

Transport Delivery Committee

Date	7 January 2019
Report title	Cycling Charter Progress Report
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Report has been considered by	Councillor Diana Holl-Allen, Lead Member for Safe & Sustainable Travel

Recommendation(s) for action or decision:

Transport Delivery Committee is recommended to:

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

1. Purpose

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

2. 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).
- 2.3. The Cycling Charter is based on the following four principles:
 - Leadership and Profile
 - Cycling Network
 - Promoting and Encouraging Cycling
 - Funding.

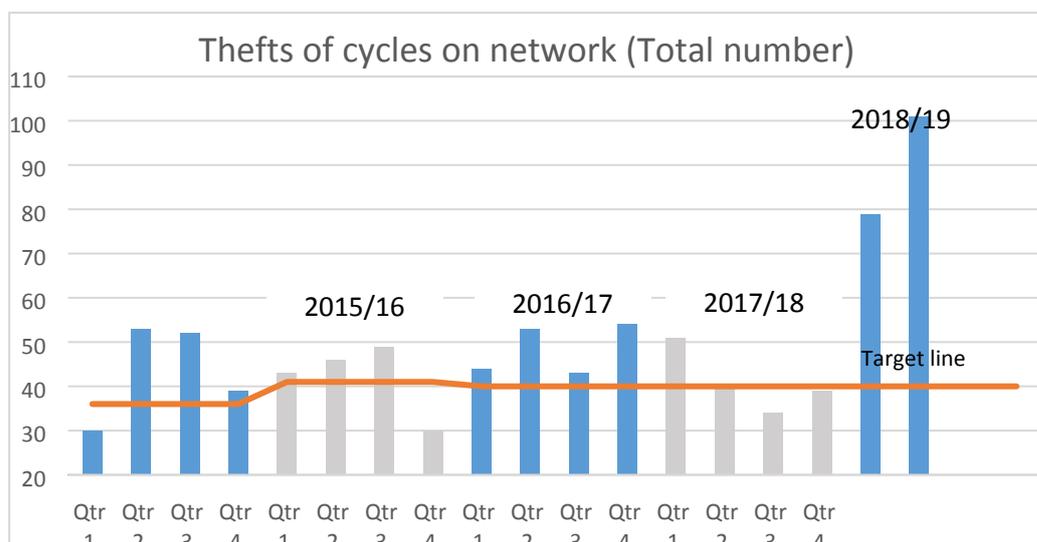
3. Cycling Charter Action Plan

- 3.1. A plan for Mayor Andy Street to raise the profile of cycling and walking is currently in place and includes forming National and Regional Task Forces as well as appointing a Cycling and Walking Ambassador for the West Midlands.
- 3.2. WMCA and the 7 local authorities received a funding grant from central government to develop a **West Midlands strategic LCWIP (Local Cycling and Walking Infrastructure Plan)**. This plan outlines the programme of investment in region to deliver improvements to cycling and walking. The report has been presented to the Strategic Transport Officers Group and is available upon request.
- 3.3. Transport for West Midlands is working with the preferred bikeshare supplier- nextbike to deliver the highly anticipated West Midlands bikeshare scheme. This will be the first scheme in the UK to integrate with the region's Swift smart travel card and as such we are working through every step of the process to ensure that it works perfectly for customers. However, progress continues to create a world class bikeshare scheme that meets the needs of those who live and work in the West Midlands.
- 3.4. The West Midlands bikeshare scheme will offer access to hire cycles across the geography of Birmingham, Solihull, the Black Country and Coventry, creating one of the most extensive schemes in the UK.
- 3.5. 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.
- 3.6. The Network Wide Cycle Parking Programme which aims to improve cycle parking capacity and quality across the transport network will deliver cycle parking improvements across key transport interchanges across the region including Solihull rail station, Birmingham New Street, Pool Meadow and Wolverhampton bus stations during 2018-2019.
- 3.7. 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.

3.8. Cycle parking occupancy counts are undertaken on a monthly basis by TfWM Data Insight Team. While on average occupancy has remained consistent, with the increase in capacity, usage of the cycle parking is steadily increasing overall.

	Average for 2014	Average for 2015	Average for 2016	Average for 2017	Quarter 1 2018	Quarter 2 2018
Average Patronage	380	397	468	525	618	590
Average Capacity	1346	1474	1740	1980	2279	2279
Average % Occupancy	28.5%	27%	26.8%	26.6%	27.1%	25.9%

3.9. 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 2018 and September 2018, there have been 180 cycle thefts from stations in the region, illustrating a dramatic spike in bike theft on the network. Although high, cycle crime has risen across the country and is in line with other major cities. In response to this TfWM has developed bespoke action plans for the highest cycle theft stations to crack down on cycle thieves.



3.10. Throughout the West Midlands there are a number of brands and identities for the various active travel initiatives and programmes (e.g. Birmingham Cycle Revolution, Cycling UK, Sustrans, British Cycling). This can be confusing for the end user as there is lack of clarity on the quality and consistency across the region.

3.11. To raise the profile of cycling, it is important to have a single brand for cycling initiatives across the WMCA. This provides a high quality experience for the end user, one that is consistent with the other modes as part of the integrated transport network.

3.12. West Midlands Cycle has been developed as the wide branding identity for cycling initiatives delivered by WMCA.



4. Financial Implications

- 4.1.** The 2018/19 forecast cycling investment per head is £9.47. Based on trend the cycling investment per head in subsequent years (from 2019/20 to 2022/23) is £7.26, £7.78, £6.23 & £6.50
- 4.2.** The commitment in the Cycling Charter and the Mayor's Renewal plan is to achieve £10 per head. It should be noted that the gaps from one year to the next, increases the investment need to catch up on this target.

5. Legal Implications

- 5.1.** Legal and procurement support will be required as the LCWIP evolves especially around collaborative working arrangements between other sectors and emerging funding arrangements.

6. Equalities Implications

- 6.1.** The West Midlands Cycling Charter 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 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.
- 6.2.** 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. ParkRide and Wheels for All are initiatives organised by Midland Mencap and Cycling Projects in various locations across the UK including the West Midlands (Sutton Coldfield, Coventry, Birmingham, and Solihull).

7. Inclusive Growth Implications

- 7.1.** Encouraging cycling and walking in the West Midlands LCWIP supports inclusive growth by supporting the following themes:
 - Affordable, safe, and connected places
 - Sustainability
 - Health and Wellbeing
 - Equality
 - Economy
- 7.2.** Safer routes for cycling and walking will help provide the people who live, work, learn and play here with safer routes to walk and cycle to where they want to go. Active travel encourages people to combine physical activity as part of their journey which has a positive impact on health and wellbeing as well as air quality.
- 7.3.** A wide spectrum of users can access safer cycling and walking routes including people who use adapted cycles, scooters, motorised scooters, and even inline skaters. The objectives are to get people to use alternative modes of travel and to participate in physical activity.

- 7.4. As accessible and low cost modes of transport, cycling and walking can help people access their local high streets, jobs and education.

8. Geographical Area of Report's Implications

- 8.1. Transport for West Midlands will work with the Constituent Local Authorities to manage cross border relationships and align cycling and walking schemes to ensure consistency in access and quality. Approximately 57% of journeys in the West Midlands cross an administrative boundary.
- 8.2. Several members of the West Midlands Cycling Charter Steering Group have remits that cover the wider WMCA 3 LEP geography. Cycling UK and Living Streets have community development officers hosted within TfWM's Sustainable Travel Team to deliver promotional schemes across the region.

9. Other Implications

- 9.1. Improving cycling and walking provisions to increase levels will have a positive impact on air quality, physical and mental health.

10. Schedule of Background Papers

- 10.1. [West Midlands Cycling Charter](#)
- 10.2. [Mayor Andy Street Renewal Plan](#)