



## Transport Delivery Committee

<b>Date</b>	11 June 2018
<b>Report title</b>	West Midlands Cycling Charter progress
<b>Accountable Chief Executive</b>	Laura Shoaf, Managing Director, TfWM 0121 214 7444 laura.shoaf@tfwm.org.uk
<b>Accountable Employee</b>	Claire Williams, Cycling and Walking Development Manager, TfWM 0121 214 7984 claire.williams@tfwm.org.uk
<b>Report has been considered by</b>	Councillor Diana Holl-Allen, Lead Member Safe and Sustainable Transport

### Recommendation(s) for action or decision:

### Transport Delivery Committee is recommended to:

1. Note the progress to date with the West Midlands Cycling Charter Action Plan.

## **1.0 Purpose**

- 1.1 To report matters relating to the performance, operation and delivery of the initiatives within the West Midlands Cycling Charter Action Plan.

## **2.0 Background**

- 2.1 The West Midlands Cycling Charter outlines the key principles that all partners, including the seven constituent Local Authorities, have adopted to deliver the required step change in cycling across the West Midlands Metropolitan area. It represents a shared vision and approach that will increase cycling levels across the West Midlands.
- 2.2 A detailed Action Plan is currently being delivered with the target of increasing levels of cycling to 5% of all trips by 2023 from the current levels of 1.7% (Census Data, 2011). The activities, schemes and initiatives for each theme of the Cycling Charter are outlined in the Action Plan and these will be delivered by the members of the Cycling Charter Steering Group.
- 2.3 The Cycling Charter is based on the following four principles:
- Leadership and Profile
  - Cycling Network
  - Promoting and Encouraging Cycling
  - Funding.

## **3.0 Impact on the Delivery of the Strategic Transport Plan**

- 3.1 The Metropolitan Tier: Rail and Rapid Transit Network, Key Route Network, Strategic Cycle Network.
- 3.2 The Local Tier

Approximately 41% of journeys under 2 miles in the West Midlands are made by car. There is therefore great scope for a substantially increased role for sustainable travel including cycling, which can be a viable choice for many people. There is a growing body of evidence that people would cycle more if conditions would be safer, for example through on or off-road segregated cycling infrastructure. Smarter choice initiatives also have an important role to play in the approach, as do improvements to cycle-public transport integration to support longer journeys.

- 3.3 Movement for Growth: 2026 Delivery Plan has identified the West Midlands Strategic & Local Cycle Network Programme, a new, unfunded £165m capital programme which will combine with currently unfunded, revenue funding and committed and potential cycling schemes in the programme to give a £283m overall ten year package for cycling. This is in line with the Mayor's commitment to spend £10 per head on cycling. Capital funding will be sought for this and revenue funding will also be sought for measures such as promotion, education and cycle to work schemes.
- 3.4 The West Midlands Combined Authority (WMCA) policies that are supported include:
- Policy 1 – To accommodate increased travel demand by existing transport capacity and new sustainable transport capacity.

- Policy 3 – To maintain existing transport capacity more effectively to provide greater resilience and greater reliability for the movement of people and goods.
- Policy 4 – To improve connections to new economic development locations to help them flourish, primarily through sustainable transport connections.
- Policy 6 – To improve connections to areas of deprivation.
- Policy 8 – To improve connections to new housing development locations to help them flourish, primarily through sustainable transport connections.
- Policy 10 – To help tackle climate change by ensuring a large decrease in greenhouse gases from the West Midlands Metropolitan Area’s transport system.
- Policy 11 – To significantly increase the amount of active travel in the West Midlands Metropolitan Areas.
- Policy 12 – To significantly reduce road traffic casualty numbers and severity.
- Policy 13 – To assist with the reduction of health inequalities in the West Midlands Metropolitan Area.
- Policy 14 – To increase the accessibility of shops, services and other desired destinations for socially excluded people.

#### **4.0 Wider WMCA Implications**

- 4.1 The West Midlands will be seeing growth and development in the next decade that occurs only once in a generation. The expansion of public transport, arrival of HS2, the 2022 Commonwealth Games, Coventry City of Culture and the growth of employment and housing will bring a unique opportunity to build a legacy that promotes cycling and walking for travel and leisure and supports the vision of the WMCA to be “healthier, happier, better connected and more prosperous”.
- 4.2 Approximately 57% of journeys in the West Midlands cross an administrative boundary. Transport for West Midlands (TfWM) work with the Constituent Local Authorities to manage cross border relationships and align cycling and walking schemes to ensure consistency in access and quality.
- 4.3 The TfWM Cycling and Walking Development Team and the Travel Choices Team support the aims of the Cycling Charter by delivering and coordinating initiatives that promote cycling and smarter choices activities across the region.
- 4.4 The **WMCA Strategic Economic Plan (SEP)** has a vision to develop the West Midlands into the best region in the UK to do business. Eight Priority Actions are identified in the SEP including HS2 Growth, housing and exploiting the economic geography.
- 4.5 The SEP has the aim to increase the number of jobs from 1.9m to 2.4m by 2030. Healthy life expectancy will rise from 61.5 years to 62.3 for men and from 62.3 years to 63.9 years for women. The rate of housing construction will increase to 1.9m homes by 2030.
- 4.6 Cycling and walking schemes support the vision of the SEP by providing a low cost, accessible, and active form of transport that addresses the low levels of physical activity in the region. Social inclusion and access to employment objectives are also supported through development of spaces that connect people with movement and place. These schemes will also help mitigate local transport challenges including poor air quality and congestion.
- 4.7 HS2 Growth includes areas of work including the HS2 Connectivity Package (Metro and Sprint), Environmental and Landscape and Traffic Liaison Working Group. Cycling and

walking provisions provide added value to investments in transport by providing links within communities and creating public spaces that continue to encourage social inclusion and healthy active living. It is also important to mitigate any severances to walking and cycling routes caused during or after construction of HS2. Improving these provisions also allows connectivity for the first and last mile and reduces congestion.

- 4.8 Cycling and walking schemes can enhance housing development by providing areas which allow for physical activity and social inclusion. Research has also shown that by providing infrastructure for sustainable travel increases the value of housing.
- 4.9 The Cycling and Walking Development Team have an objective to integrate cycling and walking into wider CA strategies and frameworks as they emerge, including housing, health and transport, physical activity, Key Route Network and road safety.
- 4.10 The emerging plans for **Key Route Network (KRN)** will be addressing movement issues on the 23 routes identified as the network of key local highways across the West Midlands essential for serving the main strategic demand flows of people, goods and services. As cycling and walking are modes identified on the KRN, improving provisions for these will help achieve efficient movement by addressing issues of road safety, congestion and air quality. The Cycling and Walking Team continue to provide input on the issues for active travel on the 23 routes of the Key Route Network.
- 4.11 **Resilience** of the transport network is a key priority for WMCA with its own emerging programme of work. The region will see developments in transport including the arrival of HS2 as well as the Commonwealth Games. A demand management plan to address resilience of the network is being developed to reduce the impact of disruptions. Cycling and walking for an entire journey or to link first and last mile can contribute to the success of resilience planning. There will be opportunities to raise the profile of cycling and walking as a measure to reduce congestion during periods of construction and development in the region.
- 4.12 Poor Air Quality and Clean Air Zones are issues that need to be addressed in the West Midlands. Several areas and hotspots have been identified and there are legal requirements to develop action plans to lower levels of nitrogen oxides (NOx) and Particulates (PM10). Replacing short car trips with cycling and walking can have a positive impact on air quality.
- 4.13 WMCA's emerging strategy on health and transport will be a key document to demonstrate the important relationships between health, wellbeing, and wealth. It will address the links between people, movement and place and the impact of these on physical and mental health. Cycling and walking are recognised active travel modes that have a positive impact on health air quality.
- 4.14 *West Midland's On the Move Strategic Framework* (On the Move) outlines the planning and delivery, where physical activity can provide significant added value to the WMCA priority themes including transport and productivity and skills. The framework recognises the importance of walking and cycling to encouraging more people to adopt an active lifestyle, reducing the West Midlands chronic levels of physical inactivity.
- 4.15 There are opportunities within the Cycling Charter Action Plan to link actions with On the Move. These include identifying areas and populations where interventions can provide the greatest impact and revenue schemes such as promotional activities to target these groups.

The Cycling and Walking Team are working with the Physical Activity Strategic Lead to develop actions that meet the objectives of On the Move and the Cycling Charter.

- 4.16 Thrive, An Action Plan to drive better mental health and wellbeing in the West Midlands, identifies five themes which include supporting people whilst in work and developing safer and stable places to live. The aims of the Cycling Charter to improve provisions for cycling and walking play an important role in this plan as active travel increases physical activity which has a positive impact on mental wellbeing. Providing spaces that encourage cycling and walking also improves social inclusion and access to employment by developing places that link individuals with their communities. In addition, TfWM's Travel Choices Team regularly engages with businesses to promote sustainable and active travel which supports the Workplace Wellbeing Commitment identified as a key action in Thrive to support people in employment.
- 4.17 The Mayor's Renewal Plan for the West Midlands includes commitment to supercharge cycling and walking. This includes increasing current levels of cycling to 5% (which is in line with the aim of the Cycling Charter) and upgrading cycle routes including their surfaces and lighting.
- 4.18 WMCA will develop plans for housing with the recent announcement on the local housing deal with £350m being awarded to the region for development. The Cycling and Walking Development Team will work with the Housing and Regeneration Team to consider cycling and walking within frameworks and plans.

## **5.0 Cycling Charter**

- 5.1 The quarterly Cycling Charter meetings continue to take place with greater representation from the Mayor's office and the Strategic Transport Officers Group (STOG) to ensure that actions can be taken forward more effectively.
- 5.2 New stakeholders have been identified (for example, Chiltern Rail, West Midlands Rail, Sprint) and have been invited to meetings. Cross sector representation is also taking place with a representation from MoveWM Working Group to attend future meetings and link up actions.

## **6.0 Cycling Charter Action Plan - Leadership and Profile**

- 6.1 The Cycling Charter Action Plan objective is to foster effective and high profile leadership as this will be a key to delivering an increase in cycling across the West Midlands.
- 6.2 *Action 1: We will continue to engage with the Mayor and Local Councillors and foster the development of local Champions and cycling ambassadors to help raise the profile of cycling and active travel and to influence decisions on funding.*
- 6.3 Mayor Andy Street has identified "supercharging cycling and walking" in his Renewal Plan for the West Midlands He has also committed to seeking funding to raise local spending on improvement cycling provisions to £10 per head over ten years.
- 6.4 *Action 2: We will work with stakeholders to ensure cycling is included in their strategic and policy frameworks by providing technical support and a strong evidence base.*

- 6.5 Sustrans have produced biennial reports entitled **Bike Life** for seven cities across the UK including Birmingham. These reports were produced using a similar approach as the Copenhagen Bicycle account, which is an assessment of cycling development including infrastructure, travel patterns and attitudes to cycling. The data collection and production of these reports have been funded by the Freshfield Foundation and were published in 2015 and 2017.
- 6.6 TfWM is partnering with Sustrans to develop a West Midlands Bike Life Report. This will expand the scope of the previous reports for Birmingham to include all the seven constituent local authorities.
- 6.7 A West Midlands Bike Life Report supports the vision for a regional and common approach for the delivery of cycling improvements across the region.
- 6.8 TfWM Cycling and Walking Development Team regularly respond to a range of **consultations** to feedback in relation to cycling and walking. The team regularly tracks local authority web pages and liaises with TfWM policy officers to identify consultation opportunities and to provide guidance on the way cycling and walking supports mental health, physical activity, housing, road safety, and public service reform.
- 6.9 In May 2018 TfWM will be hosting one of four regional stakeholder engagement events to respond to the DfT's *Cycling and Walking Investment Strategy safety review: call for evidence*. The event will attract stakeholder groups, including: motoring associations, road safety associations, age and disability groups, transport operators and authorities, cycling organisations and charities, parent groups, accident prevention groups and will shape the review of cycle safety nationally.
- 6.10 *Action 3: We will raise the profile of cycling by hosting larger events in the West Midlands and build on the legacy of the 2022 Commonwealth Games.*
- 6.11 British Cycling will be organising two **Let's Ride traffic free cycling events** in Birmingham and Coventry in 2018 (10 June 2018 and 5 August 2018 respectively). These are family focused events that encourage cycling and are held across the UK. TfWM will be looking to support this event. Birmingham City Council will be engaging with businesses and schools to encourage participation in the event on a wider scale.
- 6.12 On the weekend of 30 June 2018, the Mayor of the West Midlands is encouraging communities to come together and celebrate our region's diversity as part of the Mayor's Community Weekend. Grants of up to £500 are being offered to groups who want to run an event. Cycling UK is planning to coordinate a Big Bike Revival event during this weekend.

## **7.0 Cycling Charter Action Plan - Cycling Network**

- 7.1 The Cycling Charter Action Plan objective is to ensure there are significant changes in the planning, design and maintenance of the West Midlands transport network if we are to increase cycling levels.
- 7.2 *Action 4: We will develop West Midlands Cycle Design Guidance.*
- 7.3 The West Midlands has a low uptake of cycling at only 1.7% of the population cycling to work or for education purposes based on Census 2011 data. Levels of walking has also been in decline in the region with total number of walking trips per person per annum has fallen from

336 to 186, from the mid-1970s until 2011. Significant changes are needed if we are to achieve an increase to the 5% target of the Cycling Charter. In order to increase levels of cycling and walking, the quantity and quality of provisions requires significant improvement in terms of:

- Direct and joined up routes that improve access via these modes to trip generators and destinations
- Provision of adequate level of road space
- Safe crossing points
- High standards of safety and visibility including signage/wayfinding and lighting

7.5 TfWM worked in partnership with the members of the Cycling Charter Steering Group and Phil Jones Associates to develop the West Midlands Cycle Design Guidance including a supplemental section on the best practice on the integration of cycling with light rail (Metro). PJA engaged with Midland Metro Alliance (MMA) to ensure the content was relevant. The final document entitled West Midlands Cycle Design Guidance received final approval by WMCA Board in December 2017.

7.9 To encourage update and use of the Guidance, TfWM is funding **training** of local authority highway, design and transport planners and engineers on effective use of the guidance within design and planning. Phil Jones Associates are delivering the training in Birmingham, Coventry and Wolverhampton. To date, two sessions have taken place which included 67 participants including officers from the local authorities transport, highways, planning and public health teams. Engineers from Midland Metro Alliance, HS2 and partner consultants have also attended the training. An advanced training session on junction design and a general session are scheduled for June 2018.

7.10 *Action 5: We will continue building the physical network and we will ensure new and existing infrastructure are well maintained.*

7.11 In April 2017, Department for Transport (DfT) announced the Cycling and Walking Investment Strategy (CWIS). CWIS is a commitment to invest £1.2b to improve cycling and walking provisions across the UK with an objective to increase levels of active travel by improving safety, facilities and the public realm. The aim is to double the current levels of cycling and increase walking to 300 walking stages per person per year by 2025.

7.12 **Local Cycling and Walking Infrastructure Plans** (LCWIPs) are included as part of CWIS as a long term approach (e.g. ten year plans) to identify improvements that can be made to cycling and walking provisions at the local level. The LCWIP will set out guidance for local and combined Authorities for planning cycling and walking routes and networks which will help people connect to work, education, leisure or retail sites via active travel. It will explain the steps that are needed for planning as well as the range of tools such as the Propensity to Cycle Tool that can be used to develop schemes.

7.13 WMCA and the 7 constituent Local Authorities received a grant of £86k for the development of LCWIPs for the region. The LCWIP Working Group is made up of representatives from TfWM and the 7 constituent local authorities. The tender for the work was awarded to Atkins who have outlined a detailed programme of work and stakeholder engagement plan. The Working Group have provided data, existing plans and ambitions along with key policy and strategy documents to form the background report on this report. Atkins is continuing to engage with the LCWIP Working Group and other stakeholders to identify priority areas for planning and to start identifying the types of cycling and walking provisions that would be suitable along these routes through site visits and audits.

- 7.14 Birmingham Connected is piloting Green Travel Districts (GTD) with the vision to create an “environment where people are put before cars; where residents, workers and visitors can safely walk, cycle or take public transport”. GTD Locations are selected based on: public transport availability, flow of people through area and existing or potential employment centres. Schemes and programmes are then implemented to improve infrastructure to support walking and cycling. A director post for the Selly Oak & Life Sciences GTD (University, Hospitals and Selly Oak) was funded by the Local Sustainable Transport Fund (LSTF). A master plan document is being drafted to include: Sustainable Access Strategy, Strategic Transport Assessment, and Options Appraisal Report.
- 7.15 **Managing Short Trips (MST)** is a programme of infrastructure in the Black Country to deliver improvements to cycleways, specifically the canal towpaths, along with some highway improvements. Previously, £6.3m was invested in infrastructure schemes, delivering 31km of cycleway improvements to canal towpaths and associated physical highway improvements, such as footway widening, improved crossing facilities and tactile paving. These improvements are all designed to create cycle friendly corridors between existing cycle routes, residential areas and local centres.
- 7.16 A second tranche of work for MST has been funded by the Black Country Consortium. A further £4.2m is being invested to improve the Birmingham Canal starting from Smethwick Galton Bridge to Wolverhampton. The table below lists the improvements that are planned to be delivered between 2017-19.

<b>Delivery 2017/18</b>	<b>Distance</b>	<b>Status</b>
Smethwick: Galton Bridge to Bromford Rd, Towpath	2.33km	Completed
Smethwick: Bromford Rd to Albion Rd junction	0.75km	Scheduled
Wednesfield link to New Cross Hospital: Wyrley & Essington Canal to New Cross Hospital & Bentley Bridge	2.30km	Completed
Wolverhampton: Dixon street to Deepfields junction bridge	3.3km	Completed
<b>Delivery 2018/19</b>		
Dudley: Deepfields Bridge to Factory Junction Towpath	2.02km	Work Started
Smethwick: Bromford Lane to Dudley Border	5.2km	Work Started
Sandwell: Tame valley towpath improvements at Friar Park	1.74km	Scheduled
<b>Total</b>	<b>17.64km</b>	

7.17 The table below outlines other improvements scheduled to start construction this financial year that will be delivered by the individual local authorities:

Location	Scheme	Distance	Type
Sandwell	Blackheath to Rowley Railway Station Cycle Route via Avenue Rd	550m	Segregated off road cycle link with on road cycle route through quiet cul-de-sac
Sandwell	Oldbury Ringway to Sandwell & Dudley Railway Station Cycle Route via Bromford Rd Queens Head Cycle Island Smethwick cycle segregation on existing cycle route	310m	Segregated off road cycle link on Oldbury Ringway
Sandwell	Claypit Lane to Bilhay Lane/Metro Parkway Tiger Crossings over A41	200m	Upgrade three pedestrian crossing facilities to accommodate cyclists
Birmingham	A34	3.6 km	Segregated Cycleway
Birmingham	A38	3.0 km	Segregated Cycleway
Wolverhampton	A449 Northern Gateway - Vine Island to i54	1.0km	Shared footway/cycleway on each side of the carriage way
Wolverhampton	Springfield Campus City Centre Connectivity		Installations of improved crossings and surfacing
Walsall	Canal Towpath Improvements	5.6km	Towpath – shared use
Solihull	UKC Cycle Links Phase 1	20 km	Green Routes

7.18 *Action 6: We will improve provisions for cycling and walking at public transport interchanges to provide better choices to combine modes of travel.*

7.19 **Midland Metro Alliance.** The Cycling and Walking Team continue to engage with Midland Metro Alliance to develop improved integration with cycling. The Metro team provided input into the West Midlands Cycle Design Guidance. As a result of their engagement, a separate supplemental section for integration with light rail was included in the document. The Metro team is also working with HS2, BCC and TfWM on managing issues with severances along the cycle routes in and around the Curzon Street station as well as sharing consultations and alternative route suggestions.

7.20 Discussion on integrating cycling with the **Sprint** rapid transit programme continues to take place. Opportunities to install cycle parking at interchanges and improve cycling connectivity at locations in close proximity to cycling infrastructure are being explored. Funding is being sought for the latter connectivity programme from the Low Carbon call for Birmingham and Solihull from the European Regional Development Fund.

7.21 The Cycling and Walking Development Team has been engaging with **HS2** to identify opportunities to include provisions for walking and cycling within the designs for the Curzon and Birmingham Interchange stations and adjacent areas. Working with Birmingham City Council, we will continue to work with HS2 to ensure that the schemes are cycleproofed for future ambitions for cycling within areas that are impacted by the stations and the rail line.

7.22 The Network Wide Cycle Parking Program (NCWP) which aims to improve cycle parking capacity and quality across the transport network delivered phase 2 in summer 2017. NCWP

phase 3 will deliver cycle parking improvements across key transport interchanges across the region including Solihull rail station and Birmingham New Street between 2018-2019.

- 7.23 West Midlands Trains delivered 48 spaces at Walsall Rail Station and Birmingham City Council delivered 36 spaces at Birmingham Snow Hill Rail Station between January and March 2018.
- 7.24 *Action 7: We will develop a West Midlands Bike Share Scheme.*
- 7.25 In October 2017, the WMCA Board approved and endorsed an adoption of a single bikeshare scheme for the West Midlands's constituent authorities, with Transport for West Midlands as the leading partner.
- 7.26 WMCA published the tender opportunity for a West Midlands Bike Share Scheme via the WMCA's procurement portal on the 29th November 2017. The Scheme was procured on a zero cost basis with no funding required by WMCA or the constituent local authorities. Tender returns were evaluated by the project team, comprising of WMCA representatives and the 7 local authorities.
- 7.27 Following assessment of the tenders by the evaluation panel, the successful operator, Nextbike UK Ltd, was informed on 21 February 2018, followed by a Standstill Period and a confirmation of award on 6 March 2018. The Concession Contract with Nextbike UK Ltd is for an initial term of five years with a possible three year extension exercisable at WMCA's discretion. Nextbike UK Ltd will provide the infrastructure and a high quality maintenance regime for cycles and docking stations over the contract period. The West Midlands Bike Share Scheme will be delivered in a phased approach from late summer 2018 to spring 2019, subject to WMCA Board approval and planning permission requirements.
- 7.28 Nextbike UK Ltd met the requirements of the tender specification. They will be providing 5000 high quality cycles across the region with a payment scheme that is integrated with Swift commercial smart card (passes and pay as you go). Customers will also be able to hire a cycle through several options: the Nextbike mobile application and website, the Whim Mobility as a Service (MaaS) application, as well as via a call centre.
- 7.29 Nextbike will provide flexible and affordable pricing for pay as you go (PAYG) and annual membership, starting at 0.50p per 30 minute ride on PAYG and £30 for annual membership (including a free 30 minutes of each journey).
- 7.30 The West Midlands Bike Share Scheme will offer other benefits, such as local employment opportunities. Nextbike UK Ltd will be hiring 50 new members of staff and are working closely with Steps to Work in Walsall to train and recruit staff from the local area. Nextbike UK Ltd will also offer their social inclusion project 'Bikeshare 4 all' scheme, to provide access to cycles for the unemployed and those not in employment, education or training.
- 7.31 TfWM continues to collaborate with **Brompton** to promote their cycle hire facilities in the city centre at Birmingham New Street, Snow Hill, and Moor Street stations. From April 2017 to December 2017 there have been 2008 hire days in Birmingham and 300 new members have joined the scheme.

## 8.0 **Cycling Charter Action Plan - Promoting and encouraging cycling**

- 8.1 *Action 8: Develop a customer based approach to promote cycling through behaviour change that addresses motivations, barriers and attitudes with coordination across sectors.*
- 8.2 Market research is being undertaken as part of developing a revenue scheme to compliment the Managing Short Trips towpath improvements. Surveys of residents in the Black Country who live within walking or cycling distance of the Birmingham New Canal are being conducted to determine attitudes and barriers towards using this route for either commuting or leisure. The outcome of this research will inform a marketing and advertising plan to help increase use of the canal towpath for cycling and walking.
- 8.3 **Top Locations** are organisations that have proven their ongoing commitment to cycling and walking. Birmingham Cycle Revolution has funded Top Cycle Location grants to schools and businesses around the city. To date, 54 businesses and 63 schools have received grant funding. All businesses that have worked with BCC as part of the Top Cycle Location grant process will be included in the Birmingham Connected Business Travel Network, a means for workplaces, through the use of tool kits and self-help resources, to have an action plan in place to promote and encourage sustainable travel. STARSFor (the national accreditation scheme that recognises organisations that have shown excellence in supporting cycling, walking and other forms of sustainable travel through the delivery of effective Travel Plans) will be piloted as part of this process. All schools that have received Top Cycle location grants were asked to sign up to Modeshift STARS, the equivalent school accreditation for those schools supporting and promoting sustainable travel.
- 8.4 **Cycle Marketing and Promotion.** TfWM have been working with other organisations to help promote cycling across the region. These partnerships make use of the expertise and successful schemes that have been delivered in other areas of the country. They also foster the joint up approach for delivery and allow for consistent messaging. This year, TfWM are working with Cycling UK and Living Streets with dedicated staff to delivering successful promotional schemes, Big Bike Revival and Walking to School Challenge.
- 8.5 **Big Bike Revival.** A partnership is in place between TfWM and Cycling UK to deliver the Big Bike Revival programme, a scheme to develop community cycle clubs and encourage cycling. A Cycling Development Officer is in post and is working directly with TfWM to help identify areas that could benefit from this work. To date, 10 community clubs have been formed in Walsall, Wolverhampton, Solihull, Coventry and Sandwell (table below) and several other groups are pending.

Area	Club Name
Wolverhampton	Wildside Activity Centre
Wolverhampton	Let us Play
Walsall	Walsall Arboretum Community Cycle Club
Coventry	New Life Cycle Comm. Cycle Club (Langley Trust)
Sandwell	Smethwick Beat The Street Community Cycle Club (MST1)
Sandwell	Hallam Street Hospital
Sandwell	Tipton Fire Station/Victoria Park
Solihull	Birmingham Business Park Community Cycle Club
Dudley	Leap over 50 (Age UK)
Dudley	The Dell

- 8.6 Birmingham City Council is also working with Cycling UK and has a dedicated Community Development Officer to develop community cycling clubs around Birmingham with 18 active clubs. The Community Clubs Development Officer continues to support the clubs through regular meetings, training and funding applications. The officer also works to support Big Birmingham Bikes and British Cycling to promote and increase levels of cycling.
- 8.7 **Living Streets.** Living Streets has partnered with TfWM to deliver WOW – Walking to School Challenge to schools across the region. A Living Streets Project Coordination Officer for the region has engaged with 24 schools and launched the program at 14 schools during the 2017/18 financial year. The programme includes an online platform to monitor modal share and incentivises uptake of active travel through monthly reward badges. Data collected is shared to local authorities. In February of 2018, Living Streets organised a walk to school with the students from Glebefields Primary School in Tipton with Mayor Andy Street to raise the profile of the project. The Mayor was able to speak to the pupils about walking to school and spoke to the entire school at their assembly. The work with Living Streets has been confirmed to continue until March 2019 with additional support from TfWM and DfT.
- 8.8 TfWM use social media platforms to promote cycling and walking through the Network West Midlands Website. Based on the number of views and clicks, often in the 100,000s it has been shown that this online engagement is effective for sharing of information and there is an appetite for this content.
- 8.9 TfWM are actively promoting initiatives delivered by Birmingham Cycle Revolution, Cycling UK, and British Cycling. Signposting towards led rides, road safety campaigns and active travel initiatives in the region through the Network West Midlands cycling portal and social media pages. We have also shared campaigns at promotional events, with local businesses and with universities through online and printed materials.
- 8.10 Cycling support has been delivered by Solihull MBC including: On the Move, Modeshift Stars, Frame Academy, GCSE PE Programme and Duke of Edinburgh/ Expedition Cycling Programme. City of Wolverhampton Council have delivered Love Your Bike sessions to businesses at i54 and as well to their own staff to encourage cycling. Staff pool bikes have also been made available to City of Wolverhampton Staff.
- 8.11 Big Birmingham Bikes manages the Bikeability in Birmingham. The first year saw up to 8000 young people trained to cycle in schools across the city. A community Bikeability programme is currently being developed to help more people access cycle training. The Bikeability programme is supported by British Cycling in the form of a Full Time Cycle Training Tutor.

For 2018/19 financial year, the aim is to train up to 25 new instructors who will help deliver cycle training to 10,000 young people from deprived communities across Birmingham.

8.13 Local Authorities and the voluntary sector are also delivering activities to encourage more people to take up and continue to cycle and walk as a form of active travel as well as a way to promote healthy active living. Below are examples of some of the organisations that are delivering these activities:

- Bikeability and Bikeability Plus for children and young people, taking place across the 7 Local Authorities
- Birmingham Cycle Revolution including Big Birmingham Bikes – This will also include a set of wrap around activities targeted at families and schools which will bring added value to strengthen the Bikeability offer.
- Cycle Coventry
- Dudley CVS
- Walsall Walking On
- Dudley Cycle Forum
- Dudley Age Concern
- Let's Get – Dudley
- Sandwell Cycling Forum
- Active Black Country – Black Country Consortium
- Wolverhampton Walking for Health
- Wheels for All - Solihull
- Wheels for All – Birmingham
- Wheels for All - Coventry

8.14 *Action 9: Work with partners and stakeholders to develop a robust plan for resilience*

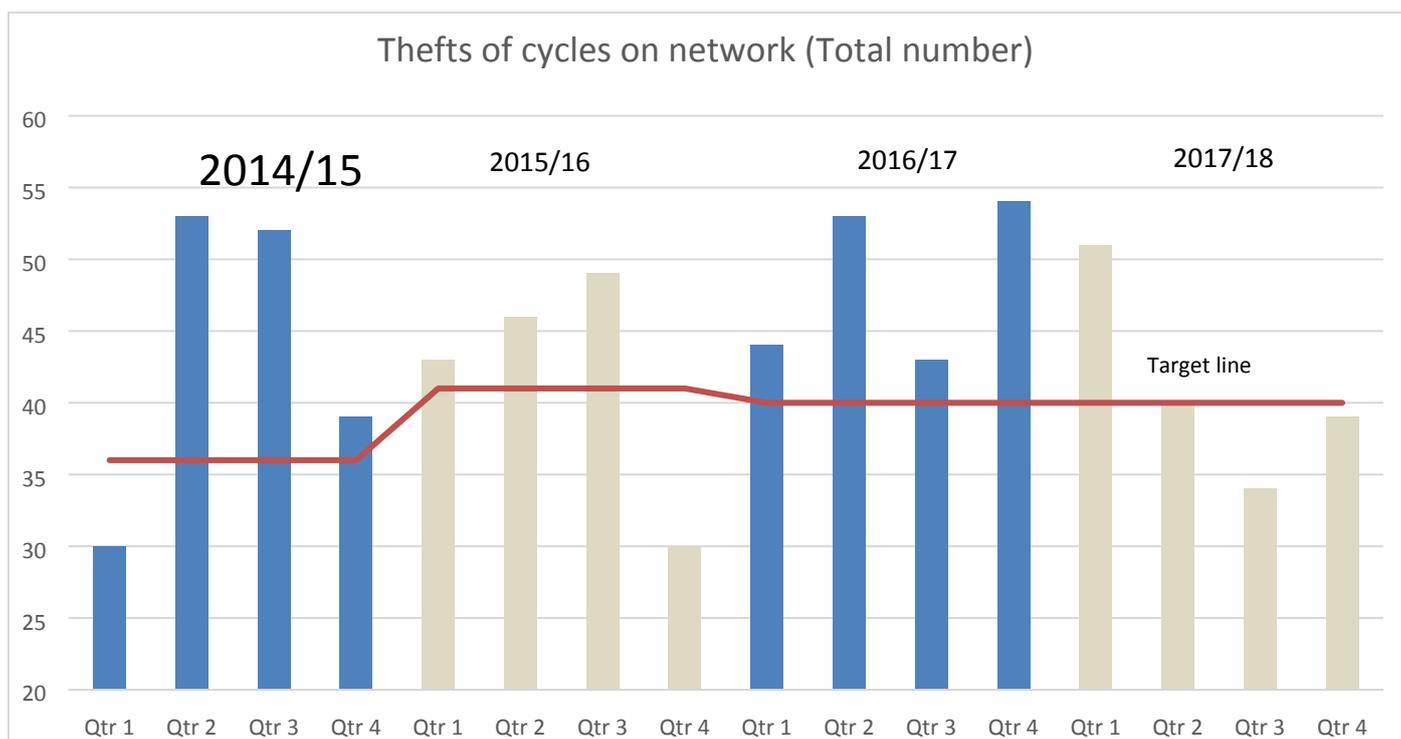
8.15 Network Resilience is a new directorate within TfWM and will be addressing opportunities and challenges to minimise the disruptions from developments including HS2 and the Commonwealth Games and to ensure the movement of people and goods across the region is maintained. A programme of work is currently being developed.

8.16 The Travel Choices Team works within the Network Resilience directorate of TfWM. They engage with businesses and schools to promote sustainable travel choices including cycling and walking. The Cycling and Walking Development Team will work closely with Travel Choices to help identify opportunities to promote active travel.

8.17 *Action 10: Work with local authority staff, West Midlands Police, West Midlands Fire Service, Safer Travel Officers, Police Crime Commissioner, the freight industry and public transport operators to improve safety on roads for vulnerable users including people including pedestrians or cyclists that includes cycling and walking.*

8.18 Across the UK, there are on average 2 deaths and 60 injuries per week to cyclists, and 1 death and 14 injuries to pedestrians. In TfWM's commitment to developing the region's transport systems, there is a recognition that road safety needs to be addressed. The West Midlands wide Road Safety Strategy bringing together local and national initiatives for the region will be drafted in the upcoming months. It is hoped that the strategy will deliver strong and consistent messages within its campaigns, and effectively utilise resources within both the West Midlands Police and West Midlands Fire Service.

- 8.19 **Give Space Campaign.** The Central Motorway Police Group (CMPG; responsible for enforcement) have been delivering its award winning 'Give Space Be Safe' campaign on the region's roads since Autumn 2016. The campaign has been closely followed by other police forces and local authorities who are now adopting the strategy to increase safety in their regions. In the West Midlands, from August 2016 to July 2017, the number of cyclists killed or seriously injured (KSI) decreased by 20% (from 115 to 92) over the same period last year.
- 8.20 National Express has been working with West Midlands Fire Service to improve cycle safety on the region's roads. The bus operator has fitted warning stickers to all 1,600 vehicles in its fleet to help cyclists ride safely around buses. Fire officers from West Midlands Fire Service also visited Coventry bus garage at Pool Meadow to talk to the drivers about Operation Close Pass. This scheme highlights the dangers posed to cyclists from other road users by showing bus drivers exactly how much room to allow when going past cyclists.
- 8.21 Solihull Metropolitan Borough Council has launched Car Exclusion zones at three schools (Oak Cottage, Marston Green Infants and Hasluck's Green Juniors) which started in September 2017 as part of an 18 month pilot to minimise traffic around school drop offs. They are working with local police to monitor enforcement and uptake. The scheme is undergoing a six month review to evaluate lessons learnt to date and identify any alterations to the scheme. Should the scheme prove to be successful, there is ambition to extend the programme to other schools. The aims of the pilot is to increase the number active travel journeys with the following benefits:
- A reduction in traffic speed, congestion and pollution around the school gates
  - Improvements in levels of childhood obesity
  - Improvement in road safety
  - The ability of the Council to proactively respond to demand from parents and residents
- 8.22 *Action 11: Work with West Midlands Police, British Transport Police and other stakeholders to reduce cycle crime.*
- 8.23 We continue to deliver on our award winning five point **Cycle Crime** action plan focusing on 5 key areas of enforcement, engagement, education, environment and evaluation to combat cycle theft at stations. Between April 2017 and March 2018, there have been 164 cycle thefts from stations in the region, a positive 15% decrease in thefts compared to last year.
- 8.24 Our intelligence led operations, Love Your Bike sessions, free bike marking, CCTV security systems, online advice, subsidised D-locks, decoy tracker bikes and secure cycle hub parking contribute in keeping cycle crime relatively low in the region. Working with the Safer Travel Police Team and West Midlands Police, the decoy bike tracker bike continues to be deployed at cycle crime hot spots resulting in the arrest of offenders. The Safer Travel Police Team fund the maintenance of the tracking system of the decoy bike. Sustained investment, fresh interventions and partnership initiatives with British Transport Police and rail operators are required to keep cycle crime down.



8.25 A programme of 40 **Love your Bike** sessions is underway at locations across the network during 2018/19. The sessions continue to be delivered in partnership with the Safer Travel Partnership with local bike shops providing technical expertise on a voluntary basis, which has made these sessions cost effective for TfWM. These award winning sessions enable commuters to benefit from a bike safety check that is free of charge, the opportunity to buy a discounted D-lock (cycle lock) to help reduce cycle crime, and advice on free cycle training and cycle maintenance sessions in their local area. Bikes are also security marked for free by British Transport Police using BikeRegister – the National Cycle Database which is used by every Police Force in the UK to search for stolen and recovered bikes.

## 9.0 Cycling Charter Action Plan - Funding

9.1 *Action 12: Work with our partners and stakeholders to have a coordinated approach to bid for funding.*

9.2 Following the conclusion of the LSTF funded programme *Smart Network, Smarter Choices* TfWM's Sustainability Team was restructured. An allocation of £238k from the 2018/19 WMCA Transport Revenue Budget has ensured that the Cycling Charter and Development Officer roles can continue into 18/19. From April 2018 these roles were made permanent, further demonstrating TfWM's commitment to this area of development and delivery.

9.3 **Devolution.** The second devolution deal included a commitment from central government to help WMCA identify opportunities to fund the £165m needed to deliver the "Strategic and Local Cycle Network Development Programme". This supports the aim to increase investment in cycling to £10 per person per year to give a total ten year investment of £283m.

9.4 **Managing Short Trips.** The Black Country Consortium has funded a second tranche of the Managing Short Trips Programme. £4.2m will be invested in the Birmingham Canal linking Wolverhampton to Birmingham between 2017 to 2019.

- 9.5 **New Rail Franchise.** The new rail franchise for the West Midlands was announced in August 2017 with West Midlands Trains Ltd (a joint venture between Abellio, East Japan Railway Company and Mitsui & Co Ltd) named as the train operating company (TOC) starting December 2017. The TOC has committed to station improvements across the franchise area along with delivering 2,500 cycle parking spaces. They have also committed to including staff dedicated to promoting integrated travel with sustainable travel modes. TfWM Cycling and Walking Team continue to engage with West Midlands Rail and the TOC to discuss cycle provision improvements in line with the vision of the Cycling Charter.
- 9.6 London Midland funded a cycle hub in Walsall Rail Station that was delivered by the end of the franchise contract.
- 9.7 As part of WMCA capital funds for car park renewals, a portion of the annual funds has been allocated to improve cycle parking. This funded the removal of lockers in Widney Manor which were in disrepair. The cycling provision was then upgraded to two tiered racks, funded by London Midland and the Rail Delivery Group Cycling Rail Fund.
- 9.8 TfWM have been exploring initiatives that can include cycling and walking as a way to improve physical activity and public health. **Sport England** have small grants funding and we are looking into bidding for initiatives to promote MST2 in the future.
- 9.9 **HS2 Community and Environment Fund.** HS2 has made available funding towards communities and local economies along the route that are adversely impacted during and post construction of the line. TfWM is working with HS2 to help work with communities looking to access this fund and for help to develop proposals to enhance cycling and walking provisions, including any severances caused by the line.
- 9.10 The value of the Cycling UK Programme is approximately £60,000. For 2017/18 Cycling UK covered the full cost of the Programme through grant funds obtained directly from the Department for Transport. For the 2018/19 financial year, the work is funded in partnership with Cycling UK, TfWM and the Black Country LEP to ensure that this programme of engagement continues.
- 9.11 The partnership between TfWM and Living Streets has allowed the delivery of a promotional programme for walking to school at very low cost to TfWM. Living Streets cover the majority of costs through grant funds obtained directly from the Department for Transport with a small contribution from TfWM.
- 9.12 Solihull Metropolitan Borough Council and Walsall Council have been successful in their bids for National Productivity Investment Fund. The funding will be used to improve local links for cycling and walking. Solihull have received £4.4m and Walsall has received £4.3m.
- 9.13 BCC have submitted a bid for £1.6m additional funding through the additional resources provided by DfT's Cycle City Ambition Grant. The proposal included delivery of road safety schemes in Edgbaston, including development of a new cycle route alongside Priory Road and Edgbaston Road to connect to the National Cycle Network route at Cannon Hill Park to the segregated cycleway currently under construction on the A38.
- 9.14 Solihull and Birmingham have received Road Safety Funding from HS2 (£2.43m and £2.66m, respectively) which may be used to deliver cycle schemes in areas that are impacted by the delivery of HS2.

- 9.15 The Greater Birmingham and Solihull LEP provide the SEP Enabling Fund to deliver revenue schemes that support Strategic Economic Plan. The Cycling and Walking Development team have bid for small projects that support bikeshare, improving air quality and engagement with communities. We are awaiting feedback on the outcome of these proposals.
- 9.16 The cost requirement from Sustrans for each region is £15k/annum for four years (2018-2022) for the development of the Bike Life report.
- 9.17 Additional costs may be incurred if there is an uplift on the base number of surveys (from 1100). Greater Manchester paid an addition £40k in 2015 (for 4,000 surveys) but decided not to do the uplift in surveys for the second Bike Life report for 2017.
- 9.18 The funding allocation from Sustrans are to collect the data required to prepare 2 Bike Life reports, along with the delivery of communication plans. Further costs would be incurred should a constituent local authority wish to generate their own Bike Life report or obtain their regional data from Sustrans. These would need to be funded by the local council seeking this or upon approval by STOG to allocate funding.
- 9.19 A number of schemes have been committed as part of the Phase 3 Network Wide Cycling Programme funded by TfWM:
- £90k committed to delivery at Solihull rail station for 60 spaces
  - £75k committed to deliver cycle parking across the network for 18/19
  - £50k commitment to Birmingham New Street cycle parking improvements

West Midlands Trains have also applied for Rail Deliver Group funding in December 2017 to deliver 294 spaces across the West Midlands Rail network. The outcome of this proposal will be announced later this year.

- 9.20 Solihull Metropolitan Borough Council were successful in their bid for support from the European Regional Development Fund. The final amount that will be allocated to their Greening the Grey scheme to develop new cycling routes will be announced later this year.

## **10.0 Data, Monitoring and Evaluation**

- 10.1 The Cycling Charter Action Plan identifies the importance that each of the actions listed above will include Key Performance Indicators (KPI) and a plan for monitoring and evaluating the impact. In addition, the Government's Cycling and Walking Investment Strategy has the objectives to double the total number of cycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025 and increase the number of walking stages per person per year to 300. The Cycling Charter also has a challenging target of achieving 5% of all trips for work or education to be made by cycling by 2023. In order to track progress with achieving this target, it is essential that robust Monitoring and Evaluation plan is in place. This includes ensuring funding and resources for collecting data.
- 10.2 The TfWM Joint Data Insight Team are bringing together data collection for the WMCA and TfWM in-house. This includes a procurement framework for additional research as well as developing a dashboard to easily access data including those for cycling. Existing data sets are currently being catalogued by the Data Insight Team.

- 10.3 **Movement for Growth Surveys.** The Movement for Growth tracking survey monitors the user experience of car drivers, pedestrians and cyclists across the West Midlands. Data is collected on an on-going basis with 500 interviews conducted each quarter.
- 10.4 There was improvement in the responses for walking, with 88% of respondents walking for at least 10 minutes once a week (compared with 86% in 2017) and 97% were satisfied with the directness of routes (compared to 89% in 2017). The lowest rated attribute was for upkeep of pavements, with 70% satisfied (with 64% satisfied in 2017).
- 10.5 For cycling, 86% of respondents never cycled, and only 8% cycled weekly. While levels of cycling were low, 73% of respondents stated they could ride a bike, but only 29% had a suitable bike in their household. These results are very similar to the results from the baseline survey in 2017. Most cyclists travelled for leisure (34% in 2018; 27% in 2017). There was no change in satisfaction with overall cycle experience (68% both years).
- 10.6 Cycle counters are located along the network to monitor use of the routes. Unfortunately, not all are functional and many need maintenance (e.g. battery replacement). TfWM are looking into the requirements for the cycle counters and is developing a plan to ensure M&E continues. We have been collating totals for the counters that are still providing data and are shown in the table below. Budgeting for cycle counters for the purpose of monitoring and evaluation is key to demonstrate the impact of the investment in cycling provision and to provide business cases for future investment.

	Number of Counters	First Quarter 2017	Second Quarter 2017	Third Quarter 2017	Fourth Quarter 2017
Total Counters West Midlands	65	472913	650850	533253	374482
Total Counters Managing Short Trips only (Black Country)	4	29287	40670	18584	16091
Total Counters Tow Paths (West Midlands)	12	182666	188950	116817	68685

- 10.7 **Cycle parking occupancy** are undertaken on a monthly basis by TfWM Data Insight Team. The counts are shown in the table below for cycle parking occupancy at stations for 2017/18 financial year averaged 26.6% from April 2017 to March 2018. This is slightly lower than in previous years but similar to last financial year. Despite the poor weather in December 2017 and February 2018 cycle parking occupancy overall for the year has remained steady. Average patronage each quarter is also higher than in previous years. A marketing plan is being developed to increase cycle parking use and integrating cycling with public transport.

	Average for 2014	Average for 2015	Average for 2016	First Quarter 2017	Second Quarter 2017	Third Quarter 2017	Fourth Quarter 2017	Average for 2017	Target for 2017
Average Patronage	380	397	468	552	473	516	558	525	
Average Capacity	1346	1474	1740	1916	1915	1987	2102	1980	
Average % Occupancy	28.5%	27%	26.8%	28.8%	24.7%	26.1%	26.6%	26.6%	32%

- 10.8 Sustrans is collaborating with 10 cities and regions including the West Midlands to produce the Bike Life report which contains the results from surveys on the perception of (see paragraph 6.6 above). The most recent series of reports are based on 2017 data collected within the previous seven cities which includes Birmingham. Sustrans will be looking to further

analyse the findings on these to look at additional themes: Making our cities more inclusive for women to cycle, and, Keeping cities moving. Reports on these will be released later this year.

10.9 TfWM is partnering with Isle of Wight to share data on visitors from the West Midlands to that area. The objective of this work is to promote the cycling routes and offers in the West Midlands. A pilot was delivered during 2017/18 to determine whether behaviour change can be encouraged following a positive holiday experience. The initial findings and lessons learnt were adapted to improve the surveys and to improve engagement with visitors during 2018/19.

10.10 TfWM is partnering with Deliveroo to share data on their delivery staff on pedal cycles. They will be sharing the routes that staff use through heat maps

## **11.0 Financial Implications**

11.1 Work is underway to update the total cycling investment summary for the West Midlands. This will include the updated actual spend per capita to 2017/18 financial year and the current projections to 2026 based on current plans.

11.2 The last detailed returns were submitted by Local Authorities during 2015 as part of initial West Midlands Cycle Charter plan and reports to TDC and the ITA. The financial projections have been updated centrally for known items in the intervening period but it is important now to complete an up-to-date detailed forecast and ensure that all local authority planned cycling investment is captured and reported.

11.3 The WMCA Investment Programme scope includes cycling investment across a number of schemes. For many of these projects, detailed business cases have now been submitted and it is possible to identify the cycling element that is included. Particular examples are the UK Central Infrastructure and Interchange programmes and the Coventry programmes. The updated financial returns will include input from the Investment Programme and project teams in order to provide a forecast of the cycling investment that is included in these HS2 related projects and other initiatives.

11.4 The revised cycling investment financial report will be available in the December 2018 Cycling Charter Progress Report.

## **12.0 Legal implications**

12.1 There are no immediate legal implications flowing from this report although additional legal input may be required as the Action Plan develops.

## **13.0 Equalities implications**

13.1 The Cycling Charter Action Plan does not result in any negative disproportionate impact for any of the protected characteristics. However, cycling nationally (and regionally) is unequal with cyclists more likely being male, young, non-disabled and white. To address such inequalities and improve wider participation and representation there needs to be a stronger focus on the creation of more inclusive cycling environments (both in terms of infrastructure and cycling route choices) that can cater for bikes of all sizes, including tricycles, trailers and tandems and for all different types of cyclists. Moreover, promotion of cycling activities and opportunities needs to be reflective of the diversity of the region, both in terms of the images

used and the way information is disseminated and communicated to West Midlands residents.

- 13.2 Some people with special needs or physical disabilities may be able to benefit from programmes in the region that use adapted bicycles and they are referred to the organisations that deliver these. Wheels for All is an initiative organised by Cycling Projects in various locations across the UK including the West Midlands (Coventry, Birmingham and Solihull). Midland Mencap is currently working with Cycling Projects to deliver a “ParkRide” pilot scheme in Sutton Coldfield using both regular and adapted pedal cycles.

#### **14.0 Other implications**

- 14.1 Increasing cycling and walking helps improve public health, air quality, reduce carbon emissions and reduces overall noise pollution.

#### **15.0 Schedule of background papers**

- 15.1 [West Midlands Cycling Charter](#)
- 15.2 [West Midlands Cycling Charter Action Plan](#)
- 15.2 [Andy Street’s Renewal Plan for the West Midlands](#)

#### **16.0 Appendices**

## Glossary

<b>Word / Acronym</b>	<b>Explanation</b>
<b>BCC</b>	Birmingham City Council
<b>BCR</b>	Birmingham Cycle Revolution
<b>CCTV</b>	Closed Circuit TV
<b>CMPG</b>	Central Motorway Police Group
<b>CWIS</b>	Cycling and Walking Investment Strategy
<b>DfT</b>	Department for Transport
<b>GTD</b>	Green Travel District
<b>Hub</b>	Fully enclosed structure for bicycle parking at train stations
<b>LCWIP</b>	Local Cycling and Walking Infrastructure Plan
<b>LEP</b>	Local Enterprise Partnership
<b>LSTF</b>	Local Sustainable Transport Fund
<b>MST</b>	Managing Short Trips – programme of cycle infrastructure improvements in the Black Country
<b>On the Move</b>	<i>West Midlands' On the Move Strategic Framework (On the Move) – WMCA framework to encourage physical activity in the region</i>
<b>PAYG</b>	Pay as you go
<b>Solihull MBC</b>	Solihull Metropolitan Borough Council
<b>STOG</b>	Strategic Transport Officers Group
<b>Sustrans</b>	A national cycling charity enabling people to choose healthier, cleaner and cheaper journeys
<b>TfWM</b>	Transport for West Midlands
<b>WMCA</b>	West Midlands Combined Authority