



Transport Delivery Committee

Date	4 December 2017
Report title	West Midlands Cycling Charter progress
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Report has been considered by	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 West Midlands Cycling Charter initiatives.

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 was outlined in September 2015 and 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). An updated Action Plan has been drafted (see paragraph 5.2) and has been circulated to the members of the Cycling Charter Steering Group for feedback.
- 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 Transport for West Midlands (TfWM) 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.
- 4.2 Several members of the West Midlands Cycling Charter Steering Group have remits that cover the wider WMCA 3 LEP geography. CyclingUK and Living Streets have community development officers hosted within TfWM’s Sustainable Travel Team to deliver promotional schemes (see paragraphs 8.17 and 8.18) across the region.
- 4.3 The TfWM Sustainable travel team support the aims of the Cycling Charter by delivering cycling development 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 a vision 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 TfWM Cycling and Walking team have an objective to integrate cycling and walking into wider CA strategies and frameworks as they emerge, including health and transport, physical activity, Key Route Network and Road Safety.
- 4.10 The emerging **Key Route Network (KRN)** strategy 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. Cycling and walking are modes identified and included on the KRN. Improving provisions for these will help achieve efficient movement on the KRN 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. 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 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.
- 4.13 *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.
- 4.14 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.
- 4.15 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 Sustainable Travel 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.

- 4.16 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.

5.0 Cycling Charter

- 5.1 The quarterly Cycling Charter meetings continue to take place with greater representation from 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.
- 5.2 At the March 2017 meeting, the group voted to update the Cycling Charter Action Plan as some activities were cycling and walking as well as to make use of health data to identify areas where improvements can provide significant impact to quality of life. Air quality data and modelling will also be needed to demonstrate the need for interventions that reduce car use.

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 Due to change in leadership at Dudley Metropolitan Borough Council Councillor Peter Lowe is no longer the West Midlands Cycling Charter Champion. The Cycling Charter Group is continuing to identify local champions to support and promote cycling in the region. There are currently local champions engaged in Dudley via Dudley Metropolitan Borough Council (DMBC) and Dudley Council for Voluntary Service (CVS). Hugh Porter is the Active Travel Champion for the City of Wolverhampton. At Sandwell Council, Councillor Bill Gavin chairs the Sandwell Cycling Forum.
- 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 The Mayor and his team are working with the Cycling and Walking team to scope out the role of Cycling Charter Champion, or a cycling commissioner, similar to the roles of Will Norman in London and Chris Boardman in Manchester. An options paper has been prepared and will be reviewed by the Mayor's team.

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 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 current levels at 21.4% of modal share. The 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

7.3 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). 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
Total Counters West Midlands	65	472913	650850
Total Counters Managing Short Trips only (Black Country)	4	29287	40670
Total Counters Tow Paths (West Midlands)	12	182666	188950

7.4 TfWM has engaged with Birmingham City Council (BCC) to utilise their **cycle design guidance** to develop a West Midlands Cycle Design Guidance that that can be used by engineers and designers in the West Midlands and align the construction and upgrade of cycling routes. The document was edited by Phil Jones Associates (PJA) as they were the original authors for the BCC guidance. PJA adapted the narrative so that it was expanded to the region and photography includes examples from across the West Midlands. The draft was circulated amongst the Cycling Charter Steering Group members for feedback.

7.5 A supplemental section was added to the guidance to include best practice on the integration of cycling with light rail (Metro). PJA engaged with Midland Metro Alliance (MMA) to ensure the content was relevant.

7.6 The final document entitled West Midlands Cycle Design Guidance has been submitted to STOG for endorsement and approval to progress to WMCA Board for final approval.

7.7 Further work and resources will be needed to audit future cycle designs and ensure that best practice is adopted by Local Authority engineers and designers.

7.8 Engaging with Local Authority planning and highway design staff through **training** on the use of the Cycle Design document is also required and is being planned. This will be tendered following endorsement of the Guidance by WMCA Board.

7.9 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.

- 7.10 **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.
- 7.11 WMCA and the 7 constituent Local Authorities submitted an expression of interest for technical support from Department for Transport (DfT) in June 2017. The bid was successful and WMCA will be receiving £86,000 for the development of LCWIPs for the region. Next steps will include training provided by DfT on LCWIPs as well as allocating resources towards this work.
- 7.12 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 community event in Selly Oak took place in November 2017 to initiate discussions on streetscape. New districts are now also being piloted in Kings Heath, Soho Road, City Centre (Colmore Row Business Improvement District) and Castle Vale.
- 7.13 With the aim to reduce congestion and improve air quality, GTD’s will also complement the BCR strategy to increase cycling to 5% of mode share. Future BCR highway developments are being proposed for GTD area to improve connectivity between GTDs and the city centre, or connectivity within the local area. Jaguar Land Rover in Castle Vale GTD and the University of Birmingham (Selly Oak & Life Sciences GTD) both have a cycle share scheme in partnership with BCR Big Birmingham Bikes to loan out bicycles to employees who would like to try cycling for their journey to work.
- 7.14 **Managing Short Trips** Infrastructure improvements: *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 highways 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.
- 7.15 MST has delivered the following improvements during 2016/17:
- The Birmingham new mainline canal between Galton Bridge and Bridge Street and Aldersley Junction and Dixon Street in Wolverhampton;
 - The Walsall canal between Bridgeman Street and Bentley Mill Way;
 - The Stourbridge canal from the Bonded Warehouse, through Wordsley Junction, Glass House Bridge and Leys Junction to Brockmoor Junction Bridge.

- 7.16 A second tranche of work for MST has been funded by the Black Country Consortium. A further £4.2m will be invested to improve the Birmingham Canal starting at Smethwick Galton Bridge to Wolverhampton. The table below lists the improvements that are planned to be delivered between 2017-19.

CODE	Delivery 2017/18
SAN01	Smethwick: Galton Bridge to Bromford Rd, Towpath (2.33km)
SAN03	Smethwick: Bromford Rd to Albion Rd junction (0.75km)
WOL01	Wednesfield link to New Cross Hospital: Wyrley & Essington Canal to New Cross Hospital & Bentley Bridge (2.30km)
WOL02	Wolverhampton: Dixon street to Deepfields junction bridge (3.30km)
	Delivery 2018/19
DUD04	Dudley: Deepfields Bridge to Factory Junction Towpath (2.02km)
DUD06	Dudley: Coseley Tunnel Improvements (0.30km)
SAN02	Smethwick: Bromford Lane to Dudley Border (5.2km)
SAN07	Sandwell: Tame valley towpath improvements at Friar Park (1.74km)

- 7.17 **Bikeshare.** A West Midlands Bikeshare Feasibility study was commissioned in June 2017 and completed in August 2017. ITP, the appointed consultant, was tasked with creating recommendations for the operation and demand of a bikeshare system for the West Midlands. The objective was to determine the way forward for a scheme that would be zero cost to the WMCA and Local Authorities. A Project Team including constituent local authority officers has been set up to move forward the scheme, meeting on a regular basis.
- 7.18 An open day as part of the feasibility study was held at WMCA offices on 19th July 2017. Nine suppliers attended the open day to discuss their scheme, including both docked and dockless bikeshare systems.
- 7.19 The Feasibility Study recommended:
- A singular West Midlands approach is taken to bikeshare as it benefits from user consistency, is tidier to implement and manage, as well as benefits from cost savings of scale
 - A high quality docked system was more suitable due to the criteria of needing to manage the city scape within urban centres and to support the objective of developing a high quality scheme
 - A scheme should include 3000-5000 bikes
- 7.20 The study recommended areas of potential high demand in the West Midlands, including an analysis of the top 10% of areas where bikeshare should be considered and is likely to be most successful. These include Birmingham city centre, Wolverhampton city centre, in the polycentric centres of the Black Country, Coventry city centre and suburbs and Solihull town centre and the National Exhibition Centre.
- 7.20 The scheme has been approved by the WMCA Board and has endorsed:
- To approve the adoption of a single bikeshare scheme across the WMCA constituent area.
 - To approve that TfWM be the lead organisation for a West Midlands Bikeshare scheme.

- 7.22 **Metro Alliance.** The Cycling and Walking Team continue to engage with 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.
- 7.23 Discussion on integrating cycling with the **Sprint** rapid transit programme continues to take place. Opportunities to install cycle parking at interchanges have been identified. The Sprint team provided input into the West Midlands Cycle Design Guidance and are working to integrate cycling provision within their routes.
- 7.24 The Cycling and Walking Team has been engaging with **HS2** to ensure that schemes include provisions for walking and cycling. A member of the team is part of the HS2 Environment and Landscape Board and has been able to input on priorities for the board and to emphasise the importance of cycling and walking provisions in areas impacted by HS2.
- 7.25 The Cycling and Walking Team have been working with Birmingham City Council to provide feedback to the HS2 design team to prevent severances along key cycling and walking corridors.
- 7.26 The Sustainable Travel Team will work in partnership with HS2 to develop a program of work to address resilience and manage the disruption caused during the construction phase of the project.
- 7.27 **Cycle parking occupancy** at stations for 2016/17 financial year averaged 26.8% from April 2016 to March 2017. This is slightly lower than in previous years. The decline during second quarter is consistent trend with previous years, however with increased capacity there has been a slight decrease in occupancy observed as well. 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	Target for 2017
Average Patronage	380	397	468	552	473	
Average Capacity	1346	1474	1740	1916	1915	
Average % Occupancy	28.5%	27%	26.8%	28.8%	24.7%	32%

- 7.28 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. To date there have been 1352 hire days in Birmingham and 228 new members have joined the hire scheme this year.
- 7.29 TfWM is working with DMBC and CityID to identify a signage strategy using the Interconnect product line (currently in use in Birmingham and other areas in the West Midlands) in Dudley Town Centre and Brierley Hill. Site visits including sign audits have been completed with a network plan being developed. A workshop with stakeholders is scheduled to take place in the autumn. The objective is to ensure the signs provide efficient way finding for walking and

cycling linking to public transport, key destinations such as tourist and retail sites as well as leisure routes. The Cycling and Walking Team are part of the working group in this project. The outcome of this strategy can also be applied to the wider cycling network, pending consultations with the Cycling Charter Steering Group.

- 7.30 City of Wolverhampton Council are planning to extend shared use pathway on either side of A449 Vine Island and the motorway as well as opening route through Goodyear Park.

8.0 Cycling Charter Action Plan - Promoting and encouraging cycling

- 8.1 *The Cycling Charter Action Plan objective is to facilitate delivery of high quality cycle training, promotion of road safety and coordinate creative marketing campaigns to increase cycling across the West Midlands.*

- 8.2 As part of the Department for Transport (DfT) Local Sustainable Travel Fund *Smart Network, Smarter Choices* (SNSC) programme, delivery of a range of cycling support formed a key element of the 2016/17 programme across the education and employer workstreams to enable more people to cycle. These activities are now concluded with the completion of the SNSC project. the final year report will be available for review over the coming months.

- 8.3 **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.

- 8.4 Walking trips of ten minutes or more at least once a week were taken by 91% of respondents. These trips were largely to carry out small errands (41%) or going for a walk (13%). Satisfaction with the majority of walking attributes were high (80% or higher). The only attribute to rate below 80% was the maintenance and upkeep of pavements and walkways (67%).

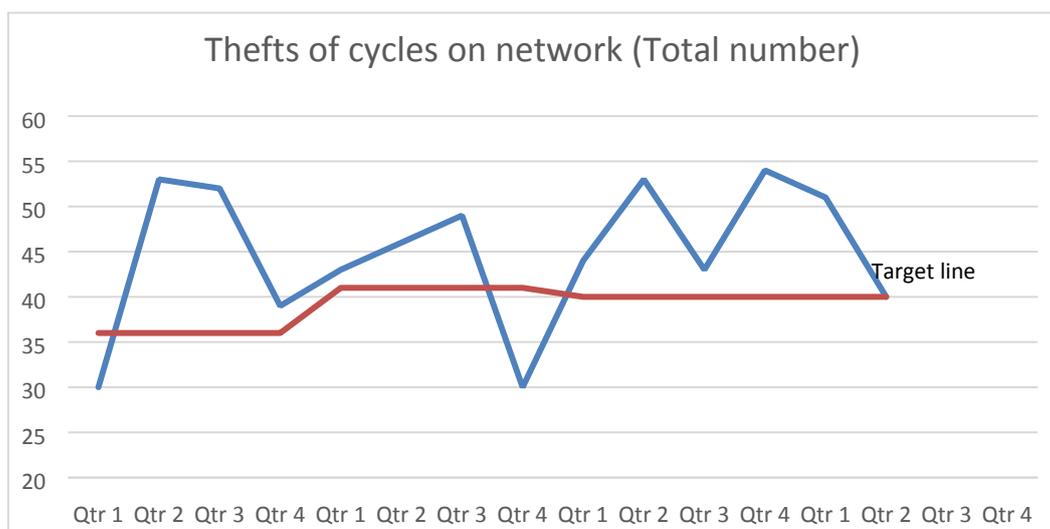
- 8.5 Of the 500 surveys, 85% of respondents never cycled, with only 7% cycling weekly, and 6% monthly. Of the respondents who did cycle, 82% considered themselves to be an experienced cyclist. Almost half of the respondents who cycled (44%) made their last trip on a road without a cycle lane. Cyclists tended to travel for leisure (31%) or went for a ride/cycling for exercise (14%). The lowest rated attributes for the routes were: provision of cycle routes, amount of space on cycle paths/footpaths and levels of conflict with other road users.

- 8.6 **Top Locations** are organisations that have proven their ongoing commitment to cycling and walking. Birmingham Cycle Revolution is funding a second tranche of Top Cycle Location grants to schools and businesses around the city. To date, 24 businesses and 12 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.

- 8.7 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 2016 and March 2017, there have been 194 cycle thefts from stations in the region, a disappointing 15% increase in thefts from last year. A crime

spree at New Street resulted in a continuation of this trend but the offender was caught through the use of decoy bikes. The number of bike theft reported in Quarter 2 reduced to 40 from 51 in the previous quarter.

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 some of the 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.



- 8.8 A total of 40 **Love your Bike** sessions have taken place at locations across the network during 2016/17, funded by the LSTF programme. By partnering with local bike shops, we have been able to plan a further 38 sessions at very low cost compared to the previous year. The sessions in 2017/18 continue to be 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.
- 8.9 **Road Safety.** 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. A draft of the West Midlands wide Road Safety Strategy bringing together local and national initiatives for the region will be prepared 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.
- 8.10 **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.

- 8.11 Solihull 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. 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
- 8.12 **Cycle Marketing and Promotion.** There have been several promotion events during the first half of 2017/18. TfWM partnered with BCC and other organisations to promote Clean Air Day on 13 June 2017 at an event held at Colmore Row. TfWM has also partnered with the Safer Travel Partnership and BCC at New Street Station on 4 October 2017 to promote cycling. Both of these events also included signposting to local rides and initiatives from Cycling UK and British Cycling. Over 200 individuals spoke to members of staff in attendance at the event and received information on local routes and cycle crime. Some feedback received during discussions included the lack of segregated cycle lanes in the region.
- 8.13 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.
- 8.14 With closure of LSTF, promotion of cycling and walking at TfWM has been primarily through social media. 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.
- 8.15 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.
- 8.16 BCC continue to deliver Modeshift Stars and Bikeability to schools. Birmingham Cycle Revolution have also delivered summer holiday cycle training to children. All schools across the city are being given the opportunity to apply for a Young Active Travel Grant of up to £1,000 to be spent on initiatives that will encourage pupils and parents to adopt more sustainable ways of getting to and from school, improving their safety and supporting the development of their school travel plan through Modeshift STARS.
- 8.17 With the support of British Cycling, Birmingham has significantly developed the workforce of Bikeability Instructors from 27 to 56. This workforce is now also very representative of the wide ethnic diversity of Birmingham. The breakdown is as follows, 33 White English, 23 BAME Groups, 13 female, 43 Male. Recruitment of instructors utilises the Birmingham Way

Programme which has been jointly developed. This involves a Wellbeing Service Induction and a Cycling Information evening which was introduced following advice from British Cycling. Our instructors are now far better prepared to work with diverse communities in Birmingham.

8.18 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, including:

- 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 - DMBC
- 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

8.19 **Partnerships.** 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.

8.20 **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, 5 community clubs have been formed in Walsall, Wolverhampton, Solihull, Coventry and Sandwell (table below) and several other groups are pending. Birmingham City Council is also working with Cycling UK and has a dedicated Community Development Officer to develop community cycling clubs around Birmingham with 16 active since 2016.

Area	Club Name
Wolverhampton	Wildside Activity Centre
Walsall	Walsall Arboretum Community Cycle Club
Coventry	New Life Cycle Comm. Cycle Club (Langley Trust)
Sandwell	Smethwick Beat The Street Community Cycle Club (MST1)
Solihull	Birmingham Business Park Community Cycle Club
Dudley	Leap over 50 (Age UK)

- 8.21 **Living Streets.** Living Streets has partnered with TfWM to deliver WOW – Walking to School Challenge to schools across the region. A Project Coordination Officer is in post and has engaged with 24 schools and launched the program at 14 schools during the first half of 2017/18 financial year. The programme is an online platform to monitor modal share and incentivises uptake of active travel through monthly reward badges. Data collected is shared to local authorities.
- 8.22 TfWM have partnered with Public Health England to promote the **One You** campaign. The campaign targets adults aged 40-60 to do short 10 minute walks and increase their levels of physical activity. This is part of a wider campaign (<https://www.nhs.uk/oneyou>) which includes an app and promotion of healthier lifestyles including healthier eating and reducing stress.
- 8.23 The One You is being promoted along bus routes that include Short Hop reduced fares. The message is to promote the reduced fare by walking to the next bus stop, which is approximately a ten minute walk away.



9.0 Cycling Charter Action Plan - Funding

- 9.1 *The Cycling Charter Action Plan objective includes securing Funding for cycling improvements if we are to meet our aspirations for cycling growth in the West Midlands.*
- 9.2 Following the conclusion of the LSTF funded programme *Smart Network, Smarter Choices* TfWM's Sustainability Team was restructured. Although there has been a reduction in the number of staff overall, an allocation of £87k from the 2017/18 WMCA Transport Revenue Budget has ensured that the Cycling Charter and Development Officer roles can continue into 17/18.
- 9.3 **Devolution.** A second devolution deal is currently being negotiated with central government. It includes a bid for £165m for support towards "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. The announcement for this funding should take place during late Autumn 2017.
- 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 have committed funding to a cycle hub in Walsall Rail Station with potential delivery 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 funded. This funded the removal of lockers in Widney Manor which were in disrepair (the cycling provision was upgraded to two tiered racks which was funded by London Midland and the Rail Delivery Group Cycling Rail Fund).
- 9.8 TfWM have been looking at 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. Cycling UK are covering the full cost of the Programme through grant funds obtained directly from the Department for Transport.
- 9.11 The partnership between TfWM and Living Streets has allowed the delivery of a promotional programme for walking to school at no cost to TfWM. Living Streets cover the full cost of the Programme through grant funds obtained directly from the Department for Transport.
- 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. SMBC have received £4.5m and Walsall has received £4.3m.

10.0 Monitoring and Evaluation

- 10.1 As part of Movement for Growth, Monitoring and Evaluation of schemes and actions are being put into place to ensure schemes are effective in reaching the 5% target for cycling.
- 10.2 A list of existing counters along cycle routes in the West Midlands has been generated by the Customer Insight Team. The counters will provide a clear picture of the use of the routes in the region.
- 10.3 Cycle parking counts are undertaken on a monthly basis by TfWM Customer Insight Team.

10.4 Sustrans has collaborated with 7 cities including Birmingham to produce the Bike Life report which contains a series of surveys on the perception of cycling and progress made in improving cycling infrastructure. The most recent report is based on 2015 data collected within Birmingham. A data collection took place in 2017 and an accompanying final report will be made available later this year.

10.5 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. This is a pilot to determine whether behaviour change can be encouraged following a positive holiday experience.

11.0 Financial Implications

11.1 A summary of current and planned cycling investment in the West Midlands is included below:

Total Cycling Investment							
Actual	Actual	Actual	Forecast	Plan - based primarily on remaining BCR forecast. Access Fund revenue bid unsuccessful and LGF3 capital proposals have not been prioritised.			
2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	
CAPITAL INVESTMENT							
Public Sector funding (LA , Government, EU)	£6,928,713	£15,317,199	£14,351,160	£15,465,212	£19,999,200	£3,818,000	£1,320,000
Matched funding (Private Sector, Charities, Developer contributions etc)	£116,000	£141,000	£450,000	£305,000	£0	£0	£0
Total capital	£7,044,713	£15,458,199	£14,801,160	£15,770,212	£19,999,200	£3,818,000	£1,320,000
REVENUE INVESTMENT							
Public Sector funding (LA , Government, EU)	£2,667,403	£3,900,631	£3,086,418	£1,571,549	£127,000	£87,000	£87,000
Matched funding (Private Sector, Charities, Developer contributions etc)	£0	£0	£0	£0	£0	£0	£0
Total revenue	£2,667,403	£3,900,631	£3,086,418	£1,571,549	£127,000	£87,000	£87,000
Total Investment (Capital + Revenue)	£9,712,115	£19,358,830	£17,887,578	£17,341,761	£20,126,200	£3,905,000	£1,407,000
West Midlands population	2,780,500	2,800,200	2,819,900	2,840,200	2,859,900	2,879,600	2,898,500
Investment per capita	£3.49	£6.91	£6.34	£6.11	£7.04	£1.36	£0.49
Investment per capital split by Local Authority							
Birmingham	£2.27	£10.26	£11.11	£10.72	£17.79	£3.40	£1.19
Solihull	£8.65	£3.66	£4.11	£2.33	£0.03	£0.03	£0.03
Dudley	£2.63	£3.46	£5.69	£2.87	£0.03	£0.03	£0.03
Sandwell	£0.96	£0.97	£1.62	£2.84	£0.03	£0.03	£0.03
Walsall	£0.88	£1.47	£2.59	£3.75	£0.03	£0.03	£0.03
Wolverhampton	£2.97	£5.12	£5.49	£7.54	£0.19	£0.03	£0.03
Coventry	£10.11	£12.63	£0.84	£0.25	£0.03	£0.03	£0.03
Total	£3.49	£6.91	£6.34	£6.11	£7.04	£1.36	£0.49

Note: The above costs do not include the Bikeability funding programme for Schools. In 2016/17 this funding across the West Midlands amounted to £419,557 - adding about 14p to the costs per capita reported above (applies to all years)

11.2 The planned capital investment for 2017/18 through 2019/20 relates to the Birmingham Cycle Revolution programme funded by Cycle City Ambition. The capital elements of the Access Fund bids which were submitted by the 3 LEP areas though LGF3 have, at present, not resulted in any confirming funding allocations by LEP for cycling projects.

11.3 The WMCA Access Fund DfT revenue bid was not successful and therefore revenue funding for 2017 through 2020 for cycling support is extremely limited.

11.4 The investment reported in the last 4 years is primarily through the LSTF programmes and the first half of the Birmingham Cycle Revolution programme.

11.6 Comparison of investment per capita with other conurbations in the UK is difficult because there is no strict definition of cycling investment available or used. London investment is

frequently quoted as £18 - £20 per capita providing the funding for, in particular, the new cycle superhighways. Our understanding is that London have concentrated their considerable investment (based on an 8.6m population) on a limited number of high profile cycle superhighways. In the West Midlands, investment has been more widely spread covering the LSTF revenue programmes, Big Birmingham Bikes, canal and green way cycle paths and non-segregated on highway cycle routes.

11.7 There are no direct financial implications as a result of this report. The Mayor's aspiration is to invest £10.00 per head in planned cycling initiatives going forward.

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).

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 [Andy Street's Renewal Plan for the West Midlands](#)

16.0 Appendices

Glossary

Word / Acronym	Explanation
BCC	Birmingham City Council
BCR	Birmingham Cycle Revolution
BikeRight!	Supplier delivering programme Cycling support
CCTV	Closed Circuit TV
CMPG	Central Motorway Police Group
CWIS	Cycling and Walking Investment Strategy
DCPC	Driver Certificate of Professional Competence
DfT	Department for Transport
DMBC	Dudley Metropolitan Borough Council
Dudley CVS	Dudley Council for Voluntary Service
GTD	Green Travel District
Hub	Fully enclosed structure for bicycle parking at train stations
LCWIP	Local Cycling and Walking Infrastructure Plan
LEP	Local Enterprise Partnership
LGF	Local Growth Fund
LSTF	Local Sustainable Transport Fund
MST	Managing Short Trips – programme of cycle infrastructure improvements in the Black Country
On the Move	<i>West Midlands' On the Move Strategic Framework (On the Move) – WMCA framework to encourage physical activity in the region</i>
SNSC	Smart Network, Smarter Choices
Solihull MBC	Solihull Metropolitan Borough Council
STDEP	Sustainable Transport Delivery Excellence Programme
STOG	Strategic Transport Officers Group
Sustrans	A national cycling charity enabling people to choose healthier, cleaner and cheaper journeys
TfWM	Transport for West Midlands
WMCA	West Midlands Combined Authority