Photos available.

### **The National Cycling Centre schools competition**

The National Cycling Centre houses the velodrome and work is ongoing with the City Council, The NCC, British Cycling and the resident club Eastlands Velo to increase usage of the facility by local people. Manchester's first School Track Championships was launched in January 2011 by Great Britain cyclist David Daniell who met pupils from The East Manchester Academy. 230 pupils from 14 secondary schools and academies city-wide took part in the Championships with Loreto High School in

Chorlton crowned the winner. The top riders were then invited to the Manchester Youth Cup which was organised by British Cycling and it gave the riders the chance to ride alongside regional club riders and youngsters from British Cycling's Talent Team.

*I would like to thank you on behalf of our school and all the pupils that have benefited from the Manchester Schools Track Championships and ultimately Younas and Damiya who took part in the Manchester Youth Cup yesterday. I have spoken to both of them and they were made up with the experience.*

Abraham Moss School staff member

Photo available of EMA pupils meeting David Daniell for launch.

### **Platt Fields Park BMX track produces a British Champion**

Platt Fields Park BMX track was completed in 2008 and has already produced a British and National Champion. Valerie Zebroková started to ride as soon as the track was open. She joined Manchester BMX Club and has been racing ever since. Valerie progressed well and at the age of 13 has just won the BMX National Series 2011 in her age group and The British BMX Championships. She has recently been accepted onto British Cycling's BMX Talent Team which is the first step on the Olympic pathway. A great achievement in just over three years! Valerie has received financial support from the City Council's Champions' Charter funding for talented athletes.

*I'm happy for all my achievements this year and I would like to thank my sponsor Redline, Manchester BMX Club, Manchester City Council and my Mum and Dad - without which none of this would have happened.*

Valerie Zebroková – BMX racer

Photo available of Valerie racing

### **Manchester Go-Ride Race League engages Manchester Cycling Clubs.**

The Go-Ride race league was set up in 2010 to provide racing opportunities for young riders who were below regional level racing. The league covers most of the main cycling disciplines including track, BMX, Cyclo X, road and grass track and takes place at a number of cycling venues in the city – including the NCC, Platt Fields BMX track, Wythenshawe Park as well as local schools. Much of the 2011 league was run by Manchester cycling clubs, including newly-formed North Manchester club Cycle-Sport and established club Manchester Triathlon Club. The league has grown greatly in popularity seeing an average of over 40 riders per round with several riders progressing to regional level riding.

Photos available

### **UCI World Cup Classics brings legacy funding to Manchester**

Manchester has been host to the Track Cycling World Cup Classic for several years. The event brings many international athletes as well as spectators to the city. Event legacy funding is secured to ensure that Manchester residents benefit from major sporting events. The legacy funding went into the Manchester Youth Cup, The Manchester Go-Ride race league, and the East Manchester BMX Engagement Programme which paid for BMX bikes and coaching for Ravensbury Primary School,

which is next to the BMX track, to ensure that the school's pupils staff and parents were excited about BMX and ready for when the facility opened.

*The engagement programme has been great for our pupils and now that the centre is open lots of the pupils are riding there. We offered the BMX sessions as an incentive for good behaviour so it's had a positive impact on pupil behaviour across the whole school. Pupils have grown in confidence and the BMX coaches have been great and very patient.*

**Maureen Hughes – assistant headteacher at Ravensbury Primary School.**



# Workforce and Volunteering

## Our Ambition:

**To develop a fit-for-purpose cycling workforce in Manchester and to further develop expertise to ensure the delivery of high-quality programmes. Volunteers will also contribute to the promotion of cycling and they will be supported to develop their knowledge, expertise and capacity.**

## Overview:

There is a wealth of cycling knowledge and expertise in Manchester due to the wide range of organisations involved in cycling who operate in Manchester. This enables a strong cycling offer across the city where people can access most types of cycling whether they are elite track or BMX riders, school children, disabled riders, adults who have never ridden a bike before or utility cyclists. Lack of knowledge of the city's whole cycling offer may exist though and may therefore prevent the best sign-posting of interested residents to the opportunities most suitable to them.

The current cycling workforce has a wide range of skills and expertise; but this can be developed further as new opportunities arise.

At present a number of volunteers assist in cycling in Manchester in voluntary organisations and sports clubs. This includes those who have been recruited through Manchester City Council's Volunteer Sports Bureau and British Cycling's Young Volunteers Programme.

## Workforce

There is a considerable workforce in Manchester that promotes cycling in all its forms. This includes staff in Manchester City Council, British Cycling, The National Cycling Centre and many other organisations. Roles include sports development staff, BMX and track cycling development staff, cycling coaches and trainers, facility staff, sustainable transport officers, cycling and sports events staff and staff who develop cycling for recreation and health.

## Voluntary/Third Sector Organisations

There are many voluntary organisations in the city who work hard to promote cycling to residents of Manchester and beyond. These include:

**Love Your Bike** is a campaign coordinated by Manchester Friends of the Earth, they organise commuter rides - 'Bike Friday' - which encourages people to come together for a cycle commute into central Manchester once a month and organises the 'Bike Fabulous' cycling/cycle wear fashion show which is put on in Arndale Manchester in front of tens of thousands of weekend shoppers.

**Sustrans** is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys people make every day. In Manchester Sustrans have an active office involved in cycling projects across Greater Manchester providing invaluable advice and assistance on all matters cycling and volunteer rangers who take responsibility for looking after sections of the National Cycle Network in Manchester.

**Friends of the Fallowfield Loop** was founded in 2001 by campaigners seeking to convert the disused line into a cycleway, the “Friends” overall aim is to encourage and support all the partners in the Fallowfield Loop route to provide and maintain a first-class community resource and to encourage its use by as many people as possible. As well as this, the Friends work to maintain and improve the Loop through litter picking, installing benches, signage / information and other improvement works.

**Greater Manchester Cycling Campaign** was originally founded in 1981 and is a voluntary group which works and campaigns to improve the environment for cycling / cyclists and make it quicker, safer and easier. They have successfully lobbied and campaigned on a wide range of cycling issues covering all parts of the city and are represented on the Manchester Cycle Forum.

**Pedal MCR** is a Workers Co-operative which runs a range of cycling maintenance and education programmes and social bike rides.

**I Bike MCR** is a grassroots group of cyclists who organise creative and original rides, events and activities to support cyclists and promote cycling.

**Team Glow** was created in September 2011 to get 100 women to take part in the 2011 100 mile charity ride in Manchester. Team Glow now organises and leads regular cycling rides at all levels and provides other cycling related activities for women.

A number of **Sport Cycling Clubs** exist in Manchester including Eastlands Velo, Manchester BMX Club, Cycle Sport and Manchester Wheelers. These clubs offer a range of sport cycling disciplines including track and road cycling and BMX.

### **Volunteers**

Many volunteers are involved in the running of the above voluntary organisations. These volunteers are a real asset to the city and collectively give a huge amount of time to the promotion and development of cycling.

Manchester City Council runs a Volunteer Sports Bureau on which organisations can advertise sports and physical activity sessions or events and interested volunteers can be matched to placements. This has been used to match interested volunteers to cycling events and clubs and to access funding for their development.

In sport, there are many volunteers who work hard in sports clubs and who also give their time freely to support sports events. BC trains volunteers to work at events as organisers and officials (commissaries). These volunteers are trained by the Cycle Sport Education department with over 15 people trained specifically for events in and around Manchester who support track cycling, BMX road, MTB and Cyclo Cross.

The benefits of volunteering are manifold and include building confidence and self esteem, providing opportunities for people to gain skills and increasing residents’ employability.

### **What we want to achieve:**

Over the period of this strategy Manchester’s cycling workforce will develop and be strengthened and work more closely to share knowledge and expertise of the cycling offer. **We will:**

1. Create a “one-team” approach of staff and volunteers to oversee delivery of the vision;
2. Establish a board to oversee delivery of the Strategy

3. Strengthen joint working between staff in the different Manchester City Council departments to create the best cycling offer possible for Manchester residents.
4. Strengthen joint working relationships between staff at Manchester City Council, British Cycling and The National Cycling Centre to enhance the sport, recreational and utility cycling offer.
5. Continue to develop events which give all Manchester providers and organisations the opportunity to exhibit and network together.
6. Promote volunteering opportunities to increase the numbers of people involved in cycling, deploying volunteers to meet their preferences and supporting them to develop their knowledge and expertise.
7. Invest in the cycling workforce to offer training and support wherever possible to develop their knowledge and expertise in the field of cycling.
8. Support and promote voluntary and community sector organisations wherever possible

## **Case Studies**

### **Love Your Bike gets 'Bike Fabulous'.**

Love Your Bike is a cycling advocacy campaign co-ordinated by Manchester Friends of The Earth. Over the last 2 years, Love Your Bike has been supported by Manchester City Council to run the 'Bike Fabulous' event in the Manchester Arndale shopping centre in Manchester's City Centre. The event brings together a range of cycling organisations and activities to promote the cycling in Manchester. The event aims to dispel the myth that cycling and fashion don't mix, by staging several catwalk shows displaying a variety of practical and fashionable cyclewear. The Manchester Arndale sees an incredible 80,000 people through its doors each Saturday, giving Love Your Bike the chance to engage a huge and new audience in all things cycling!

# Communications & Engagement

## Ambition

**To deliver a co-ordinated, simple-to-understand marketing and communications strategy which delivers our key aim of getting more people cycling more often.**

To succeed in marketing and communicating the message of cycling a coordinated approach must be adopted. The development of a specific marketing and communications plan between our partners will set out and best utilise marketing techniques. This will ensure the 'messages' of cycling successfully create awareness and raise further interest in various cycling activities. We also aim to build on existing successful partnerships whilst capitalising on brand identities, pooling resources and reducing the duplication of activity.

In pursuing the ambition we need to recognise that marketing must feature across all of the objectives this strategy identifies. Specifically developing the marketing plan we will:

- Continue to attract major sporting events to the city to enhance Manchester's reputation as a world-class sporting city; ensuring its residents benefit from such events;
- Work with other cycling partners to ensure Manchester residents have access to the best cycling offer that suits their interests and needs;
- Increase the quantity and quality of organised non-competitive events, programmes and activities;
- Improve the quality and dissemination of information regarding both existing and new cycling opportunities;
- Improve coordination and integration amongst the cycling community and across all cycling activity and develop better communication links

## Overview

In Manchester the various forms of cycling are marketed using a mix of techniques to encourage and increase cycling levels, dispel the barriers that exist and capture specific target audiences. Incorporating mass, differentiated and niche marketing methods there has been a multitude of ways to appeal to target population groups.

On the whole we recognise that improvements are needed to better coordinate and maximise the abundance of cycling information, events, activities and schemes that exists across Manchester. This should generate further interest in cycling.

## The Current Picture

Across the city and the Greater Manchester region there are many different ways in which the general public and specific user groups can access information and get involved with cycling in Manchester. This includes:

**Bike Week** – Manchester City Council continues to be involved in the annual cycling event holding its own Bike to Work day event and supporting partner organisations with cycling resources and promotion. In 2010 Bike to Work day saw 581 participants take part.

**Skyride** – In partnership with British Cycling, Sky and The Council the annual mass participation event raises the profile of cycling across Manchester and sees circa 20000 participants take part.

**Bike Friday** – Friends of the Earth have developed and set up a monthly led commute to Manchester City Centre from a number of local areas whereby new or regular cyclists can benefit from a friendly guided route.

Further promotion of cycling activity is delivered by partners and voluntary organisations such as the Greater Manchester Cycling Campaign, Bike Right!, Love Your Bike and British Cycling websites.

### **Manchester City Council Cycle Forum**

The Manchester Cycle Forum meets every quarter and is chaired by the Deputy Executive Member for Environment. It raises awareness and promotes the opportunities for cycling in Manchester whilst providing a useful connection between The Council, individuals and organisations interested in cycling. It allows cyclists to meet regularly with Council Officers, Councillors and other interested parties to exchange views and ideas that can help make cycling safer on our roads. It also helps The Council to develop and improve its cycling policies and has had success in influencing positive outcomes for cyclists.

In addition to this, resources are invested each year to put on events, competitions and provide information that is readily available to support cycling. Manchester City Council works with various partner organisations and groups to help maintain and further develop cycling initiatives across the city. This includes:

### **Websites**

A range of internet sites promote the array of cycling activity across Manchester. Cycle GM, Greater Manchester Cycling Campaign, Friends of the Earth (Love Your Bike) and Manchester City Council's own website are good examples that host further means of communication to gain and share information via blogs, forums, electronic newsletters, email and social media. A further example is The National Cycling Centre and Love Your Bike circulation of a monthly email to registered users which, anyone can sign up to and contribute content.

### **Sport Cycling Clubs**

Many clubs operate across Manchester aiming to publicise and provide opportunities to take part in the sport side of cycling. For example, Manchester Cycle Sport holds weekly training sessions for young people to have a go at cycling as a sport and leads on to participating in cycling competitions.

### **Voluntary and Community Organisations**

The voluntary cycling community consists of organisations that play an important role in relation to a range of cycling matters in Manchester. From leading rides, attending and organising events to raising significant issues at the Manchester Cycle Forum the

voluntary sector of cycling plays a valuable and essential part in helping to promote cycling in all its forms.

### **Private Sector**

There are a significant number of private retailers of bikes in Manchester and organisations that offer other cycling services such as cycle training, bike maintenance / repair courses, led rides and cycling events. The advertising by such organisations is thorough in engaging the public and the cycling community but gaps exist in the coordination and quick dissemination of information that needs to improve.

### **Events**

Several key events take place in Manchester whereby the cycling community promote their products, programmes and campaigns. The largest of these is Sky Ride that sees circa 20,000 participants each year. Every cycling group involved in Manchester has been invited to have a presence at the event by having a stand and by taking part in the ride. Manchester City Council has also led Bike Week over the past five years where cycling organisations are invited to join together to promote their services and campaigns. As part of this MCC runs its own 'Bike to Work Day' aimed at employees.

Love Your Bike has led the way in running the popular Bike Fabulous event for the last two years in the Arndale centre, giving Manchester cycling organisations the opportunity to promote cycling to the thousands of weekend shoppers who pass through the Arndale Centre.

### **Publicity and Advertising**

Local press is expensive but can reach large audiences. Coverage of cycling activities has in the past been mostly reliant on sporting success and mass events such as Skyride which has the backing of Sky media and a significant budget. Despite this Manchester has benefitted from a number of positive cycling news stories in the local press with such articles in the Manchester Evening News as 'Cycling is the Wheel Deal'. Going forward and with limited budgets Manchester must continue with the creative cycling activity and involve itself with new developments whilst building effective relationships for cycling publicity.

### **Paper-based marketing**

This includes the highly popular set of free Greater Manchester cycle maps which provide excellent detail of cycling infrastructure providing invaluable information for people wishing to cycle and identify an appropriate route. The map is regularly updated and the next version should be available in spring 2012. Promotional materials are also produced by many cycling organisations including The National Cycling Centre and Bike Right! Mainly in the form of leaflets, newsletters and posters that are distributed using the wide cycling network that exists in Manchester.

### **What We Want to Achieve**

To put in place the identified ambition for a specific marketing plan and achieve the objectives set, our recognised partners will collaborate to accomplish the following:

- Continue to run the Cycle Forum as a chance for individuals and organisations to come together to discuss cycling issues, with a focus on utility cycling.

- Continue to work with partners that manage cycling activity and that promote all forms of cycling in the city. For example, to raise awareness of the free adult cycle training.
- Work with the Greater Manchester Road Safety Partnership and Greater Manchester Police to develop and deliver a programme to improve road safety for cyclists and reduce the incidence of theft.
- Deliver a media campaign to reinforce the message that drivers and cyclists share the road and both need to respect the rules and behave accordingly
- Develop strategies to better “sell” cycling to the commuter market (perhaps based on speed / cost compared to other modes)
- Develop the marketing and communications of the National Cycling Centre to better communicate to their target audiences and increase the numbers participation and to retain participants in the sport and using the centre.
- Develop the marketing and communications of Platt Fields Park BMX track to increase participant numbers.
- Support sports clubs to access funding and training to develop their marketing and communications.
- Continue to work with partners to promote the cycling email circulations so that more people involved in promoting cycling subscribe and contribute content.
- Encourage partners and organisations to promote each other’s cycling offer through their marketing and websites.
- Utilise new social media wherever possible to promote cycling, this will include Facebook and Twitter.
- Develop marketing to raise the new recreational cyclists’ awareness of other cycling opportunities which may include sport and transport and to ensure there are sustainable exit routes from all cycling programmes.
- To encourage cycling groups to display materials at The National Cycling Centre.
- Support the delivery of the GM Cycle Commuter project being led by TfGM.

## **Case Studies (TO BE INSERTED)**

The Manchester cycle map is one of a series of popular GM maps developed under the brand of Cycle GM and in partnership with MCC, TfGM and local cycle organisations. Annually revised and updated many thousands of copies are distributed and requested each year.





# Implementation and Monitoring Framework

This section sets out how Manchester City Council, British Cycling and the National Cycling Centre will work to implement the commitments made within this strategy. This plan is a work in progress and will be updated and reviewed regularly.

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
<b>Recreational Cycling</b>						
1. Improve the effectiveness and impact of 'led ride' cycling opportunities for leisure, health and fitness and ensure they are of interest to Manchester's communities to raise the number of residents participating.	Increase the % attendance rates on Sky Ride Local programmes by all from 2011	BC/MCC	End of October 2012	SRL registrations and attendances	57.6%	75%
	Increase the % of Manchester residents taking part in a SRL	BC/MCC	End of October 2012	Manchester resident attendances (postcode data)	15%	20%
	Maximise the use of Manchester's facilities, parks, green spaces and cycle routes for Sky Ride Locals and Breeze Rides .	BC/MCC/NCC	End of October 2012	New routes in Manchester  Total number of routes starting in Manchester City Council boundary area  % of rides starting in MCC boundary area	2  17  46%	8 TBC  23  60%

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Increase participation by Manchester residents living in deprived communities,	BC/MCC	Oct 2012	Postcode analysis of attendees	Awaiting analysis of data	TBC
	Targeted community groups participating as a 'group booking'	BC/MCC/Community organisations	October 2012	No. of group bookings from target groups	1	5
	Increase female participation on Ride Well and Ride Strong levels of Sky Ride Local	BC/MCC/women's groups	Oct 2012	Ride Well participation Ride Strong participation	36% 22%	40% 25%
	Incorporate a tot's and trikes offer within Active Lifestyles 0-5 citywide Tots on the Move programme	MCC	March 2013	Number of overall participants plus individual tracking of users detailing retention rates and regularity of usage	500 visits 50 individuals	3000 visits 200 individuals
	Increase participation on Health referral rides	MCC/Physical Activity Referral Service	March 2013	Number of overall participants plus individual tracking of users detailing retention rates and regularity of usage and tracking of users into mainstream activity provided by Active Lifestyles	Referral dependant	Referral dependant
	Increase the opportunity of adult and family bike clubs across the city	MCC	March 2013	Number of overall participants plus individual tracking of users detailing retention rates and regularity of usage	0	1500 visits 100 individuals

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
2. Deliver another exceptional mass participation event (Sky ride City) which showcases Manchester and its great sporting facilities including The National Cycling Centre in the 2012 Olympic year	Attract 20,000 participants	BC/MCC/Sky NCC/Sportcity	July 2012	participant estimated on the day/registrations/bib used	18,500	20,000
	Increase the % of Manchester resident participants.	BC/MCC/Sky NCC/Sportcity			14%	20%
	Attract an increased % of new and lapsed cyclists to the event	Wide range of stakeholders	July 2012	Sky event survey	20%	23%
	Work with a range of stakeholders and partners to demonstrate what the City has to offer to a wide range of cyclists, including participation, sport, utility cycling, spectating, volunteering, leadership etc	BC/MCC and a wide range of stakeholders	July 2012	number of different organisations involved	15	20
	Work with local inclusive cycling clubs to increase participation in the event by people with a disability and provide onsite 'Wheels for All' bike hire	BC/MCC/Cycle Projects/Simply Cycling	July 2012	No. of participant No. of bikes hired	Data not available	Collect baseline data
	Ensure the route is accessible	BC/MCC/Cycle Projects/Simply Cycling	July 2012	feedback from participants (survey)	Only anecdotal feedback available	Collect baseline data
Work to develop a Sky ride route for 2012 which incorporates the National Cycling Centre	BC/NCC/MCC/Lime light	July 2012	new route number of people participating in activity in the NCC	N/A N/A	Ride includes NCC Collect data	

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Promote the City Ride as an event for entry level led ride participants to aspire to. E.g. Pankhurst Centre	MCC/BC	July 2012	Number of local groups taking part for the first time as a group	Not known	Develop some case studies
3. 'Close the gap' more quickly in Manchester between male and female cyclists through developing the Breeze Network, resulting in more women in Manchester's communities taking up cycling.	Increase the female cycling workforce by providing cycle instructor training for Breeze Champions	BC	Sept. r 2012	No of women trained	0	10
	Launch 'women friendly' bike shops and bike hire schemes in Manchester	BC/bike shops/ACT	TBC	Number of shops accredited	0	5
	Offer women only mass participation events (short and traffic free)	BC/MCC	TBC	Number of events and participant	0	1 in 2012
	Attract more women in Manchester to train as Breeze Champions.	BC/MCC	June 2012	Number of champions	2	8
	Support existing and new Champions to be active in organising rides	BC/MCC	March 2013	Number of active champions	2	6
	Pilot an NHS Breeze programme in Manchester female workforce	BC/NHS Manchester/TfGM	March 2013	Number of Breeze champions, rides and participants within Manchester NHS organisations	N/A	Case study

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Work more closely with Manchester women's organizations to increase participation in Breeze rides.	BC/MCC/various	March 2012	Audit of women's groups Participation levels on Manchester Breeze rides	113	340
4. Capitalise on the Olympic effect to grow participation and support people to develop their cycling in a range of way and sustain lifelong participation.	Support the development of social cycling groups in Manchester and surrounding areas	BC/MCC	March 2013	Number of social cycling groups	N/A	Develop a baseline
	Offer a range of year round Sky Ride Local 'trail' rides	BC/MCC	March 2013	Number of rides Attendance levels	3 41	30 360
	promote commuter/utility cycling to recreational cyclists (e.g. the availability of adult cycle training)	BC/MCC/TfGM/Sus trans/GM Cycle campaign	March 2013	Website information	N/A	N/A
	Develop a series of Sky Ride Strong Plus (up to 50 miles)	BC/SKY/MCC	December 2012	Number of 'Ride Strong Plus' rides Number of participants	N/A N/A	10 150
	Deliver the Great Manchester Cycle ride – a multi-distance urban mass participant ride	NOVA/MCC/BC	June 2012	Participation rates	First event	TBC

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
5. Help Manchester residents overcome barriers to cycling and build confidence through key programmes (this builds on cycling training and 'led ride' opportunities)	Ensure a wide range of maintenance courses by all providers are widely promoted and which are affordable to participants.	BC/MCC/TfGM/Bike Right/Others	March 2013	number of maintenance courses posted on MCC Cycle events calendar	No baseline	collect data to develop baseline
	Provide easy access to good quality information info e.g. Maps/routes/websites? (see also marketing section)	BC/MCC/TFGM	March 2013	Information available on a range of websites	N/A	N/A
	Work with and promote cycle recycling schemes to ensure people have access to cheap bikes	BC/MCC/recycling schemes	March 2013	Cycle recycling schemes audit	N/A	N/A
	Maximise usage of all MCC bikes at hubs by local residents e.g. take part in Sky Ride Local	MCC	March 2013	No. of groups using bikes at hubs	TBC	TBC
	Green Corridor Project- Signage that Links Manchester's open spaces to a regional park system	NHS Manchester, MCC	Dec 2012	TBC	TBC	TBC
6. Work with partners to provide a tangible Legacy from the 2012 London Olympics	Make improvements to the cycle corridor from the City Centre to the National Cycling Centre via national cycling route 86 alongside the canal and use it to showcase some of the great people of Manchester via public art	BC/MC/TfGM/Sustrans	March 2013	List physical improvements	N/a	N/a

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
7. Assist in the development of further engagement with those who take part in organised led rides including Sky Ride Local, Breeze Rides and Active Lifestyles rides.	Cross promote activity e.g. Sky Ride Easy to Active Lifestyle participants, Team Glow to Breeze etc	BC/MCC/Clubs/ community groups	March 2013	Provision of information about all cycling opportunities	N/A	N/A
	Encourage clubs to promote themselves to Sky Ride participants (strong and strong plus) and other 'led' ride programmes	MCC/BC/Clubs/ community groups	March 2013	Number of clubs offering opportunities	N/A	N/A
	Support and encourage people to use the new social cycling tool to develop their own social cycling groups.	BC/MCC/Others	March 2013	Number of social groups and rides set up	N/A	Develop baseline data
8 Build on existing workplace programmes and interventions as a key setting for growing recreational and utility cycling	Develop and fully evaluate a model of workplace commuter Saturday 'led' rides with Transport for Greater Manchester and other partners (TBC)	BC/MCC/TfGM	December 2012	Evaluation report	N/A	N/A
	Work with TfGM and other partners to support the "Commuter Cycle Project" by organizing a workplace cycling seminar	BC/MCC/TfGM/	December 2012	Attendance at seminar	N/A	Seminar held

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	The NCC will work towards achieving Healthy Stadia status	NCC/MCC/BC	December 2012	Healthy Stadia assessment form	N/A	Status achieved
	Promote recreational cycling programmes to workplaces via TfGM workplace newsletters	TfGM/BC/MCC	Ongoing to March 2013	Information included in newsletter	N/A	6 Updates
<b>Utility / Commuter Cycling</b>						
1. Increase the number of people cycling to work	Deliver three cycle centres in central Manchester. First cycle centre to be delivered in 2012/13, others to be delivered by end of 2013/14	TfGM	2014	Modal split to regional centre  Overall modal split	2%	4%
	Support workplaces and other organisations in delivering additional cycle parking through effective travel planning, cycle storage grants	MCC/ TfGM	2015	Modal split to regional centre  Overall modal split	2%	4%
	Set up organised / led rides	TfGM / Voluntary groups	2015	Number of led rides	TBC	TBC
	Set up Bike User Groups	TfGM	2015	Number of BUGs	TBC	TBC
	Continued distribution of the Manchester cycle map and updates for the 2012 edition.	MCC/TfGM	2012	Maps distributed	10000	N/a



"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Conduct cycle audit of Manchester City Centre to inform development of maps to access cycle centres based on "cycleability"	TfGM MCC / British Waterways	2012	Audit produced	0	1
2. Work with partners to upgrade canal towpaths so that they can be used by cyclists to access the regional centre and other key destinations	Extend off-road shared cycle track parallel to A62 linking Oldham to Manchester	MCC / British Waterways	2013	Modal split to regional centre	2%	4%
	Upgrade lighting on Ashton canal between Manchester City Centre and the Velopark	MCC / British Waterways	2015	Modal split to regional centre	2%	4%
	Work with Trafford MBC and Salford CC to deliver a continuous off-road cycle route from Altrincham to Salford University via the City Centre	MCC / SCC / TMBC / developers	2015	Modal split to regional centre	2%	4%
3. Work with partners to deliver a major upgrade of cycling infrastructure in the Higher Education Precinct	Install segregated cycle lanes on Oxford Road between Hathersage Road and Oxford Road Station	MCC / TfGM / The Corridor	2015	Modal split to regional centre	2%	4%
4. Deliver improvements to road surfaces and tackle potholes	Provide as much resource as possible to the scheduled and reactive maintenance budgets to reduce potholes and improve the condition of road surfaces	MCC	2014	Modal split to regional centre	2%	4%
				Overall modal split	1%	2%

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
5. Upgrade cycling infrastructure including on and off road paths to expand the network of radial and orbital cycle routes to the Regional Centre and other key destinations	Provide additional cycle crossings of the Inner Ring Road	MCC / TfGM (LSTF)	2015	Modal split to regional centre	2%	4%
	Provide new on-road cycle facilities from North and East Manchester to the City Centre	MCC / TfGM (LSTF)	2015	Modal split to regional centre	2%	4%
	Provide new on-road facilities in central Manchester to provide access to the cycle hubs	MCC / TfGM (LSTF)	2015	Modal split to regional centre	2%	4%
	Produce a map setting out future aspirations for key cycle corridors	MCC	2012	Modal split to regional centre	2%	4%
	Ensure that mandatory cycle lanes are kept free of parked vehicles	MCC / GMP	Ongoing	Modal split to regional centre	2%	4%
	Carry out an audit of our network to identify "hot spots" for collisions involving cyclists and identify potential solutions	MCC	2013	Reduction in collisions at identified locations	TBC	TBC
6. Continue to deliver cycle training both for adults and children	Identify funding opportunities to continue Manchester Freewheeling	MCC	2015	Modal split to regional centre	2%	4%
	Deliver cycle training to all primary schools and all secondary schools who request it	MCC	2015	Number of children cycling to school	TBC	TBC

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Encourage more commuters to consider cycling to work through free cycle training	TfGM	2015	Modal split to regional centre  Overall modal split	1%	2%
7. Promote and encourage Cycle Hire schemes?	Explore and support opportunities for developing a privately-funded bike hire scheme for Manchester.	Private – sector led	Ongoing	Number of bikes for hire available in Manchester	0	Tbc
8. Provide additional cycle parking at key locations	Develop Guide to Development to ensure that new developments have adequate provision of safe and secure cycle parking	MCC	2013	New developments complying with guidance	TBC	100%
	Work with public transport operators, local businesses and the rail industry to deliver additional cycle parking in key locations	MCC Network Rail TOCs TfGM Developers	Ongoing	Number of secure, covered spaces per development	TBC	TBC
	Work with TfGM and public transport operators to maintain and improve access to public transport for cyclists	MCC Network Rail TOCs TfGM Metrolink	Ongoing		TBC	TBC
	Deliver additional cycle parking at Piccadilly Rail Station	Network Rail	2012	Number of cycle spaces installed at Piccadilly	12 spaces	42 spaces
9. Identify opportunities for improving the permeability of Manchester City Centre (and other key locations) for cyclists	Subject to the new signage regulations being approved, identify one-way streets in the city which could allow contra-flow cycling	MCC	Ongoing	Number of contra-flow cycle lanes installed	4	Tbc

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	contra-flow cycling					
10. Work to reduce the risk of conflict between large vehicles and cyclists	Work with freight companies and bus operators to ensure that all drivers receive cycle awareness training	MCC GMBOA TfGM	Ongoing	Number of bus drivers trained	?	100%
11. Ensure that adequate cycling facilities are designed into new developments	Through the development management process and by ensuring that the Guide to Development in Manchester includes guidance on cycle parking	MCC	2014	N/a	N/a	N/a
12. Reduce vehicle speeds in residential areas to make cycling more attractive	As resources allow work towards introducing 20mph speed limits to all residential areas in Manchester	MCC	TBC	Number of residential areas with 20mph zones	46	ALL
13. Economic and Health Benefit	Conduct our own monitoring and evaluation of cycling and consider the evidence of other research in the field of cycling.	MCC NHS	Ongoing	N/a	N/a	N/a
<b>Sport Cycling</b>						
1. Further explore the potential for Clayton Vale to be an expansion of the Velopark.	Further explore the feasibility of the development of mountain-biking, Cyclo X and recreational cycling in Clayton Vale – developing the concept of 'The Velopark of the North'.	MCC, BC, NCC, Friends of Clayton Vale	31 <sup>st</sup> March 2013	Funding confirmed and cycling routes in the Vale Completed	N/a	Cycling routes in the Vale Completed by end of 2013

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
2. Continue to attract cycling events of national significance to Manchester.	MCC Sports Development Events Team and BC to bid for and develop events and work with the cycling development officer and other partners - to maintain Manchester's place as a world-leading city for sport, and to ensure Manchester residents benefit from event legacy and are involved as spectators and where possible; participants.	MCC, BC, NCC, UK Sport, local partners.	31 <sup>st</sup> March 2013	Number of cycling events of national significance hosted by the city. Feedback on Manchester resident involvement and legacy.	6 in 2011	8 in 2012
3. Ensure all schools and educational establishments have access to cycling as a sport.	Develop programmes with The National Cycling Centre, Platt Fields Park BMX Track or through the Manchester City Council/British Cycling Cycling Development Programme, with support for schools to sustain their own cycling development.	MCC, BC, NCC, educational establishments.	31 <sup>st</sup> March 2013	Number of schools involved in the Cycling Development programme - NCC, Platt Fields Park, Go-Ride and other programmes.	42	42
4. Increase the number of Manchester residents accessing the NCC and Platt Fields Park BMX track.	Continue to develop a varied, progressive and responsive track programme and enhance the marketing.	MCC, BC, NCC, Cycling Clubs.	31 <sup>st</sup> March 2013	No of Manchester visits and visitors to Platt Fields BMX track. No of Manchester visits and visitors to the National Cycling Centre.	Baselines to be set 2011-12 baseline for all users at Platt Fields - 5205	tbc

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
5. Increase the numbers and % of Manchester residents participating in and becoming members of Manchester cycling clubs	Support clubs to recruit, retain and develop coaches and volunteers and increase their income thereby increasing their capacity to develop cycling opportunities	BC, NCC, clubs, external funding, educational establishments.	31 <sup>st</sup> March 2013	Club membership data	318	415
6. Increase the number of clubs registering with Clubmark and achieving Clubmark accreditation (the quality assurance mark for clubs with youth sections).	Advise and support clubs through the process	MCC, BC	31 <sup>st</sup> March 2013	Number of clubs who have achieved Clubmark status	1	2
7. Capitalise on the opportunity presented to cycling by the London Olympics and Paralympics in 2012.	Develop activity that is linked to London 2012 with the aim of engaging people in cycling in Manchester and encouraging them to feel part of the Olympic experience.	MCC, BC, NCC and other partners.	July – August 2012	Amount of activity promoted or developed related to London 2012 with the aim of engaging people in cycling in Manchester.	N/a	Offer to be developed
8. Support the development of talented athletes.	Support coaches and clubs to develop athletes, assist young people to access funding to support their development.	MCC, NCC and BC	31 <sup>st</sup> March 2013	Applications to MCC Champions' Charter grant scheme and the Greater Manchester Sports Fund. (see also club development and workforce development)	6 athletes have received CC/GMSF funding so far in 2011-12	6

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
9. Increase the number of opportunities for people to get involved in competitive cycling and to increase the sustainability of such opportunities.	Promote current opportunities and develop new ones where relevant.	MCC, BC, NCC, Cycling Clubs, educational establishments.	31 <sup>st</sup> March 2013	Number of cycling competitions taking place in the Manchester area that are entry level and/or open to all.	11	11
10. Increase the number of post 16 education establishments engaging in the Cycling Development Programme with the aim of tackling 'drop-off' from sport.	Promote the cycling offer to post 16 education establishments and assist them in funding bids.	MCC, NCC, post 16 establishments.	31 <sup>st</sup> March 2013	Number of post 16 establishments accessing the Cycling Development Programme	1	4
<b>Workforce and Volunteering</b>						
1. Create a 'one-team' approach of staff and volunteers to oversee delivery of the vision	See 2 and 3.	MCC, BCF, MCC, other organisations	From 2012	See below	N/a	N/a
2. Establish a board to oversee delivery of the Strategy	Establish a board and appropriate governance arrangements which will include MCC, BCF and NCC staff to monitor the progress of the strategy and to ensure a joint approach to achieving the strategy's ambitions	MCC, BC, MCC	Established in 2012	Establishment of board and board meetings	0	Twice a year

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
3. Strengthen joint working between staff in the different Manchester City Council departments to create the best cycling offer possible for Manchester residents.	Regular meetings and liaison between MCC departments that have a cycling remit to discuss work programmes, enhance joined up working and reduce duplication.	MCC departments	From 2012	Regular meetings and other contact	N/a	N/a
4. Strengthen joint working relationships between staff at Manchester City Council, British Cycling and The National Cycling Centre to enhance the sport, recreational and utility cycling offer.	Regular meetings and liaison between BC, MCC departments and NCC staff to discuss work programmes, enhance joined up working and reduce duplication. This should take place at least quarterly.	MCC, BC, MCC	From 2012	Update of working together	N/a	Quarterly
5. Continue to develop events which give all Manchester cycling providers and organisations the opportunity to exhibit and network together.	Deliver Manchester Sky Ride in 2012 and continue to deliver and support the delivery of events where the many cycling organisations can exhibit and network together, such as Bike Week.	MCC, BC, MCC, other organisations	Throughout 2012-13	No. of cycling events that allow this opportunity.	3	3 or more
6. Continue to run the cycle forum to give members of the public and organisations with a cycling remit the chance to liaise with MCC and influence cycling issues, with a focus on utility cycling.	MCC to deliver the cycling forum on a quarterly basis and keep forum members up-to-date with meetings, updates and relevant issues.	MCC lead and other organisations	From 2012	Meetings being held and meeting minutes	quarterly	quarterly



"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
7. Promote volunteering opportunities to increase the numbers of people involved in cycling, deploying volunteers to meet their preferences and supporting them to develop their knowledge and expertise.	Promote Manchester's Volunteer Sports Bureau, BCF's volunteering opportunities and assist in supporting the deployment of volunteers in cycling, supporting and advising them to encourage their ongoing participation in cycling.	MCC and BC	From 2012	Number of Volunteers from Manchester volunteering in cycling on MCC and BC volunteer programmes. Other feedback on volunteers in cycling also.	tbc	tbc
8. Offer the cycling workforce staff training wherever possible to develop their knowledge and expertise in the field of cycling.	Encourage and support volunteers and staff to take up personal development opportunities wherever possible. Support voluntary organisations to access funding for training and development where possible. Share knowledge of upcoming training and development opportunities between partners and organisations. Support volunteers to gain qualifications where applicable	MCC	From 2012	Number of Volunteers accessing funding from MCC sports development for courses. Other feedback.	Sports Development has assisted in funding 13 courses for personnel development.	10
	To effectively train more event organisers and officials (commissaires) at Regional and National levels to ensure the delivery of events is sustained. The role	MCC/BC	TBC	TBC	TBC	TBC

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	of the Regional Event Officer (REO) will be of paramount importance in ensuring this plan will be realized.					
Promote Manchester as "The Home of British Cycling"	Include use of the strap line 'Manchester: The Home of British Cycling' on all relevant BC press releases and publications	BC/MCC	Ongoing until March 2013	Press releases and documents	N/A	N/A
	Signage at main gateways into the city e.g. Manchester Airport and Piccadilly Station	BC/MCC	By August 2012	Signage up	N/A	N/A
9. Support voluntary and community groups	Meet to discuss cycling developments, help identify funding opportunities, take part in and support events and cycling activity.	MCC and Voluntary sector led	Ongoing	N/a	N/a	N/a
<b>Marketing and Communications</b>						
1. Continue to attract major sporting events to the city to enhance Manchester's reputation as a world-class sporting city; ensuring its residents benefit from such events;	Discuss, support and promote to ensure all of our partners recognise Manchester as a city for being cycle friendly.  Continue with annual events and positively support new events such as the Great Manchester Cycle.	MCC British Cycling TfGM	N/a	Number of events	Attendance of previous events is recorded.	To increase number of participants

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Manchester Cycle.					
2. Work with other cycling partners to ensure Manchester residents have access to the best cycling offer that suits their interests and needs;	Meet with and encourage all partners to offer attractive and affordable products.	MCC lead and other private organisations.	Ongoing	Uptake of events and activities.	N/a	N/a
3. Increase the quantity and quality of organised non-competitive events, programmes and activities;	Create a list of all cycle events.  Offer support and promote to ensure all of our partners recognise Manchester as a city for being cycle friendly	MCC lead and all partners involved in cycling.	2013	Number of events and activities.	Annually.	Increase activity.
4. Improve the quality and dissemination of information regarding both existing and new cycling opportunities	Develop a specific contact and distribution list to send out cycling information.	MCC lead and other organisations / individuals assist.	July – August 2012	Greater cross section of Manchester residents in corresponding.	N/a	Increase number of contacts and partners.
5. Improve coordination and integration amongst the cycling community and across all cycling activity and develop better communication links;	Organise an annual cycling seminar to bring the Manchester cycling community together and agree mechanisms for closer working.  Cycle activity bulletin distributed through the	BC / MCC / TfGM / and all other partners involved in cycling.	2013	Meeting held and notes taken.  Bulletin sent out each month.	N/a	Measure meeting outputs and response to bulletin.

"We Will"	How	Partners Involved	Delivery Timescale	Indicator	Baseline	Target
	Manchester Cycle Forum					



# Appendices

## **Appendix A**

### **Creating a Sporting Habit for Life: A Youth Sport Strategy. Sport England 2012-2017.**

This strategy focuses on growing participation in sport at a grassroots level with a particular focus on young people aged between 14 and 25 to retain them in sport.

Under the new strategy every secondary school in England is set to host a community sports club and more school sports facilities will be opened up for wider public use. School to club links will be strengthened and support will be available to universities and FE colleges to develop sporting opportunities for their students. Disadvantaged communities and socially excluded young people will be supported to get involved in sport and gain new life skills. Funding will be available for the development of facilities for popular sports, such as artificial pitches and swimming pools. National Governing Bodies will continue to have a pivotal role in continuing to increase young people's participation in sport.

The aim is that in the five years after the London Olympic and Paralympic Games, sport in England will have been transformed so that playing sport becomes a lifelong habit for some people and a regular choice for the majority.

### **British Cycling's Whole Sport Plan 2009-2013.**

This Whole Sport Plan aims to "inspire participation in cycling as a sport, recreation and sustainable transport through achieving worldwide success" through:

- Inspiring Britain through success by asserting the country's position as the leading cycling nation in the world;
- Getting more people on the bike by rolling out a series of exciting mass participation cycling events with British Cycling's Principal Partner, British Sky Broadcasting, and compliment this with a comprehensive programme of led rides to offer local participation opportunities across the UK.
- Boosting cycling as a sport by investing more and better resources towards growing competitive cycling at a grass roots level for all ages and abilities;
- Improving the playing environment for competitive cycling in the UK by creating a network of nationwide traffic-free facilities which can be enjoyed for sport and recreational purposes; and
- Exercising Britain's international influence by staging major international events in the UK in the build up to London 2012 Olympic and Paralympic Games and beyond.
- Positioning British Cycling as an essential resource for all cycling enthusiasts

### **National Public Health policy**

The White Paper "*Healthy Lives, Healthy People*" published November 2010 Department of Health sets a new framework for public health. It puts responsibility for public health into local government and advocates a lifecourse approach in which interventions are considered as part of a systematic approach to health at different stages of life, rather than as responses to isolated risk factors. Increasing levels of physical activity remains a key strand of public health at all stages of the lifecourse.

## **“Plans For The Legacy From The 2012 Olympic And Paralympic Games” (December 2010 Department of Culture Media and Sport)**

This document sets out the Government’s high-level vision and detailed plans for the legacy from the 2012 Olympic and Paralympic Games. There are 4 areas of focus

- Harnessing the United Kingdom’s passion for sport to increase grass roots participation, particularly by young people – and to encourage the whole population to be more physically active
- Exploiting to the full the opportunities for economic growth offered by hosting the Games
- Promoting community engagement and achieving participation across all groups in society through the Games; and

## **“Start Active, Stay Active: A report on physical activity for health from the four home countries” Chief Medical Officers. Department of Health July 2011**

This report sets out key recommendations for physical activity as follows:

- All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
- Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
- Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

Promoting cycling is an important part of meeting these objectives across the whole lifecycle. Public health strategy supports an approach that involves a range of interventions, from those that are individually focused (such as cycle training) through to social and environmental improvements aimed at making physical activity an easier option.

## **Third Greater Manchester Local Transport Plan (2011)**

This document sets out the policies of Transport for Greater Manchester to provide safe, integrated, efficient and economic transport within Greater Manchester. The plan aims in the long term to make cycling a genuine, attractive choice for journeys to work and education, for leisure and for fitness. In the short term, however, it focuses on delivering easy low-cost measures that will encourage people to use bikes to make short journeys. It aims to develop an integrated package of infrastructure and promotion to deliver a significant increase in the number of people cycling. This will focus on shorter trips both “whole journey” and from home to public transport interchange / stop.

The approach of LTP3 is to “target improvements so as to:



- Increase the number of people walking or cycling to work and education, especially for short trips made in the peak hours, and to reduce the number of single-occupancy vehicles travelling in Greater Manchester's most congested areas and corridors;
- Make the best use of existing networks and add value to investment in public transport networks by integrating walking and cycling with other modes of transport;
- Improve safety and personal security for pedestrians and cyclists, with an initial focus on routes to key transport hubs and areas of employment;
- Contribute to the improved neighbourhoods and environments within Greater Manchester by facilitating low-carbon modes of travel (i.e. walking and cycling); and
- Contribute to improved public health in Greater Manchester by increasing physical activity, especially in areas with the most pronounced health inequalities.”.

### **Manchester Local Area Implementation Plan (2011)**

The LAIP sets out how Manchester will support the LTP3 core strategy. It notes that as a relatively compact and densely populated conurbation with favourable topography and climate, there is significant scope to increase the number of people choosing to cycle for many shorter journeys. This would support our commitments to reducing transport-related carbon whilst helping to improve the health of our residents through more active travel and cleaner air. Furthermore, it could also help to improve the vitality of our streets and local centres. Its aims are to:

- Work with neighbouring authorities and cycle groups to deliver a network of safe and clearly signed cycle routes into and within the city centre;
- Identify and address where significant barriers exist (such as large roundabouts and complex junctions, particularly adjacent to the IRR), which can discourage cycling, and identify solutions;
- Examine the feasibility and deliverability of a cycle hire scheme;
- Engage with Virgin Trains and Network Rail to ensure that maximum benefit is derived for the city from the proposed cycle hire scheme at Piccadilly Station;
- Invest in cycle training to increase the number of school children being trained to Bikeability Level 2; and
- Subject to satisfactory post-scheme appraisal of the pilot, seek to extend the offer of free adult cycle training.

Finally, it notes that maintenance of routes is a priority, and that repairing pot-holes and maintaining adequate lighting and signage are all essential to delivering safe, attractive cycle routes.

### **Transport Strategy for Manchester City Centre (2010)**

Published in November 2010, the Strategy sets out how Manchester will support the forecast increase in employment in Manchester City Centre without an increase in the number of people commuting to work by private car. It articulates a vision for transport that supports the maintenance and improves accessibility to the City Centre while reducing carbon emissions and improving air quality.

The Strategy notes that there is significant potential drive up the number of people choosing the bike for trips into the City Centre which could also deliver substantial health benefits. It notes that there are significant gaps in infrastructure provision on key links into the centre and, increasingly, a shortage of secure cycle parking spaces in the city centre. The five “key issues” identified are:

- Addressing the demand for cycle parking;
- Making major junctions safer for cyclists;
- Working with partners to reduce cycle theft;
- Liaising with City Centre employers to improve workplace cycle parking and changing facilities; and
- Improving opportunities for crossing the Inner Ring Road.

### **Manchester Local Development Framework Core Strategy (2012-2027)**

The Local Development Framework (LDF) replaces the Unitary Development Plan for Manchester and covers a 15-year time period. The Core Strategy is a key Development Plan Document for the LDF. It sets out the long term strategic policies for Manchester's future development and will form the framework that planning applications will be assessed against. An examination in public on the Core Strategy was held in November 2011 and it is expected to be published during 2012.

With regards to cycling Policy SP1 (Spatial Principles) states that *"new development will maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and use of the public transport."*

Policy CC5 (Transport) states that *"The Council will seek to ensure that development includes adequate parking provision for cars and bicycles. And that this should be based on the parking standards described in appendix B"*. The supporting text goes on to state that *"The Council will also work to ensure that cycling and walking are attractive options, considering conditions on the roads, paths and cycleways and the potential need for facilities within the City Centre"*

Throughout the document references are made to the need to ensure that residential areas are linked to employment sites (and the Regional Centre) by public transport, walking and cycling.

### **Manchester's Healthy Weight Strategy (2010 -2013)**

This strategy is Manchester's response to tackling the far reaching problems of obesity using the life course approach. The vision of this strategy is to create an environment and culture where all adults and children in Manchester have the opportunity to maintain a healthy weight. Specifically, targeting measures that will promote healthy behaviour and face up to the growing challenge of obesity by encouraging active lives with more active travel options (walking and cycling) for the six identified age groups.

### **Manchester: A Certain Future. Our collective approach to climate change.**

This plan for the City of Manchester sets headline actions for just one decade – to 2020 – but its goal is to provide a strong starting point for a much longer journey,

through to 2050 and a radically changed, low-carbon future where large-scale emissions of carbon dioxide (CO<sup>2</sup>) have become a thing of the past.

In terms of transport Manchester aims to have a low carbon, modern and fully integrated public transport system with improved cycle routes across the city region. Workplaces will encourage cycling and have appropriate facilities that will see many more of us walking and cycling on local journeys and to work

### **(Draft) Manchester Sport and Physical Activity Strategy 2012-2020**

This strategy was compiled by Manchester Sport and Physical Activity Alliance (SPAA) and describes how Sport and Physical Activity in Manchester will be developed to meet Manchester's wider aspirations – reducing the health and economic negative impacts of inactivity; capitalising on the social and economic benefits of sport and physical activity. It also emphasises the ability of sport and physical activity to support Manchester's agendas around education and workforce development, social inclusion, crime reduction and neighbourhoods of choice. The vision included in the Sport and Physical Activity Strategy is:

**“a city with a culture of sport and physical activity.** Sports and leisure facilities will be high quality and easily accessible to all parts of the community. The city will be known internationally as a sporting city, with a programme of sporting events that supports the local economy and acts as an inspiration for local people to participate. People will be active at all ages and all levels, from everyday physical activity, through active recreation and organised community sports, all the way to excellence in sport. **At whatever your level of participation, there will be something for you in Manchester”**

The strategy includes a focus on Sports Clubs and Developing Talent, Improving facilities and establishing a programme of events, all linked into a neighbourhood focus.

## Appendix B Participation Levels in Recreational and Sport Cycling

### Active People Survey 5 Cycling in Greater Manchester

#### Cycling in Greater Manchester by Local Authority

Location	All cycling (inc. functional and at any intensity)		Sport England measure for cycling (does not include functional cycling)			
			Once a month		Once a week (30 mins, moderate intensity)	
	Number	% of pop	Number	% of pop	Number	% of pop
National	4,926,200	11.6%	3,748,000	8.8%	1,841,600	4.3%
Greater Manchester	217,600	11.0%	169,000	8.1%	91,900	4.5%

Bolton	17,300	8.3%	15,100	7.2%	8,600	4.1%
Bury	11,400	7.8%	9,300	6.4%	3,900	2.7%
<b>Manchester</b>	<b>43,400</b>	<b>10.8%</b>	<b>30,500</b>	<b>7.6%</b>	<b>16,300</b>	<b>4.1%</b>
Oldham	14,400	8.5%	10,900	6.4%	9,800	5.8%
Rochdale	9,100	5.7%	4,100	2.6%		
Salford	16,600	9.0%	11,700	6.3%	5,000	2.7%
Stockport	34,500	15.0%	31,300	13.6%	12,400	5.4%
Tameside	18,100	10.4%	16,100	9.3%	12,400	7.1%
Trafford	22,200	12.8%	16,200	9.4%	10,000	5.8%
Wigan	30,600	12.3%	23,800	9.6%	13,500	5.4%

Source:  
Sport England Active People Survey 5,  
Quarter 2 (Apr 10 - Apr 11)

Notes:  
Grey cells are indicative only due to low cell counts.  
Blank cells indicate returns that are too low to be statistically reliable.

## **Appendix C – Cycling Trends (2010)**

Cycling continues to grow as a mode of choice for commuters into central Manchester and the Higher Education Precinct. This section sets out the latest available data on transport in Manchester which is collated and published by Transport for Greater Manchester Highways Forecasting and Analytical Services – HFAS - (formerly Greater Manchester Transportation Unit).

Key facts from the report:

- The road with the highest 12-hour weekday pedal cycle flow was the B5117 Oxford Road near the University of Manchester with 1602 pedal cycles between 07:00 and 19:00.
- The average 12-hour weekday pedal cycle flows on A and B roads in Manchester were 211 and 298 respectively. These are much higher than the averages for all districts of 107 pedal cycles for A and 100 pedal cycles for B roads.
- Traffic flows into the city centre have decreased substantially in the morning and off-peak between 1997 and 2011. The car parking strategy and the completion of the Inner Relief Route and have both contributed to the increase in non-car mode share for Manchester.
- All trips in the morning peak increased by 5% between 2002 and 2011. Car trips decreased by 16% and bus trips decreased by 11% while rail trips increased by 40%. Metrolink trips increased by 8%, walking by 74% and cycle trips more than doubled.

Furthermore, cycles make up a significantly greater proportion of the traffic on Manchester’s roads as compared to other districts and the Greater Manchester average:

### **Percentage composition of Traffic in Greater Manchester 2010 (0700-1900)**

		<b>Cars</b>	<b>LGV</b>	<b>OGV1</b>		<b>OGV2</b>		<b>Buses &amp; Coach</b>	<b>PTW</b>	<b>Cycle</b>
<b>Manchester</b>	Motorways	80.6	10.5	4.4	(55)	3.7	(45)	0.5	0.3	0.0
	A Roads	82.3	10.3	2.7	(72)	1.1	(28)	2.1	0.6	0.8
	B Roads	80.9	9.6	1.1	(88)	0.2	(12)	4.6	0.5	3.1
	Minor Roads	85.0	10.5	1.0	(82)	0.2	(18)	1.3	0.3	1.5
<b>Greater Manchester</b>	Motorways	76.8	12.3	5.3	(51)	5.0	(49)	0.3	0.4	0.0
	A Roads	81.7	11.4	2.9	(68)	1.3	(32)	1.4	0.6	0.6
	B Roads	82.8	11.4	1.4	(75)	0.5	(25)	2.1	0.6	1.1
	Minor Roads	89.7	11.2	1.5	(77)	0.4	(23)	1.7	0.4	1.1

HFAS also carried out cordon counts of the Regional Centre and other key centers in Greater Manchester to monitor the modal share of traffic. These surveys were first carried out in 1997 and on a regular basis thereafter to help monitor progress towards the objectives of the Local Transport Plan (LTP1 and LTP2). The most recent survey was carried out in 2011. All vehicles crossing a cordon into Manchester Key Centre

were counted in the two time periods 07:30-09:30 (“the peak”) and 10:00-12:00 (“the inter-peak”) on a typical weekday in March of this year:

**Road Traffic Entering Manchester Key Centre in March 2011 (07:30-09:30)**

<b>Road Number and Description</b>	<b>Cars</b>	<b>LGV</b>	<b>OGV</b>	<b>Bus + Coach</b>	<b>PTWs</b>	<b>Cycles</b>	<b>All Vehs</b>
<b>A56 Gt Ducie Street</b>	<b>1487</b>	<b>166</b>	<b>26</b>	<b>22</b>	<b>25</b>	<b>52</b>	<b>1778</b>
<b>A6042 Corporation Street</b>	<b>666</b>	<b>66</b>	<b>14</b>	<b>45</b>	<b>7</b>	<b>39</b>	<b>837</b>
<b>U Dantzic Street</b>	<b>124</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>10</b>	<b>145</b>
<b>A664 Shudehill</b>	<b>688</b>	<b>56</b>	<b>21</b>	<b>116</b>	<b>10</b>	<b>32</b>	<b>923</b>
<b>U Tib Street</b>	<b>191</b>	<b>20</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>224</b>
<b>U Oldham Street</b>	<b>29</b>	<b>7</b>	<b>0</b>	<b>139</b>	<b>0</b>	<b>27</b>	<b>202</b>
<b>U Spear Street</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>U Little Lever Street</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>A62 Newton Street</b>	<b>921</b>	<b>89</b>	<b>11</b>	<b>5</b>	<b>16</b>	<b>19</b>	<b>1061</b>
<b>U Dean Street</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>C Ducie Street</b>	<b>499</b>	<b>32</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>547</b>
<b>C Store Street</b>	<b>591</b>	<b>49</b>	<b>9</b>	<b>4</b>	<b>2</b>	<b>15</b>	<b>670</b>
<b>U Chapeltown Street</b>	<b>35</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>42</b>
<b>U Baird Street</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>U Travis Street</b>	<b>674</b>	<b>90</b>	<b>13</b>	<b>19</b>	<b>12</b>	<b>19</b>	<b>827</b>
<b>B6469 Fairfield Street</b>	<b>612</b>	<b>79</b>	<b>13</b>	<b>23</b>	<b>11</b>	<b>28</b>	<b>766</b>
<b>A6 London Road</b>	<b>1389</b>	<b>104</b>	<b>10</b>	<b>79</b>	<b>20</b>	<b>47</b>	<b>1649</b>
<b>U Sackville Street</b>	<b>998</b>	<b>65</b>	<b>12</b>	<b>11</b>	<b>16</b>	<b>127</b>	<b>1229</b>
<b>A34 Oxford Road</b>	<b>1112</b>	<b>87</b>	<b>23</b>	<b>283</b>	<b>26</b>	<b>322</b>	<b>1853</b>
<b>C Cambridge Street</b>	<b>1388</b>	<b>69</b>	<b>8</b>	<b>39</b>	<b>8</b>	<b>39</b>	<b>1551</b>
<b>A5103 Medlock Street</b>	<b>1483</b>	<b>85</b>	<b>8</b>	<b>20</b>	<b>9</b>	<b>57</b>	<b>1662</b>
<b>U Garwood Street</b>	<b>39</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>43</b>
<b>U Melbourne Street</b>	<b>55</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>73</b>
<b>A56 Chester Road</b>	<b>2487</b>	<b>165</b>	<b>37</b>	<b>17</b>	<b>12</b>	<b>121</b>	<b>2839</b>
<b>A6 Chapel Street</b>	<b>1465</b>	<b>110</b>	<b>24</b>	<b>87</b>	<b>20</b>	<b>38</b>	<b>1744</b>
<b>A6041 Blackfriars Road</b>	<b>1001</b>	<b>50</b>	<b>12</b>	<b>30</b>	<b>6</b>	<b>16</b>	<b>1115</b>
<b>U Blantyre Street</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>10</b>
<b>U MEN Arena Entrance</b>	<b>379</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>392</b>
<b>B6182 New Bridge Street</b>	<b>252</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>270</b>
<b>A6143 Water Street</b>	<b>756</b>	<b>46</b>	<b>12</b>	<b>12</b>	<b>5</b>	<b>16</b>	<b>847</b>
<b>A34 New Quay Street</b>	<b>1577</b>	<b>107</b>	<b>23</b>	<b>2</b>	<b>30</b>	<b>26</b>	<b>1765</b>
<b>U Gore Street</b>	<b>191</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>203</b>
<b>Cyclists on other routes</b>						<b>112</b>	<b>112</b>
<b>Total</b>	<b>21103</b>	<b>1591</b>	<b>298</b>	<b>956</b>	<b>247</b>	<b>1190</b>	<b>25385</b>
<b>% Composition</b>	<b>83.1</b>	<b>6.3</b>	<b>1.2</b>	<b>3.8</b>	<b>1.0</b>	<b>4.7</b>	

Looking at historical highways survey data it can be seen that the number of people cycling into the Regional Centre in the morning peak has increased by nearly 70% since 1997:

	Year	Cars	LGV	OGV	Bus	PTW	Cycle	All
<b>0730-0930</b>	1997	27989	2004	815	1079	281	704	32872
	1999	29194	2255	730	1053	276	645	34153
	2002	25980	2207	469	985	290	509	30434
	2005	27139	2079	561	1000	277	562	31618
	2006	24968	2136	450	1019	231	470	29274
	2009	21968	1675	510	997	274	1102	26526
	2010	21408	1657	280	973	248	1143	25709
	2011	21103	1591	298	956	247	1190	25385
	<b>2011/1997</b>	<b>0.75</b>	<b>0.79</b>	<b>0.37</b>	<b>0.89</b>	<b>0.88</b>	<b>1.69</b>	<b>0.77</b>
<b>1000-1200</b>	1997	14312	2008	973	973	208	285	18759
	1999	14242	2137	842	1096	148	232	18697
	2002	13303	1999	615	1023	138	184	17262
	2005	12526	2067	607	1101	85	234	16620
	2006	13057	2085	500	1083	75	139	16939
	2009	11978	1812	556	1075	101	466	15988
	2010	10912	1661	346	1008	53	321	14271
	2011	10500	1672	302	961	65	368	13868
	<b>2011/1997</b>	<b>0.73</b>	<b>0.83</b>	<b>0.31</b>	<b>0.99</b>	<b>0.31</b>	<b>1.29</b>	<b>0.74</b>

The inbound modal share trends are set out below and show that cycling has more than doubled since 1997:

Time Period	Year	Car	Bus	Rail	Tram	Cycle	Walk	Total	% Car	% Non Car
	2002	31955	25254	16612	6301	509	5279	85910	37	63
<b>0730-0930</b>	2005	32567	24696	16743	6556	562	5723	86847	37	63
	2006	32958	25071	17950	6048	470	7485	89982	37	63
	2009	27021	24615	20753	6716	1102	8877	89084	30	70
	2010	27402	23418	21638	6448	1143	9599	89648	31	69
	2011	26801	22438	23330	6832	1190	9207	89798	30	70
	<b>2010/2002</b>	<b>0.84</b>	<b>0.89</b>	<b>1.40</b>	<b>1.08</b>	<b>2.34</b>	<b>1.74</b>	<b>1.05</b>		
<b>1000-1200</b>	2002	17560	11415	6287	2408	184	3000	40854	43	57
	2005	16159	11655	6429	2451	234	3713	40641	40	60
	2006	18541	13079	6938	2801	139	3528	45026	41	59
	2009	15452	15379	10012	3450	466	5320	50079	31	69
	2010	15386	13851	9343	2947	321	5583	47431	32	68
	2011	14595	14809	11651	2695	368	5063	49181	30	70
	<b>2010/2002</b>	<b>0.83</b>	<b>1.30</b>	<b>1.09</b>	<b>1.12</b>	<b>2.00</b>	<b>1.69</b>	<b>1.20</b>		



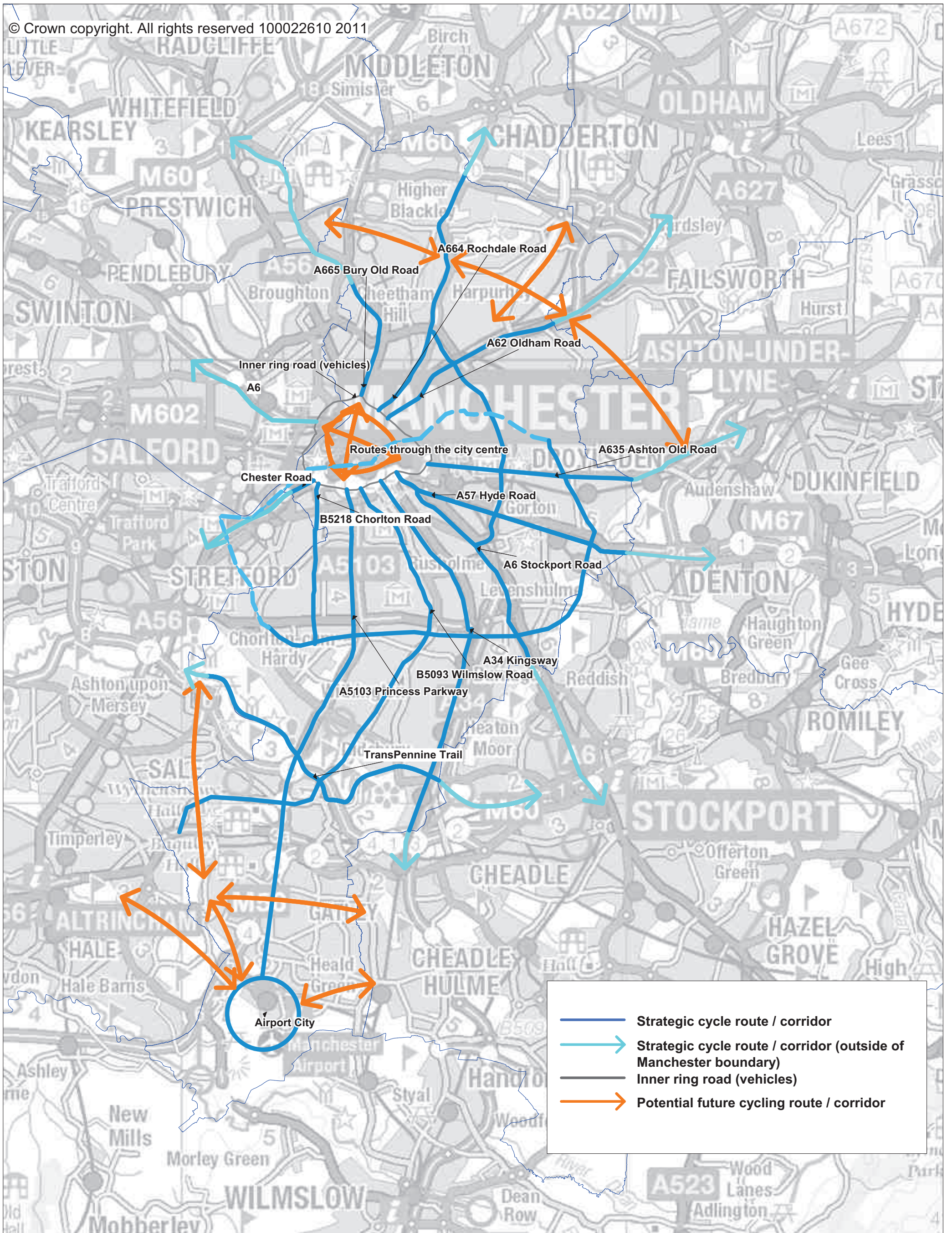
Regarding road casualties and collisions, there is a slight downward trend over the period 1994-2010 although there is significant fluctuation from year to year:

	Ave 94-98	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
All Casualties													
Fatal	29	23	18	28	15	37	20	23	24	15	11	13	11
Serious	266	236	258	255	252	244	250	261	216	192	179	174	155
Slight	335 8	3442	3637	3471	3493	3228	3156	2889	2604	2436	2238	2217	1796
All	365 2	3701	3913	3754	3760	3509	3426	3173	2844	2643	2428	2404	1962
KSI	294	259	276	283	267	281	270	284	240	207	190	187	166
Pop 000s	430. 4	431.1	439.5	392.7	422.3	432.5	432.5	437.0	441.2	452.0	458.1	473.2	483.8
KSI per 100000 Pop	68	60	63	72	63	65	62	65	54	46	41	40	35
Child Casualties													
Child KSI	71	59	60	59	50	57	42	42	36	33	28	32	27
Child All	542	535	505	514	446	475	405	366	341	285	257	287	236
Child Pop 000s	103. 1	101.6	100.0	83.3	85.0	85.2	85.2	84.6	83.3	82.8	83.2	84.0	85.3
KSI per 100000 Pop	69	58	60	71	59	67	49	50	43	40	34	38	32
Casualty Type													
TWPV	108	112	145	145	173	147	153	139	134	116	138	106	93
Car Occupant	222 9	2451	2515	2315	2480	2247	2220	1912	1802	1694	1439	1497	1156
Ped- estrian	749	651	672	726	674	662	591	618	509	432	450	397	334
Pedal Cycle	288	226	260	249	207	195	242	241	227	215	239	245	261
Other	278	261	321	319	226	258	220	263	169	186	162	159	118
All	365 2	3701	3913	3754	3760	3509	3426	3173	2844	2643	2428	2404	1962

## **APPENDIX D – THE CURRENT AND PROPOSED KEY CYCLING CORRIDORS IN MANCHESTER**

**(See attached PDF)**

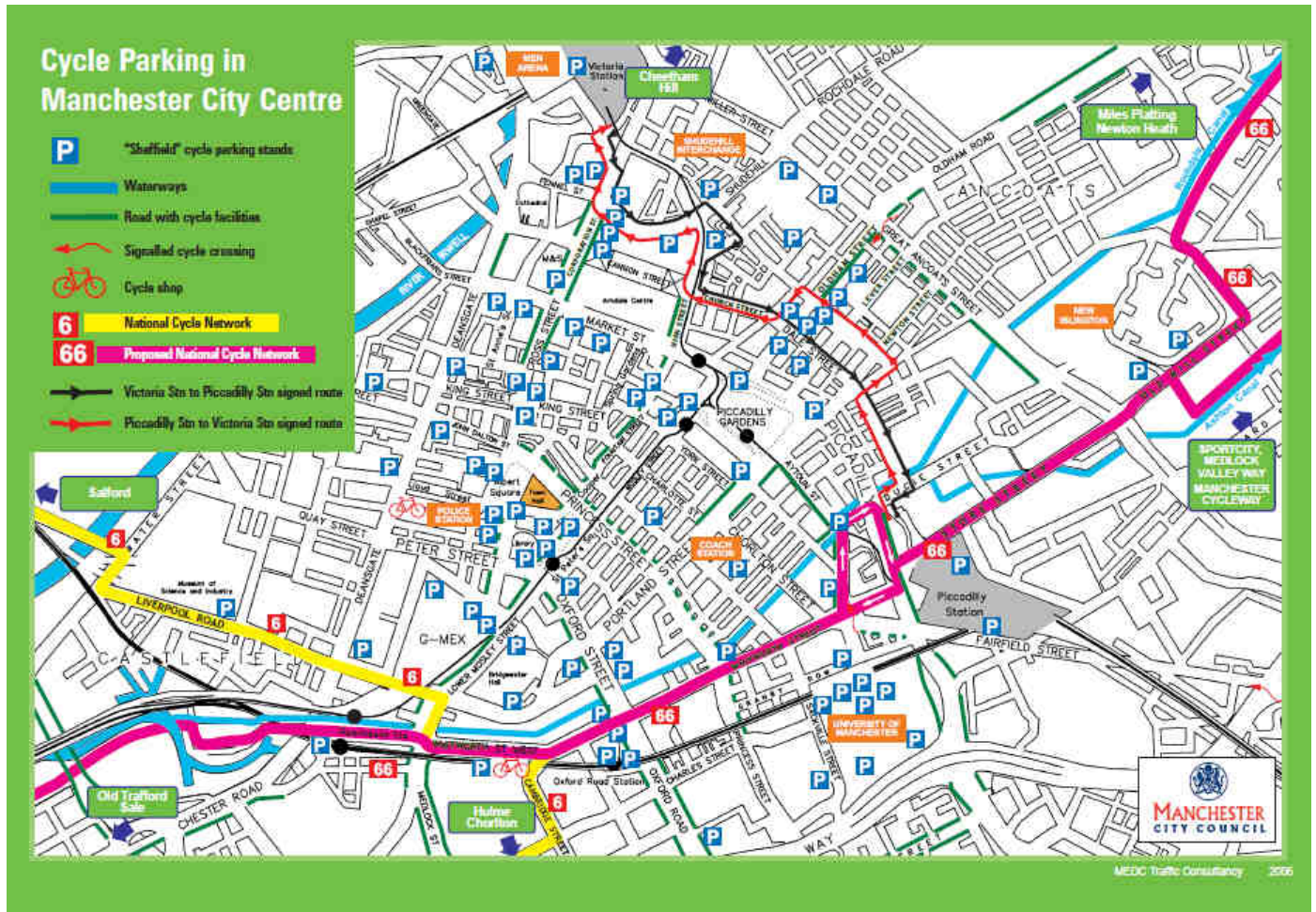




Manchester strategic cycle route planning - routes to investigate



# APPENDIX E – Cycle Parking in Manchester City Centre



## Appendix F – BLUC Locker Locations

<b>Rail Stations</b>	<b>Metrolink Stops</b>	<b>Bus Stations</b>
Appley Bridge	Altrincham	Stockport
Atherton	Brooklands	Bolton
Bolton	Bury	Leigh
Bredbury	Crumpsall	
Bromley Cross	Heaton Park	
Cheadle Hulme	Prestwich	
Gathurst	Radcliffe	
Hazel Grove	Sale	
Heald Green	Stretford	
Hindley	St Werburghs Road	
Horwich Parkway	Whitefield	
Lostock		
Marple		
Reddish North		
Romiley		
Rose Hill Marple		
Stockport		
Wigan Wallgate		