

Memorandum of Understanding
relating to a long term collaboration between
Strategic Cycling Partners in Derbyshire

This Memorandum of Understanding (MoU) is dated

The Parties to this MoU are:

- (1) Derbyshire Local Authorities: Derbyshire County Council, Derby City Council, Amber Valley District Council, Bolsover District Council, Chesterfield Borough Council, Derbyshire Dales District Council, Erewash Borough Council, High Peak District Council, North East Derbyshire District Council, South Derbyshire District Council, Peak District National Park Authority, Sustrans, British Cycling Federation, The National Forest Company, Marketing Peak District and Derbyshire, Derbyshire Sport.

(2)

1. Purpose and Scope

- 1.1. The purpose of this MoU is to set out the strategic priorities, objectives and responsibilities underpinning a long term collaboration between partners identified above, on cycling matters.

- 1.2. To outline the roles of each partner:

- 1.2.1. All Local Authorities in Derby and Derbyshire
- 1.2.2. British Cycling Federation
- 1.2.3. Derbyshire Sport
- 1.2.4. National Forest Company
- 1.2.5. Peak District National Park Authority
- 1.2.6. Sustrans
- 1.2.7. Marketing Peak District and Derbyshire

- 1.3. The provisions of this MoU are not intended to be legally binding on the Parties but put in place a formal commitment for all parties and their representatives to work together in each other's interests for the development of cycling across Derbyshire.

- 1.4. Legal contracts will be agreed in relation to key elements of the programme for example major events, facilities and staffing and these would be considered and agreed in principle through the Cycling Plan Strategic Group.

- 1.5. This MoU shall commence on the 01 January 2018 and terminate on 31 March 2020 and shall be reviewed 31 March 2019.

2. Strategic Context

2.1. There are plethora of high level Derbyshire wide strategies and plans which will help inform this collaboration (see Appendix 2)

2.2. The aim of collaborating at a strategic and operational level is not to replicate or duplicate work being done elsewhere, but to support and challenge, add value and accelerate the work already being done across Derbyshire to achieve the ambition of the Derbyshire Cycling Plan.

2.3. All Parties share the following 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 people of all ages and abilities will be cycling regularly for leisure, active travel, commuting and sport.

3. Priorities

3.1 The following priorities have been developed in the context of our shared ambition and outcomes.

Priority 1 Infrastructure – High quality connected routes, in all cycling environments, supporting all forms of cycling, creating and supporting economic growth.

Priority 2 Increased Participation – Behaviour change approaches and targeted participation programmes at community level will support and enable more people to cycle, closing gaps in participation and reducing health inequalities

Priority 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.

Priority 4 Advocacy – Cross sector advocacy for policy change and implementation at the highest level.

Priority actions up to 31 March 2021, aligned to each of these, are detailed in the action plan (Appendix 1).

4. Partnership Principles

4.1. All Parties agree to collaborate, where possible, according to the following underpinning principles.

We will;

- a) Operate in an open and transparent manner through mutually agreed decision making processes and structures;
- b) Strive to be at the cutting edge nationally and internationally in all our decisions;
- c) Promote each other's services, initiatives and events through appropriate and available communication channels as agreed by the parties in a shared action plan;
- d) Be insight and innovation led to ensure our activities are designed around the needs of consumers;
- e) Respect each other's organisational imperatives and competing demands and offer support where appropriate;
- f) Introduce representatives of other parties where there is an opportunity for the other party to add value and offer their services;
- g) Offer high levels of customer service to each other's clients and audiences when referrals are made;
- h) Identify any training or information requirements that the other party may be able to assist with;
- i) Share relevant public facing commuting and cycling content and news articles; and

- j) Consider additional resource allocation or investment regarding future opportunities with potential to strengthen the impact of the partnership.
- k) Work with a high challenge/high support ethos, holding each other to account, and supporting each other to think differently and work together effectively.
- l) Drive positive change and innovation with honesty and openness about the challenges and solutions in a complex landscape.

5. Terms of MoU

- 5.1. Partnership objectives will be delivered through an action plan (Appendix 1) to be agreed by all Parties and reviewed at each meeting of the Strategic Cycling Group.
- 5.2. Nothing in this MoU shall prevent either Party from working with other persons or organisations.
- 5.3. Each Party reserves the right to act independently and in the corporate interests of its members and/or executive boards. Where possible, any potential differences on policy or conflicts of interest will be discussed in advance before any external communication is made.
- 5.4. Any use of the other Party's branding, logos or imagery must be approved in advance by the other Party, and in accordance with any brand or publicity guidelines.

6. Management and Governance

- 6.1. Each Party will nominate a lead officer who shall be the primary contact person for the other Party, and will commit to attending Derbyshire Cycling Plan meetings.
- 6.2. Each Party will take reasonable efforts to host meetings.
- 6.3. All Parties will meet quarterly, through the Strategic Cycling Group, to review progress against the Action Plan, to consider opportunities and to find solutions to challenges. The Strategic Cycling Group will annually review the continuation of this MOU.

7. Authorisation

Signed for and on behalf of

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Name
Date

Name
Date