



COUNCIL CABINET
9 December 2015

Cabinet Member for Communities and City
Centre Regeneration

ITEM 12

Derbyshire Cycling Plan

SUMMARY

- 1.1 This report is to inform Members of the outcome of the public consultation on the Derbyshire Cycling Plan and to seek Cabinet endorsement of the final version of the Plan (**see Appendix 2**).
- 1.2 The Plan aims to make Derby and Derbyshire the most 'connected' in the country by doubling the number of people regularly cycling by 2025. It sets a joint authority strategic ambition for increasing levels of cycling over the next 10 years.
- 1.3 The Plan is in response to the call to action from government for local authorities to work in partnership to increase local level cycling and the PM's ambition to "kick-start a cycling revolution".
- 1.4 The Plan has been produced by a wide range of partners and provides strategic direction and a combined vision that will ensure we are best placed to take advantage of potential future funding opportunities.

RECOMMENDATION

- 2.1 To endorse the final version of the Plan and welcome it as a document developed in collaboration with a wide range of partners.
- 2.2 To note the results of the consultation.
- 2.3 To approve the next steps of the Plan's delivery as detailed under section 4.17.
- 2.4 To inform Members of the launch event at Derby Arena on 19 January 2015.

REASONS FOR RECOMMENDATION

- 3.1 To ensure the council demonstrates its support for the development of the cycling agenda across the city and beyond.
- 3.2 To ensure that the council are best placed to unlock potential external funding opportunities for investment in cycling in the city and county.
- 3.3 To ensure the cycling agenda continues to provide benefits across a wide range of council objectives relating to health, active travel, accessibility and environmental sustainability.



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Report of the Acting Strategic Director of Communities and Place

SUPPORTING INFORMATION

- 4.1 The aim of the Plan, now in its final version, is to create a joint vision for cycling across Derby and Derbyshire and provide a quality cycling network that improves connectivity between the places we live, work, study and visit.
- 4.2 It is important to note that this is a high level plan, securing our commitment to working together. It outlines the things we think are most important to getting more people cycling more often. It doesn't contain all of the detail which will come later and be driven by local strategic cycle delivery plans.
- 4.3 There are a number of reasons why we need a joint plan, notably clear strategic direction, shared economies of scale and most importantly the readiness for future investment opportunities. For instance, the Plan will support the duty in the Infrastructure Act 2015 requiring central government to produce a cycling and walking investment strategy. Government is now considering how best to develop a long-term infrastructure programme for cycling and walking, drawing upon expert advice from cycling and walking stakeholders including the Active Travel Consortium. Hence the importance of the Plan to support and enhance potential bids for major investment in cycling infrastructure across Derby and Derbyshire. The joint partnership approach of the plan will strengthen the credibility and justification of such funding applications.
- 4.3 The plan will support and encourage people of all ages to take part in cycling, supporting people to overcome the fears and barriers that put them off getting on a bike. We will make sure that the marketing and information about cycling opportunities is excellent, and inspires a culture where cycling is seen as a key mode of travel.
- 4.4 The plan will set a small number of strategic priorities and targets for maximum impact and has many benefits for Derby, notably:
- Improving peoples health
 - Developing the economy
 - Developing tourism
 - Improving the environment
 - Reducing congestion
 - Improving air quality
 - Increasing participation in sport and physical activity
 - Reducing social exclusion
 - Increasing awareness and care for the natural environment
 - Promoting active and sustainable travel

- 4.5 The development of the Plan has been led by a range of partners at a senior level with a wealth of experience in strategic cycle delivery, to achieve a common goal. This includes Derby City Council, Derbyshire County Council, British Cycling, Sustrans, Derbyshire Sport, University of Derby, Peak District National Park Authority, National Forest Company and Derbyshire District Councils.
- 4.6 It is important to note the Plan is not intended to capture every possible cycling related project that is, or could happen, in the city and county. It is however intended to provide an overarching strategic vision and framework under which a range of activities could sit. The Plan consists of four key strategic aims:

Infrastructure Connectivity - The aim is to provide high quality infrastructure including connected routes in all cycling environments, supporting all forms of cycling, creating and supporting economic growth.

Increased Participation - To adopt behaviour change approaches and targeted participation programmes at community level which will support and enable more people to cycle, closing the gaps in participation.

Effective Communication & Marketing - To provide excellent, well connected marketing and communication of the cycling opportunities for Derbyshire to local residents and businesses and to visitors to the county.

Advocacy - To engage in cross sector advocacy for policy change at the highest level.

- 4.7 The Plan contains ambitious, but realistic, targets for increasing the number of cyclists with an overarching vision of being the best connected county for cycling. If Cabinet approves the adoption of the Plan the aim will be for each partner organisation to then decide how, and what, it is going to do to achieve the delivery of these targets.
- 4.8 The Plan is very timely, with the opening of the Derby Arena and key cycling events supported by both Derby and Derbyshire County Councils, plus the release of the Government's own Cycle Delivery Plan and Cycling & Walking Infrastructure Strategy, due for publication in the summer of 2016.
- 4.9 The 'look and feel' of the Plan is currently being produced by Katapult, a Derby based marketing agency, and will be made widely available to all relevant stakeholders including members of the general public.

Consultation Process

- 4.10 Since July 2015 a comprehensive public consultation exercise has been undertaken to ensure wider stakeholder buy-in to its aims and objectives. The consultation responses have been used, where appropriate, to inform the final narrative version of the Plan. The report on the responses to this consultation can be found at:

www.derbyshiresport.co.uk/derbyshirecyclingplan

- 4.11 The consultation was aimed at as wide a target audience as was deemed appropriate for this specific purpose, ensuring the interests of all types of cyclists were considered.
- 4.12 In summary over 550 responses were received, many of which included very detailed thoughts on the plan itself and what the priorities should be. Whilst it is not possible to incorporate all this detail into the Plan, as the aim is primarily to keep this a high level strategic document, every effort has been, and will continue, to be made to refer back to these responses at appropriate stages of the Plan's continued delivery.
- 4.13 It is worthy of note that, in answer to the consultation's key objective, i.e. that increasing the number of people cycling regularly will be beneficial to Derby/Derbyshire, 87% of respondent strongly agreed or agreed with this ambition.
- 4.14 We have incorporated a number of responses from the consultation into the final version of the Plan. These included:
- More ambitious targets on children and young people cycling to school;
 - Highlighting the need for improved road safety, shared space and mutual respect;
 - Greater scrutiny on funding and investment opportunities whilst at the same time recognising that this needs to be in line with on-going pressures on Council budgets, and;
 - More creative approach to partnership working will need to be evident to ensure there is sufficient support for infrastructure maintenance.
- 4.15 Increased targeting of women was also a common theme referred to in responses to the consultation and this very much supports our aim to reduce the gender gap in participatory cycling.
- 4.16 By working with this specific demographic, children would also be encouraged to cycle more regularly. This is therefore recognised as a key priority in terms of the Plan's development. More detail on this specific subject can be found in the EIA (see Appendix 3)

Next Steps

- 4.17 The next steps for the Plan are as follows:
- To produce and publish a fully designed version of the Plan both online and in hard copy.
 - To conduct a regional launch of the Plan, with key partners and stakeholders, scheduled for 19 January 2016, at Derby Arena.

Launch Event

4.18 The launch event will take place at the Derby Arena on the 19 January 2016. It will include key speakers from the industry, networking opportunities, a market place for exhibitors, cycling demonstrations (track and infield) and a drinks reception.

4.19 The purpose of the launch event is;

- to raise awareness of the ambition and the commitment to cycling across Derby and Derbyshire;
- to gain commitment at a senior level from key partners and across all parties;
- to celebrate the first time that both authorities have proactively worked together on the sustainable transport agenda;
- to bring together the key people who can sign up to and help deliver the Plan, notably key official's across government and the cycle industry, and finally;
- to celebrate and showcase what's already been achieved in Derby and Derbyshire towards cycling.

4.20 If you are interested in attending the Derby Arena launch event please contact;

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OTHER OPTIONS CONSIDERED

5.1 None

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	N/A Amanda Fletcher, Head of Finance N/A N/A Tim Clegg, Director of Partnerships and Streetpride Christine Durrant, Acting Strategic Director of Communities and Place
For more information contact: Background papers: List of appendices:	Adam Sendall 01332 641777 adam.sendall@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Derbyshire Cycling Plan (latest version) Appendix 3 – Equality Impact Assessment (EIA)

IMPLICATIONS

Financial and Value for Money

- 1.1 The cost to the Council of supporting the launch of the Plan will be met from within existing resources in the Local Sustainable Transport Fund (LSTF) programme. This includes revenue funding that is available up to the 31 March 2016.
- 1.2 Financial management of the LSTF programme follows the Councils Contract and Financial Procedure Rules. Financial accountability and monitoring of the programme is reported through the Highways and Transport Programme Board.
- 1.3 It is important to note that individual partners will be encouraged to develop their local action plans to support the delivery of the Derbyshire Cycling Plan objectives. In the case of the Council this would be subject to future available resources (post LSTF) to lead on this agenda.

Legal

- 2.1 None

Personnel

- 3.1 None

Equalities Impact

- 4.1 An Equality Impact Assessment has been produced to accompany this report and will reflect key outcomes emerging from the consultation process, including connectivity and gender equality issues. This can be found under Appendix 3 of this report.

IT

- 5.1 None

Health and Safety

- 6.1 None

Environmental Sustainability

- 7.1 Cycling has potential benefits across a wide range of Council objectives relating to environmental sustainability, health, accessibility and active travel.

Property and Asset Management

- 8.1 None

Risk Management

- 9.1 None

Corporate objectives and priorities for change

10.1 The development of the Cycling Plan will help create a thriving sustainable economy by mitigating the negative impact of growing levels of congestion in the city.

10.2 It will also help create a culture and feeling of place, where people want to spend time in and visit.