

# Derbyshire: The *Connected* Cycling County

## The Derbyshire Cycling Plan 2015-2025

### Our Ambition

By 2025, Derbyshire will be the most connected and integrated county for cycling in England, recognised as a premier cycling destination for visitors. More Derbyshire people of all ages and abilities will be cycling regularly for leisure, active travel 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, we need to work across all sectors, including transport, economic development, tourism, housing, planning, sport, recreation, education and health.

High quality cycling facilities. Innovative, attractive and sustainable transport links 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
- ✓ Develop the economy
- ✓ Develop tourism
- ✓ Improve the environment
- ✓ Reduce congestion
- ✓ Improve air quality
- ✓ Increase participation in sport and physical activity
- ✓ Reduce social exclusion
- ✓ Increase awareness and care for the natural environment
- ✓ Cycling as a sustainable form of transport.

### 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.*

*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, TaF, Peak 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.
- 2) **Participation:** Targeted participation programmes and behaviour change work, at community level to support and enable more people to cycle, closing the gaps in participation.
- 3) **Communication:** High quality, connected marketing and communication of cycling information and opportunities for Derbyshire residents and visitors to the county.
- 4) **Advocacy:** Cross sector advocacy for policy change and implementation at the highest level.

### How will success be measured?

#### VISUAL

TARGET	Measure	Baseline	2025 Target
We will double the number of people cycling by 2025.	Active People Survey <sup>1</sup>	2013/14 <b>9.59%</b>	19.18%
The gap between the number of men and women cycling regularly will have narrowed by 25%.	Gap between percentage of men and women cycling regularly. (Active People Survey 2013/14)  NB: Men's Participation Women's Participation	2013/14 <b>6.6%</b>  11.9% 5.3%	<b>4.95%</b>
The number of people cycling to school will have increased by 10%.	Number of children age 5 – 16 regularly cycling to school (measured by East Midlands School Census)	Total : 1.05% Primary 1.66% Secondary 0.68%	1.15 % 1.83 % 0.75%

## Guiding Principles

We will:

- Use data, insight and evidence to inform planning and advocacy work.
- Work in partnership, ensuring that we are working together on the things that will have the biggest impact.
- Work together to bring inward investment to Derbyshire for identified priorities, through funding and sponsorship.
- 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.
- Mobilise the whole of Derbyshire - encourage local action and engagement, so that individuals and organisations identify and make their own contributions towards the vision.
- Strive for inclusion and diversity- seek to reduce gaps in participation by those who are disadvantaged by virtue of their gender, age, socio economic status, disability or sexuality.

## How will this vision become reality?

The Derbyshire Cycling Plan has been developed by senior leaders from Derby, Derbyshire, the Peak District and National Forest, and experts in the field of cycling and sport development<sup>ii</sup>. 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 LTP's. It will complement and help to shape key strategies and policies now, and in the future<sup>iii</sup>. 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, 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

Delivery against this Plan will be monitored by the Derbyshire Cycling Plan strategic group<sup>iv</sup>, 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.

#### **What will success look like?- IMAGE?**

- ✓ More people living in towns, villages and the city will enjoy high quality, easy to find, connected routes. They will choose to cycle short journeys to undertake their everyday activities. More people will be confident to ride on Derbyshire's roads.
- ✓ 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.
- ✓ 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 best practice on and off road provision for residents to cycle from their home to work, school and across their communities.
- ✓ Growth areas will plan in high quality environments for sustainable travel.
- ✓ 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.
- ✓ 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.
- ✓ The contribution of cycling to the economy will increase, particularly in the tourism sector.
- ✓ Key transport destinations will have good cycle parking and bikes for hire, so that on arrival, people can continue their local, active sustainable journey.
- ✓ There will be high quality, cyclist friendly cafes, pubs, accommodation and shops en route, and high quality services to support cyclists on their journeys.
- ✓ Increasingly, developments 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 best placed to attract external funding for cycling because of the clarity of its vision and ability to prioritise and plan projects that seek to remove gaps in provision;
2. Develop and agree investment strategy and seek resource to deliver priorities, and close priority gaps in infrastructure networks by 2025.
3. Local Transport Partnerships will develop detailed plans, and agree priorities for development and improvement in all cycling environments, alongside the Local Transport Plan process.
4. Make joint approaches to seek funding to sustain the high quality infrastructure that is built, and collective lobbying of government to ensure that funding is made available for this.
5. Ensure cycle proofing is embedded in design of future infrastructure developments.

#### **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. 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, have easier access to bikes and to cycle regularly for the health and other benefits that it brings.
- ✓ Behaviour change approaches and participation programmes will be used to achieve greatest change, and to maximise the benefits of new cycling infrastructure.
- ✓ 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.
- ✓ 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.
- ✓ 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.

### **Key Strategic Actions**

6. Develop and deliver a cycling participation plan for Derbyshire.
7. Ensure a clear cycling pathway from learning to ride, to exploring on a bike and cycling regularly for active travel, leisure and sport.
8. Use behaviour change approaches to encourage and support more people to cycle regularly.

9. Seek partnerships and investment to increase women and girls' participation in cycling.
10. Seek partnerships and investment to increase the percentage of young people who can ride a bike confidently, cycle regularly, and cycle to school.
11. Increase the percentage of people who cycle to work, through partnerships with employers, and behaviour change approaches.
12. Seek partnerships and investment to use cycling as a way to reduce physical inactivity in areas with lowest levels of activity.
13. 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.
14. 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. Communication**

Excellent, well connected marketing and communication of the cycling opportunities for Derbyshire residents and visitors to the county.

### **What will success look like?**

- ✓ People who want to cycle in Derbyshire will easily find information on our connected routes and journeys, via mobile applications that are clear, comprehensive and inclusive of all cycling environments.
- ✓ Mobile applications will show where bike hire, shops, accommodation and other services are, which will help cyclists to enjoy a high quality experience.
- ✓ Online and printed information will help cyclists of all ages and abilities to find something suitable for them.
- ✓ 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, setting personal challenges and goals, and cycling regularly.
- ✓ Share positive messages and educational campaigns to educate people who drive and those who cycle, to share space safely, and foster an environment of mutual respect and care.

- ✓ Local insight and data will inform social marketing campaigns to help close gaps in participation.
- ✓ Cycling events will be promoted to residents and visitors, who 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.
- ✓ Cycling will be celebrated- from the life changing stories of those who are fitter and healthier, to Derbyshire people, who are achieving on the world stage.
- ✓ 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**

15. Strategic commitment by delivery partners, to co-ordinated and collaborative promotion of Derbyshire, the Peak District and National Forest as cycling destinations.
16. Establish an effective Cycling Marketing network, which works together to deliver shared marketing priorities and maximises investment into Derbyshire.
17. 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?**

Derbyshire Cycling Marketing Network<sup>v</sup>.

### **Supported by**

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

<h3><b>Aim 4. Advocacy</b></h3> <p>Cross Sector advocacy for policy change at the highest level.</p>
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### **What will success look like?**

- ✓ There will be strong leadership behind cycling in Derbyshire.
- ✓ Senior local government officers, 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.
- ✓ 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.

- ✓ 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.
- ✓ 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**

18. 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.
19. Senior leaders will lobby government on planning policy changes which encourage cycling and walking.
20. Senior leaders will lobby for better public transport provision and easier reservations for cycle carriage, particularly by rail.
21. 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.
22. 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.
23. 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.
24. 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**

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<sup>i</sup> 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.

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

<sup>iii</sup> 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

<sup>iv</sup> 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.

<sup>v</sup> 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.