

Derbyshire: The Connected Cycling County

The Derbyshire Cycling Plan 2016-2030

Our Ambition

By 2030, Derbyshire will be the most connected and integrated county for cycling in England, recognised as a world class cycling destination for all. More Derbyshire people of all ages and abilities will be cycling regularly for leisure, active travel, commuting and sport.

Graphic: Visionary, Exciting, Ambitious.

How will we achieve this?

Graphic

A whole-system approach to delivering this plan, working at every level; from the strategic level down and the community level up. To make a significant difference to cycling behaviour, a cross sector approach will see transport, economic development, tourism, housing, planning, sport, recreation, education and health working closely together.

High quality cycling facilities. Innovative, attractive and sustainable transport networks and a behaviour change approach to increase cycling across all areas of the City and County.

More people cycling- why is it important for Derbyshire?

The Drivers: GRAPHIC demonstrating all the benefits of increased cycling participation

- ✓ Improve health
- ✓ Create and support economic growth
- ✓ Cycling as a sustainable form of everyday transport and active travel
- ✓ Reduce congestion
- ✓ Improve air quality
- ✓ Develop tourism
- ✓ Sustainable housing solutions
- ✓ Improve the environment
- ✓ Reducing physical inactivity
- ✓ Reduce absenteeism
- ✓ Increased participation in sport
- ✓ Reduce social exclusion
- ✓ Increase awareness and care for the natural environment

Derbyshire – past success, future potential.

MAP WITH PHOTO OVERLAYS AND ANNOTATIONS- A SENSE OF PLACE- DIVERSITY OF DERBYSHIRE

City/Towns/Villages/National Park/National Forest/nearby cities

Show what has been achieved so far infrastructure: Greenways, Leisure Trails, Derby Arena, Road routes.

Demonstration of where Derbyshire is- how well placed it is to attract visitors ‘- central, accessible, diverse. Include population figure in this and visitor catchment. Ensure it’s clear that we are connecting to surrounding counties. Show the gateways, economic growth areas.

Show the participation potential on this map, for all cycling environments.

Highlight successful behaviour change projects and initiatives; Park Bikeworks, cycle training, All Derbyshire’s schools have a school travel plan. TOB, TdF, Peak Resort Gateway.

Show recent trends- overall cycling participation in Derbyshire has grown since 2005/6, but women’s cycling has declined slightly. Opportunity to reverse this trend. Women cycling confidently is key to children cycling rates.

Why is Derbyshire the best place to develop/invest in cycling?

IMAGE

- At the ‘heart’ of the country. Easy to access.
- Fantastic cycling environments- indoor and outdoor, active travel, leisure, and sport,
- Access from major cities which surround Derbyshire.
- Major events- Tour de France route, Eroica, Tour of Britain, The Women’s Tour, Iconic cycling destinations; Peak District National Park, National Forest, Derby; a cycling city,

What do we mean by a ‘connected’ cycling county?

(image to demonstrate this)

A connected strategy, born out of connected thinking, planning and communicating will lead to more connected **routes, places, information, people, opportunities....**

Strategic Aims

- 1) **Infrastructure Connectivity:** High quality connected routes, in all cycling environments, supporting all forms of cycling, creating and supporting economic growth.
- 2) **Increased Participation:** Behaviour change approaches and targeted participation programmes at community level will support and enable more people to cycle, closing the gaps in participation and reducing health inequalities.
- 3) **Effective Communication and Marketing:** Excellent, well connected marketing and communications for Derbyshire residents and visitors to the county, helping to change behaviour, increase confidence and get more people cycling regularly
- 4) **Advocacy:** Cross sector advocacy for policy change and implementation at the highest level.

What’s our aim?

Our shared aim is to **double** the number of people cycling regularly.

We will accelerate the growth of women’s cycling.

We will double the number of children cycling to school.

TARGET	Measure	2013/14 Baseline	2030 Target
Double the number of people cycling by 2030.	Active People Survey ^j (once in 28 days)	9.59% 106,400	19.18% 212,800
Reverse the decline in women's cycling and accelerate its growth, year on year.	Active People Survey Men's Participation Women's Participation	11.9% 5.3%	
Double the number of children cycling to school.	Number of children age 5 – 16 regularly cycling to school	Total : 1.05% Primary 1.66% Secondary 0.68% need to work out numbers if we're doing numbers not %	
We will create a baseline for, and measure the contribution of cycling to the local economy.	To be developed.	Baseline to be established.	Growth target to be established.

Guiding Principles

We will:

- Work together to bring inward investment to Derbyshire for identified priorities, through funding and sponsorship.
- Align our work to the government walking and cycling infrastructure strategy.
- Work in partnership, ensuring that we are working together on the things that will have the biggest impact.
- Apply a behaviour change approach; to maximise the impact at key times (new housing developments, new routes), during key life events (changing school, job, moving house) and to close gaps in participation. Encourage innovation. Develop imaginative solutions and be prepared to take risks to achieve the vision. Use data, insight and evidence to inform planning and advocacy work.
- Strive for inclusion and diversity- seek to reduce gaps in participation by those who are disadvantaged by virtue of their gender, age, ethnicity, socio economic status, disability or sexuality.
- Mobilise the whole of Derbyshire - encourage local action and engagement, so that individuals and organisations make their own contributions towards the vision, helping to achieve sustainable solutions.

How will this vision become reality?

The Derbyshire Cycling Plan has been developed by senior leaders from Derby, Derbyshire, the Peak District and The National Forest, and experts in the field of cycling and sport developmentⁱⁱ. They have set out the vision and ambitions, and will deliver the strategic actions identified within this plan. Four delivery groups will lead the implementation for their area of expertise.

GRAPHIC- strong message

In order to deliver the vision a 'mobilisation' of Derbyshire is required – to bring **energy, dedication, creativity, skills and commitment to this vision.**

The Plan will be adopted by all key partners in the county, through individual authorities' corporate plans, local spatial plans, and Local Transport Partnerships. It will complement and help to shape key strategies and policies now, and in the futureⁱⁱⁱ. Shared actions will be prioritised within their own organisational business, travel plans and service plans. Cross sector policies will be written in ways that will contribute to the achievement of this vision.

Organisations from public, private and voluntary sectors will be asked to consider their organisational actions, and embed these within travel plans and business plans for the future, and to sign up as a partner in the delivery of this plan.

GRAPHIC

Show the diversity of **people** with a contribution to make – politicians, managers, road engineers, teachers, coach, club, leader, parent, teacher, cyclist, café owner, bike shop, B&B, strategic to grassroots. Emphasise this

The challenge to the people of Derbyshire is to seize this opportunity, and make their contribution to delivering this vision. A whole-system approach includes everyone, from senior leaders and politicians, to small organisations, clubs, communities and businesses and schools.

Monitoring and Evaluation- *diagram to show delivery mechanism*

Delivery against this Plan will be monitored by the Derbyshire Cycling Plan strategic group^{iv}, who will monitor progress against the Strategic Actions. Lead organisations have been appointed to steer a delivery group to deliver each of the Strategic Aims, engaging a range of partners.

Progress will be reported annually against each of the success measures outlined above, and shared with partners and the public.

Aim 1. Infrastructure and Connectivity

High quality infrastructure including connected routes in all cycling environments supporting all forms of cycling, creating and supporting economic growth.

What will success look like?- IMAGE

- ✓ A resident of, or visitor to Derbyshire will discover great opportunities for cycling and iconic facilities; from roads and parks, access to countryside, high quality trails, well-connected leisure routes and top class mountain biking, to the indoor cycling track at the Derby Arena. There will be high quality on and off road provision for residents to cycle from their home to work, school and across their communities.
- ✓ Cycling will help to grow the Derbyshire economy, through tourism, increased productivity, improved health, reduced absenteeism and reduced congestion.
- ✓ More people living in the city, towns and villages will enjoy high quality, easy to find, connected routes. Cycle parking will be provided. More people will choose to cycle short journeys to undertake their everyday activities. More people will be confident to ride on Derbyshire's roads.
- ✓ Growth areas will plan in high quality environments for sustainable travel, and utilise planning gain to achieve this.
- ✓ In their leisure time, people will enjoy cycling on connected road, traffic free routes or more technical trails. These will all have a clear 'identity' and the latest technology will help cyclists plan their journey online before they leave home.
- ✓ It will be easier for cyclists to reserve places for their bikes on buses and trains, which will bring them from all over the country to this amazing cycling county.
- ✓ Key transport destinations will have good cycle parking and bikes for hire, so that on arrival, people can continue their local, active sustainable journey.

- ✓ The infrastructure will be high quality, well maintained, and well connected to the public transport infrastructure, which will welcome cyclists, and will also encourage walking and other active pursuits.
- ✓

- ✓ 'Cyclists Welcome Here.' There will be great cyclist friendly cafes, pubs, accommodation and shops, and high quality services to support cyclists on their journeys.
- ✓ Developments and workplaces will provide high quality cycle facilities including safe, connected and attractive cycle environments, convenient, secure and sheltered cycle parking, lockers/showers/changing facilities, signage and other infrastructure to encourage and enable cycling.

Strategic Actions

1. Ensure Derbyshire is well placed to attract external funding for cycling because of the clarity of this vision, and the prioritisation of schemes that close key gaps strategically and locally.
2. Produce digitised maps of the long term vision for the on and off road networks.
3. Develop and agree investment strategy and seek funding to deliver priorities, closing priority gaps in the infrastructure.
4. Develop detailed plans, and agree priorities for development and improvement in all cycling environments, alongside the Local Transport Plan process.

5. Identify future funding streams and make joint approaches to secure funding to sustain the high quality infrastructure that is built.
6. Collective lobbying of government to ensure that funding is made available for delivery of this plan through the government walking and cycling infrastructure strategy.
7. Ensure cycle proofing is embedded in design of future infrastructure developments.
8. Ensure local partners to prioritise of local improvements and seek funding to close significant gaps at neighbourhood level.

Who leads?

Derby City Council, Derbyshire County Council, under auspices of Joint Committee.

Peak District National Park Authority, National Forest Company, Sustrans.

Supported by

Local planning authorities (policy and development management), local cycling organisations.

At community level:

Feedback on local development plans and other plans, for example HS2 and Highways England to ensure existing cycle provision is enhanced as part of new housing, employment, shopping, leisure, education, services, highway and other infrastructure or industrial developments.

Cycling communities and stakeholders will be needed to help identify the actions, take part in consultation around proposals, get involved with route maintenance, volunteering, talking to the planners and designers about what will work best.

Aim 2. Increased Participation

Behaviour change approaches and targeted participation programmes at community level will support and enable more people to cycle, closing the gaps in participation.

What will success look like? (IMAGE)

- ✓ People of all ages and abilities will see cycling as a normal and convenient way to get around Derbyshire for short journeys. They will be encouraged to learn to ride, build confidence in riding on the roads, and gain easier access to bikes, cycling regularly for the health and other benefits that it brings.
- ✓ Targeted behaviour change approaches, confidence building and participation programmes will be used to achieve greatest change, and to maximise the benefits of new cycling infrastructure.
- ✓
- ✓ Parents, educational establishments, other service providers, and employers will promote cycling positively, helping people to access bikes, understand the cycling opportunities available to them, learn to ride confidently and cycle regularly. This will increase the number of people cycling regularly for their everyday journeys.
- ✓ People will choose to cycle as a form of healthy leisure activity in their spare time. Those who enjoy cycling will enter cycling events, challenging themselves, their friends and family.
- ✓ Those who enjoy competition will enjoy a rich and varied competition offer in Derbyshire, across all disciplines of the sport, and the talented will be supported to achieve great things. Successful cyclists

from Derbyshire will be celebrated, helping to cement our identity as a cycling county, which in turn will encourage people of all ages to take up cycling.

- ✓ The cycling 'workforce' across public, private and voluntary sectors will be high quality, and sufficient to meet the needs of people who want to cycle at all levels from beginner to elite, for travel or leisure purposes.

Key Strategic Actions

1. Develop and deliver a cycling participation plan for Derbyshire.
2. Communicate a clear cycling 'journey' from learning to ride, to exploring and becoming confident on a bike and cycling regularly for active travel, leisure and sport.
3. Use targeted behaviour change approaches and remove barriers to cycling, to encourage and support more people to cycle regularly, particularly those on lower incomes, women and children.
4. Promote key messages to encourage journeys of less than 5 miles to be taken by bike.
5. Develop partnerships and funding to increase women and girls' participation in cycling through cycle training and programmes.
6. Develop partnerships and funding for training and support to double the number of young people who can ride a bike confidently, cycle regularly and cycle to school. Encourage every school to provide an annual programme of cycle training.
7. Increase the percentage of people who cycle to work, through partnerships with employers, personalised travel planning, one to one training and behaviour change approaches.
8. Develop partnerships and funding to use cycling as a way to reduce physical inactivity in areas with lowest levels of physical activity.
9. Support and work with cycling events of local and national significance, helping to create a vibrant and positive cycling events culture for residents and visitors to Derbyshire. Ensure that events promote care and respect for the natural environment and local communities, and help us to close key gaps in participation.
10. Develop the paid and volunteer workforce, and mobilise a grassroots movement for cycling participation.

Who leads?

Derbyshire Sport, British Cycling, Sustrans.

Supported by:

Cross sector delivery partners; Local Authorities (leisure, parks and open spaces, countryside services, transport), School Sport Partnerships, cycling campaign groups, leisure facilities, clubs, schools, coaches, volunteers, community organisations and businesses.

At community level....

The support of schools, clubs, businesses and other local organisations will be needed to offer cycle training to beginners and returners, promoting regular cycling to school, work and for local journeys. Parents will need to be supported to encourage their children to ride bikes from an early age, and support their development to confident riding. Cycling Clubs and community groups will need to be supported to welcome cyclists at all levels, and to help close gaps in participation based on gender, ethnicity and socio-economic status.

Great bike shops and cafes will be needed across the whole of Derbyshire, selling a good range of bikes, accessories and recycled bikes, organising training, group rides, events – helping to develop a cycling culture for all.

Aim 3. Effective Communication and Marketing

Excellent, well connected marketing and communications for Derbyshire residents and visitors to the county, helping to change behaviour, increase confidence and get more people cycling regularly

What will success look like?

- ✓ A 'shared space' advertising and education campaign will help to increase confidence, reduce fears, develop empathy and a caring attitude between people when they are driving, riding bikes, scooters and horses and when they are on foot. Derbyshire will be known as the place which has achieved mutual respect and care, on road and off road.
- ✓ Digital technology and innovative marketing and communications will ensure that the messages are individual and bespoke to the target market. Effective social marketing will bring about behaviour change.
- ✓ People who want to cycle in Derbyshire will easily find information on our connected routes and journeys, and cycling opportunities via mobile applications, on line and print media. These will be clear, comprehensive and inclusive of all cycling environments.
- ✓ Local people and groups will be involved, developing the insight about what is needed and what would help more people to cycle.
- ✓ Mobile applications will show where bike hire, shops, accommodation and other services are, which will help cyclists to enjoy a high quality experience.
- ✓ A co-ordinated approach will mean that national and local campaigns will effectively encourage behaviour change, helping people to overcome fears and barriers to cycling.
Cycling stories will be celebrated- from the life changing stories of those who are fitter and healthier, cycling champions who are helping to change their communities.
- ✓ High quality cycling events, which promote respect and understanding of the environment and local communities, will be promoted to residents and visitors.

People will take part in cycling more regularly and visit Derbyshire more often, because of the range of high quality events taking place for all ages and abilities. Employers and other organisations will promote cycling by publicising cycling opportunities and incentives as one of the actions in their respective Travel Plans.

Strategic Actions

1. Strategic commitment by delivery partners, to co-ordinated and collaborative promotion of Derbyshire, the Peak District and National Forest as cycling destinations.
2. Establish an effective Cycling Marketing network, which works together to deliver shared marketing priorities and maximises investment into Derbyshire.
3. Implement a marketing strategy for cycling in Derbyshire, through the Cycling Marketing network. This strategy will segment the market effectively, ensuring that the messages are delivered effectively for residents, domestic and overseas visitors.

Who leads?

Cycling Marketing Network^v.

Supported by

Local cycling delivery partners, local businesses, local planning authorities (Policy and Development Management), cycling organisations, clubs, schools and campaign groups.

Aim 4. Advocacy

Cross Sector advocacy for policy change at the highest level.

What will success look like?

- ✓ There will be strong leadership behind cycling in Derbyshire.
- ✓ Senior local government officers, cross party politicians, business leaders and high profile ambassadors will be committed to getting more people cycling, and will be lobbying for change at the national and local level. This includes planning, but also traffic laws, civil laws, taxation to make cycling the preferred option and financial incentives to encourage cycling.
- ✓ Derbyshire will be a great cycling county- both urban and rural. Town centres, villages, housing developments and workplaces will be encouraged to design spaces and provide facilities which inspire and enable people to cycle as a normal way to get around- more convenient than driving, especially for short journeys.
- ✓ Public transport providers will be encouraged to accommodate people with bikes. Railway stations, transport hubs, park and rides, communities, workplaces, and schools will be encouraged to offer cycle parking, lockers, changing/shower facilities, promotional material, signage, financial and other incentives to inspire and enable more people to cycle.
- ✓ Strategic partners and leaders will seek to bring cycling events of national and international status to Derbyshire. The economy of Derbyshire will be stronger because of the role that the cycling economy plays.
- ✓ Cycle hire will be on offer in town centres, urban centres of work, outdoor tourist destinations and places of learning to encourage people to cycle as a means of transport.
- ✓ Partners will submit bids for internal and external funding, benefitting from an increasingly robust evidence base, enabling Derbyshire to take advantage of funding that is available.
- ✓ The business community will be supported to welcome and develop cycling participation by the local authorities and funding programmes.
- ✓ A growing proportion of roads and junctions will have cycle provision in line with Sustrans and other recognised design guidance.
- ✓ A culture of mutual respect between people who cycle, walk and drive will be encouraged through education, road signs, campaigns and public information.

Strategic Actions

1. Cycling 'champions' will be identified throughout the system. They will act as ambassadors for the shared vision across all sectors, and help to make a bigger impact because of their position or personality. These will include politicians, business leaders and elite cyclists of all disciplines.
2. Senior leaders will lobby government on planning policy changes which encourage cycling and walking.
3. Senior leaders will lobby for better public transport provision and easier reservations for cycle carriage, particularly by rail.
4. Professionals working in Derbyshire will be knowledgeable about and supported to implement designs and plans which contribute to the vision of a connected cycling county, using planning gain effectively to achieve this.

5. Senior town planning, transport, highways and housing planners will design and improve urban and rural environments that encourage cycling and walking, helping to make an easier choice for people to be active.
6. Housing, business, shopping, leisure, service and other developments will plan in cycling and walking from the outset. This will include the adoption of Travel Plans where appropriate, and planning decisions will support proposals which achieve this. Building for life PLUS will be used to build in physical activity requirements.
7. Public Health teams will consider Health Impact Assessments. Health and planning will be working closely together, with cycling and walking as a high priority.

Who Leads?

Derbyshire Cycling Plan strategic group.

Cycling Champions, public health organisations, local authorities (highways and planning, communities and leisure).

Supported by

Public transport providers

At community level....

Local people will be needed to support all organisations that are lobbying and campaigning for change. Derbyshire people will need to talk to their MP's and councillors to inform and educate them about local issues that affect cycling participation. Campaign and community groups will be needed to work together with organisations to identify the priority issues and take a collaborative approach to achieving a shared vision.

CLOSING VISUAL WITH WHAT SUCCESS WILL LOOK LIKE

ⁱ The proportion/number of adults (aged 16 and over) participating in at least one session of (the) sport, at any intensity, and for any duration, in the last 28 days. Active People Survey 8 (2013/14). Includes all forms of cycling BMX, MTB, Recreational, CX, BUT excludes cycling for travel purposes.

ⁱⁱ Derby City Council, Derbyshire County Council, District Councils, University of Derby, British Cycling, Sustrans, Peak District National Park Authority, National Forest Company.

ⁱⁱⁱ This Plan complements, and relies on the successful delivery of a number of key strategies across sectors.

National; British Cycling: Our Commitment, National Cycling Delivery Plan, Sport England Strategy 2012-17, Public Health Outcomes Framework 2013-2016 (Dept. Health), Healthy Lives, Healthy People (Dept. Health, 2010), Inspired by 2012: The legacy from the London 2012 Olympic and Paralympic Games (Cabinet Office, 2013), Creating a sporting habit for life – A new youth sport strategy (DCMS, 2012).

Regional; Local Economic Partnership Plans for Growth, Wider Peak District Cycle Strategy, National Forest Strategy, Get Active in the Outdoors – a Recreational Strategy and Action plan for the Peak District National Park 2010-2020

Derbyshire; Derbyshire Health and Wellbeing Strategy, Derbyshire – Leading the Way 2010-2014 (Derbyshire County Council), Local Transport Plans, Sustainable Modes of Travel Strategy, Rights of Way Improvement Plans, The Plan for Sport and Active Recreation in Derbyshire (and all associated action plans- coaching, talent, young people- list?), Active Derbyshire Plan 2013-16, Rights of Way Improvement Plans, Greenway/Waterways Strategies, *Road Safety Partnership Plans*, Derbyshire Built Facility Strategy 2012-2017

Local: Local Authority Corporate Strategies, Local Sport and Physical Activity strategies and action plans

^{iv} Derbyshire Cycling Plan Group: Derby City Council, Derbyshire County Council, District Councils, University of Derby, British Cycling, Sustrans, Peak District National Park Authority, National Forest Company.

^v Proposed members of Derbyshire Cycling Marketing network: Visit Peak District and Derbyshire, Visit Derby, Derbyshire County Council, Cycle Derby, Peak District National Park Authority, National Forest Company, National Trust, Derbyshire Sport. The group could be segmented into marketing to residents and marketing to visitors.