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GET BRITAIN CYCLING YEARBOOK 2012

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The journey starts here

Get Britain Cycling. That is not just the title of this yearbook, but the manifesto of the organisations supporting it. The number of people travelling by bike in the UK is on the increase. Alongside the popularity of cycling as a recreational and health activity, there has been a tangible growth in people switching from cars to bicycles for journeys to and from their work or railway stations.

Economic factors are obviously a key factor in increasing cycle use, especially the increasing cost of motoring, but so is the ever improving provision of cycling infrastructure on offer in the UK, including safe routes to schools, cycle 'super highways' and secure cycle parking. The evolution of novel bike hire schemes for commuters and the use of company cycles as an alternative to pool cars are innovative developments worth tracking.

There is also a growing demand among cyclists for accessible and accurate maps and online information on the safest cycle routes, cycle parking and companies providing servicing and maintenance.

We hope that this yearbook will provide people planning and managing space for cyclists on the highway, in town centres, at work places and transport hubs with expert advice and details of key consultants and service suppliers. Let us know what you think and we will build the best ideas into the next edition of Get Britain Cycling.

The bicycle is undergoing a renaissance in Britain, with an increasing number of people taking to two wheels. This is a success story we should both celebrate and strive to build upon

Cycling is back in fashion, it would seem. After many years of decline the bicycle is currently undergoing a renaissance as a sustainable mode of transport. A growing number of people are deciding that their bikes are not just a weekend leisure accessory but a viable means of getting to and from work.

Reasons for the increase in cycling's popularity include the impact of traffic congestion on journey times and the rising cost of motoring. Cycling can often prove to be the quickest way to get to work, with a survey by the Chartered Management Institute (CMI) finding that the most reliable way of getting to work is by bike. There are also health benefits, as cycling at least 20 miles a week reduces the risk of heart disease to less than half that of non-cyclists who take no other exercise, according to the Department of Health.

The cycle was once a primary mode of transport. In 1949, according to the Office of National Statistics, Britons cycled 24 billion

kilometres annually, equivalent of 33% of all vehicle travel. By 2009 this had fallen to 5 billion kilometres, or just 1% of all vehicle travel. Rising car ownership was the main culprit, meaning that cycling was relegated to a niche travel mode mainly associated with the university towns of Oxford and Cambridge.

Now cycling is now on the up again, encouraged by major investment by local authorities in cycle paths, central government tax incentives for workplace cycling schemes and a new generation of cycle hire initiatives. Urban areas that have seen a marked increase in cycle use include London, Blackpool, Bristol, Cardiff, Reading and York.

The number of commutes by bike in the UK has risen from 57 million in 2006 to 73 million in 2010, according to a survey conducted by sustainable transport charity Sustrans and transport consultant Mouchel. Cycling in the UK increased by 12% over the last decade, and cyclists now outnumber motorists on some of the UK's busiest commuter routes during

CILT(UK) publishes Think Cycling! guide

A good practice guide to cycle scheme implementation has been published by the Chartered Institute of Logistics and Transport (CILT). The guide was prepared by the institute's cycling forum and its principal author was forum member David Hurdle. CILT(UK)'s Cycling Forum was established in 2010. It is a professional group concerned with planning and engineering for cycling and for promoting cycling. In order to do this, one of the forum's core purposes is "to highlight and disseminate good practice, guidance and experience through publications". More on page 39

Think Cycling! is available at www.ciltuk.org.uk/pages/cycling



rush hours, according to the research. In London there has been a 117% rise in cycling since 2000 on the Transport for London Road Network (TLRN). For example, on Cheapside in the City of London, bicycles make up more than 50% of the commuter traffic, according to Mouchel/Sustrans data.

London has been one of the big cycling success stories in recent years, fuelled by the creation of dedicated cycle routes via the £140m London Cycle Network and the dedicated cycle superhighways. The scheme, championed by mayor Boris Johnson, is sponsored by Barclays Bank, which is contributing £25m towards the network and the London Cycle Hire scheme.

Now a number of other innovative cycle hire schemes are emerging, including ones aimed at rail commuters, as well as commuter cycling clubs. Combined with tax incentives from the Cycle to Work scheme, these seem set to the popularity of two-wheels as a serious mode of commuting.

Cycling is not just about work, it is also fun. The take-up of cycling as an everyday way of getting to the shops, school and college is being encouraged by a growing number of formal and informal training projects designed to introduce (and reintroduce) people to cycling, including initiatives run by Get Cycling and Sky Ride, a national campaign run by broadcaster Sky and British Cycling which aims to have one million people cycling by 2013.

Cycling, it is clear, is something for work, rest and play.

www.TransportXtra.com/getbritaincycling



Sky Rides create safe environments for novice cyclists



PHOTO: PHIL JONES

A healthy economy

Cycling generates around £2.9 billion for the UK economy

The benefits of cycling across the economy have been quantified by the London School of Economics (LSE). A 20% rise in cyclists by 2015 could save the NHS £52m according to a report on cycling and the economy from the LSE. Benefits worth £207m could be achieved from reduced congestion, and a further £71m saved through reduced pollution the report suggests.

The report commissioned by Sky and British Cycling says that the UK's cycling sector generated £2.9bn for the British economy in 2010, equivalent to £230 for every biking Briton in the country, with new cyclists contributing £685m to the UK economy. The study claims that a quarter of the population are now cyclists.

Author Dr Alexander Grous of LSE's Department of Management calculated a "Gross Cycling Product" by taking into account factors such as bicycle manufacturing, cycle and accessory retail and cycle related employment. A 28% jump in retail sales in 2010 led to 3.7 million bikes being sold at an

average price of £439 each. Accessory sales also made a significant contribution, followed by a further £500m through the 23,000 people employed in the sector. The increased levels of cycling also bring a range of benefits for businesses. Regular cyclists take one sick-day less per year, which saves the economy £128m per year in absenteeism. Dr Grous found that over a ten-year period the net present value of cost savings to the economy could rise to be £1.6bn.

Dr Grous concluded: "The good news is that structural, economic, social and health factors seem finally to have created a true step-change in the UK's cycling scene. The growth in involvement we've witnessed in recent years feels like a sustainable trend for the first time. In order to build on this momentum and follow the lead, in participation terms, of countries like Denmark and the Netherlands, it's now essential that the industry focuses on converting the many occasional, lapsed and leisure cyclists into regular and frequent riders."

White Paper on Welsh walking and cycling

A plan to place a legal duty on all highway authorities in Wales to develop and maintain a network of routes for walking and cycling will be outlined in a White Paper on active travel. The Active Travel Bill, published by the Welsh Government in May, will require the 22 councils to identify and map the enhancements required to create a fully integrated network. These will have to be delivered in partnership so that routes don't stop at council boundaries.

The Bill will be introduced to the National Assembly next spring, with the measures becoming law in 2014. The Welsh Government spends around £11m a year on walking and cycling, but is not promising any additional funding to deliver this duty.

The original demand for the duty came from Sustrans Cymru. Its director Lee Waters believes that Wales would become the first country in the world to place such a legal requirement on authorities. Waters said the aim was to change the mindset of authorities



A cycle route in Bute Park, Cardiff

so that they saw the creation of walking and cycling networks not as a "nice add-on but as a core part of what transport's about".

"We hope that local authorities will have an obligation to map out an aspirational network of routes and work towards that," he said.

Waters praised Cardiff Council, which recently published a network of routes to be implemented across the city.

Cycling in Britain: key bike facts

- Cycling on the road in the UK has increased 12% over the past 10 years
- Cycling is a diverse activity, with participants in all socio-economic groups – but the highest rates are among young professional men
- The highest rates of cycling occur in university towns such as Cambridge, Oxford and York - with rates greater than 20% compared to less than 0.5% in many towns
- London has seen the biggest boom – a 110% rise since 2010. There has been a 117% rise in cycling on the Transport for London Road Network (TLRN) since 2000
- The proportion of people who never cycle has decreased from 71% to 68% (NTS)
- British Cycling's membership has grown by 16% to 33,000 – its highest since 1959
- More than 300,000 people have taken part in free 'Sky Ride' events since they were launched in 2009



With a city bike like this Trek Cocoa everyday cycling need not involve specialist protective clothing

It's been raining in Antarctica

When it rains in the coldest place on earth that is news. **Andrew Griffin** believes cycling will help make the world a cleaner, safer and, ultimately, a happier place

The fact that it has been raining in Antarctica wouldn't be noteworthy except for the fact that Antarctica is classed as a desert, and the temperature on the continent has been consistently below freezing since long before record-keeping was a possibility. It's getting warmer there. The BBC reports that in the UK, 60% of adults, and 31% of children are overweight. In a study by the National Audit Office, obesity-related illnesses have a £500m impact on the NHS per annum, with wider reaching effects amounting to £2bn on the overall economy from reduced productivity. In a story that aired on National Public Radio in the US, Colorado, known to be the fittest state in the Union, had its obesity rate rise above 20% for the first time. It was the only State with a rate below that number.

None of these facts, stories or statistics are either hard to find, or all that surprising. They all point to global issues that effect us all and have been a constant feature above-the-fold of newspapers and making headlines on the nightly news for years.

Pundits put forth ideas for solutions that range from those easy to implement in household, to far-reaching changes that have a larger per capita impact. At Trek, we believe that there is a simple solution to many of these complex problems. We believe in bikes.

More people are riding bicycles today, both recreationally and as a form of transport, than ever before. Statistics to support those notions aren't hard to find either. The reasons people are turning to bikes are varied, but they fall into four macro level categories:

You always know you're going to arrive. If you go by car you don't. Apart from anything else, I prefer cycling. It puts you in a good mood, I find
Alan Bennett

1. Budget: Riding a bike is cheaper than owning and operating a car. Nearly 25% of all trips in the UK are under two miles. This same trip will take 15 minutes by bike, on average. Going by bike rather than car can save upwards of £600 per year in fuel costs alone.

2. Health: Cycling three hours per week can reduce the risk of chronic illness by 50%. Commuting by bike burns up to 540 calories an hour.

3. World view: Car travel is the single largest contributor to personal CO2 emissions.

4. Fun: Cycling makes people happy. What prevents people from taking to the bike can be the result of several variables including:

- **A lack of information:** The easiest of these issues to remedy is information sourcing. People with a desire to begin using a bike for transport purposes can visit their local cycling retailer. This one-stop shop can provide the necessary equipment to the rider, as well as advice on how to make the transition from being a motoring commuter to a bike commuter.
- **Safety concerns:** This is the most complex of the barriers people face when they consider becoming a cyclist. Routes to destinations may consist of avenues that make cyclists feel that their personal safety is at risk - travelling with motorised traffic is the primary reason people are hesitant to go by bike.
- **The absence of facilities:** A lack of facilities to store bikes securely, along with no changing rooms or showers to prepare for the day when they arrive rank among the most common obstacles to more people on bikes.

Where the equation becomes difficult is in the execution of commuting by bike. Segregated bike lanes and cycle paths are the safest way for a rider to get from point A to

point B, but these exist usually in short stretches, and are often on routes that are not the most direct way to a destination. Cycle lanes on shared use roadways are easy for motorists to ignore, but these are still a better option than simply running with the bulls among motorists who view cyclists as an impediment to their own commute, particularly in countries where there is no legislation to protect a cyclist who has an altercation with a motorist.

Bike parking facilities that reduce or eliminate the risk of bike theft are few and far between. Locker rooms and shower facilities are rare within office buildings.

Catering to the needs of the commuter cyclist does require investment. The outlay needed to provide facilities can range from relatively little, in the case of converting a store room into a locker room and shower, to large-scale planning and funding by local councils, companies and universities.

The developed world has shown rising levels of support for cycling infrastructure since the year 2000. The amount of bike lanes and facilities to support bike commuters is on the rise. Bike share programmes have been instituted in a number of cities globally with great success. Cycle-to-Work schemes provide tax breaks on the purchase of new bikes, and are operated with employers. A quick internet search will show that companies and governments that have invested in cycling infrastructure have found the investment to be more than worthwhile.

Opponents are quick to point out that the return on such investments is minimal and impossible to track. Developing cycling infrastructure is not a revenue generator. It's a cost centre. Where this argument falls down is when comparisons are made to what is currently being spent on cycling infrastructure, rather than comparing the cost to other modes of transportation, such as the expansion of the M25. The cost per mile of motorway far exceeds the cost to build a mile of bike path. The recent completion of the M74 extension cost £692m for five miles of road. According to Sustrans, the average cost to convert a mile of 'rail trail' is £200,000.

Perhaps the easiest way to refute claims that cycling infrastructure is not worth the price tag is simply to point to the mountains of evidence that exist which demonstrate the economic and improved health benefits that result from cycling. In a report issued by the London School of Economics in August 2011, cycling contributes £2.9bn to the UK economy annually. Improved health equates to an



economic saving of £128m a year due to reduced absenteeism. The same study indicates that a 20% increase in the current amount of cycle use by 2015 could save £270m due to a reduction in traffic congestion, and an additional £71m in reduced pollution levels.

Every time I see an adult on a bicycle, I no longer despair for the future of the human race
HG Wells

By looking at the international best practice cities on the continent, it's not hard to imagine a scenario in which the car is no longer at the top of the transportation pyramid. Plans were made in the 1960s and 1970s in locations such as Amsterdam and Copenhagen to prevent excessive use of the automobile. The result has been limited traffic congestion, reduced CO2 emissions, and quality of life benefits derived from more exercise. People utilising bikes in those cities, and others like them, are not competitive cyclists wearing lycra and racing for town lines during their local club rides. They are everyday people with places to go. The difference between those environment, and a city such as London where 50% of car trips are under two

Cycling can give commuters time for to stop, smell and actually enjoy the coffee

miles, is that the bike is the preferred method of transportation, rather than the car.

In the UK, we are confronted with similar challenges as the US to promote commuting by bike. Yet there are simple ways to create a new wave of cyclists that need not involve the construction of new bikeways. We already have a system in place that can be used to get everywhere: roads. The current road system is, with the exception of limited access motorways, the most convenient method for a rider to use. Creating de-segregated bike lanes takes minimal space away from drivers, and provides a safer area for riders than simply traveling in the same lane as cars. What's needed more than anything, though, is Dutch-style legislation that puts riders' rights first, and eliminates the "Sorry, I didn't see you" reasoning that often means cyclists have no recourse following an accident with a motorist.

Encouraging people to take up cycling as a form of transportation is not the challenge. People are already doing this, and all indications point to continued increases in trips taken by bike. The solution does not require starting from scratch. "If you build it, they will come" is already in play. The next steps involve helping the numbers continue to grow by including cycling in any infrastructure and facilities planning. All it takes is the shared belief that cycling is a simple solution to complex problems.

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Safety campaign is educating all Edinburgh's road users

A road safety campaign, 'Drive Safe, Cycle Safe', has been launched in Edinburgh. Streets Ahead Road Safety in Edinburgh comprises the city council, police, fire service and NHS Lothian. It has developed a series of campaigns that aim to tackle types of road behaviour by cyclists and drivers that can result in serious injury or worse.

Phase one is an educational campaign highlighting the importance of observing traffic signals and cycle boxes (advanced stop lines) at signalised junctions. This is a problem area for many road users who are often unsure of the rules and how they apply to cyclists and motorists respectively. Junction behaviour is important as, between 2004 and 2009, 74% of cycle casualties were injured at or within 20m of a junction.

In the run up to the campaign, the council has refreshed cycle box markings at junctions across the city. Marshall Poulton, the



Lothian Buses drivers are being trained to keep cyclists safe

council's head of transport, said: "Our aim is to make the best use of limited resources to make improvements to the road and cycle path networks where they will have the largest impact on safety for cyclists. This is, however, only one aspect of the campaign. Equally important is educating both drivers and cyclists on the types of cycling and driving behaviour which put



people's lives at risk."

A cycling safety roadshow has offered information and advice, as well as free bicycle maintenance checks, security markings and maps.

The second phase of the "Drive Safe, Cycle Safe" campaign will see Lothian and Borders Police carry out enforcement with cyclists and motorists who are breaking the law.

Edinburgh is a European cycling CHAMPion

Edinburgh is among seven European cities that have joined forces to find ways of making the bicycle a key mode of transportation in their cities and then share what they learn with other cities.

The European funded CHAMP project brings together cities already recognised champions in the field of cycling policy – Groningen (Netherlands), Örebro (Sweden), Bolzano (Italy), Ljubljana (Slovenia), Burgos (Spain) and Kaunas (Lithuania).

Despite their relatively high number of cyclists, the champion cities feel a strong need to further increase the use of cycling. By looking at their counterparts in Europe, the champions want to find ways to upgrade and optimise their cycle policy.

To assist the CHAMP cities, cycling consultants, academic institutions and a network of cities have also joined the partnership.

The project is supported by the Intelligent Energy of Europe programme.

www.champ-cycling.eu

Cycling is not child's play

More than 300,000 school children will learn to cycle safely, competently and confidently on the road over the next year. The Department for Transport (DfT) has allocated nearly £11m to local highway authorities and schools for the national Bikeability scheme which provides cycling proficiency for the 21st Century.

A further £24m will be allocated by the DfT over the following two years, including an extra £2m to support expansion of the scheme on top of money earmarked for Bikeability. Additional contributions of around £11.5m are expected over the next three years.

Local transport minister Norman Baker said: "It is vital that the next generation of cyclists is well prepared with the skills and confidence to ride safely and well on modern roads and this funding ensures that many more thousands of children will receive the solid grounding to set them up as lifelong cyclists."

www.dft.gov.uk/bikeability/



National Cycle Network now on Android phones

The National Cycle Network app detailing 25,000 miles of walking and cycling routes from charity Sustrans has now been released on Android mobile phones. Over 50,000 people have already downloaded the iPhone app, which was launched in May last year, Sustrans says. The free app uses Sustrans' Ordnance Survey-based online mapping facility and has been specifically designed to help people make more of their everyday journeys on foot or by bike. Routes are shown at a 1:10000 scale. The app also integrates with the public transport network and provides links to the Transport Direct journey planning website. Latest route developments and additions to the network will be updated fortnightly.

www.sustrans.org.uk

View from the saddle

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- **Publications** include Cycle Training Instructor's Manual & Cycling Games Compendium



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London's cycle hire scheme grows

Transport for London (TfL) has completed the eastern expansion of the Barclays bike hire scheme to cover the whole of Tower Hamlets and part of Hackney. The expansion increases the scheme's coverage to 65 square kilometres, with 8,000 bikes now available from over 570 docking stations and 15,000 docking points. A western extension of the scheme in the boroughs of Wandsworth, Hammersmith & Fulham, Lambeth and Kensington & Chelsea is planned.

A survey of over 900 active users of TfL's Barclays Cycle Hire scheme has found that over three-quarters of members would recommend the scheme to family and friends, stating value for money, ease of use and enjoyment as the main reasons for making the recommendation. The survey also showed that the scheme has prompted three-quarters of members to start cycling or to cycle more in London, while 15% of members have increased the amount of time they cycle on their own bikes, and a further 4% have bought a bike as a result of the scheme.

Nearly 80% of members think Barclays Cycle Hire makes a positive contribution to London, with speed (19%), convenience (14%) and enjoyment (15%) topping the list as the factors contributing to a positive user



Over 700,000 journeys are made using the London cycle hire scheme

experience.

TfL said the results of the survey were "encouraging" and improvements to the service would further increase satisfaction. These include focussing on bike redistribution and improvements to the contact centre.

Boris Johnson, the Mayor of London, said: "More than nine million journeys have now been made using my flagship Barclays Cycle

Hire scheme and I am very pleased that 80% of users say they think it makes a positive contribution to the capital."

A large seasonal variation in use of London's Barclays bike hire scheme is emerging, figures released by TfL reveal. The number of hires hit 700,000 a month in May, July, September and October last year. In December hires were just over 400,000.

TfL wants to teach London students how to cycle safely

Cycling ambassadors could be appointed in universities and colleges across London in an effort to promote safer cycling by students. The idea is among a number of initiatives being considered by Transport for London (TfL) to improve cycle safety among the capital's student population.

TfL's head of behaviour change, surface planning, Chris Mather outlined the emerging work programme for universities and colleges to members of London Councils' transport and environment committee this week.

"TfL has identified colleges and universities as an emerging delivery priority," he said. "An increasing student population

within London and more students (and staff) taking to bikes, coupled with advances in social media mean we are now better placed to positively influence this hard to reach audience."

Mather said TfL's behaviour change team was currently scoping out a cycle safety project that would be piloted in a small number of colleges across the capital. As well as nominating cycling ambassadors, the project would look at measures such as preparing 'cycle safety tool kits' to advise ambassadors of best practice; publicity to distribute to students; cycle training; led bike rides; bike maintenance and safety checks; and cycle training for drivers who make deliveries to the colleges.



Cycle traffic signal pilot planned

Transport for London is to implement what is believed to be the UK's first 'early start' traffic light priority system for cyclists at a roundabout in east London. Traffic signals will give cyclists a few seconds headstart over other traffic moving onto the Bow roundabout where two cyclists have recently died in collisions with left-turning goods vehicles cutting across their path.

TfL says the early start system will reduce the potential for conflict between cyclists travelling straight across the roundabout and vehicles turning left. 'Early start' signals will be installed on the western and eastern approach roads to the roundabout (see picture). Additional cycle lanes will allow cyclists to approach the dedicated cycle advanced stop lines without having to filter through traffic. The advanced stop line will be 12 metres deep. Work on the new measures should be completed before the Olympics.

TfL will monitor the effects of the system and says it could be applied to other junctions or roundabouts, including on Blackfriars bridge, another site of concern to cyclists.

Research starts into accidents involving lorries

New research will look at why construction industry lorries are involved in a disproportionate number of fatal accidents between lorries and cyclists in the capital. The review, commissioned by Transport for London, will consider the design, operations and driver behaviour of the vehicles, said transport commissioner Peter Hendy. Meanwhile, London mayor Boris Johnson has announced more funding to educate freight companies and their drivers on cycle safety. So far 5,400 commercial drivers have been trained. The Metropolitan Police will also enhance a task force to clamp down on dangerous HGVs.

Rail station bike hire gets funding boost

DfT's Linking Places funding to improve Britain's cycle-rail provision

Dutch-style cycle hire facilities are to be set up at 50 stations in England under plans to get more rail passengers to complete their journeys by bike. The facilities are among projects to be part-funded from the Department for Transport's £15m Linking Places Fund, of which £8m is going to cycle-rail projects via Cycle Rail Working Group and £7m to Sustrans projects. The £8m cycle-rail funding should, with match funding, deliver 7,575 cycle parking spaces, a minimum of 860 hire bikes, and a new 'PlusBike' integrated rail/bike hire ticket.

Dutch-style cycle hire facilities will be implemented by Abellio, the international arm of Dutch state rail operator NS, which runs the Northern, Merseyrail and Greater Anglia franchises. A £1.15m project will see 250 hire bikes provided at 25 stations in the Northern franchise area and a £700,000 investment will provide 150 bikes for 15 stations in Greater Anglia. On Merseyrail, a £450,000 project will see 100 bikes provided at ten stations including Liverpool Lime Street, Liverpool South Parkway, Southport, Ellesmere Port and Hooton. Abellio has first-hand experience of bike hire, having purchased Dutch bike hire



Abellio operates a cycle hire system in the Netherlands

company OV-fiets in 2008. It now offers bike hire from over 225 locations in the Netherlands, mainly rail stations. Membership costs €10 (£8.25) a year and members can hire bikes for €3 per 24 hours.

The DfT is also part-funding a £2.5m programme at Cambridge station to create "the largest cycle hub in the UK" with storage for 3,000 bikes, cycle hire, cycle repair facilities and sales.

Cycle hubs offering similar facilities but on a smaller scale are planned for stations including: Chelmsford, Manchester Victoria, Bolton, Nottingham, Bulwell, Beeston, Hucknall, Richmond and Surbiton.

The Association of Train Operating

Companies (ATOC) has received £250,000 from the DfT to develop a PlusBike integrated train and cycle hire ticket, modelled on the PlusBus system. ATOC integrated transport manager Conrad Haigh said the ticket would be more complex to set up than PlusBus because passengers would have to be able to reserve a bike and pay a deposit. The intention is to offer the ticket from manned ticket offices and over the internet. "We have to work out exactly what is possible," said Haigh. "We can't promise exactly what it will look like at this point."

First Great Western has received funding for 80 hire bikes at Bristol Temple Meads and a hire facility at Exeter. A number of train operators have received funding for 'Brompton Docks' from where passengers can hire a Brompton folding bicycle. First Great Western will provide 80 Brompton bikes at both Reading and Oxford stations. Southeastern will offer 20 at each of Canterbury West, Ashford International, Maidstone East and Tonbridge. East Midlands Trains will provide 40 at Leicester station; while Southern will provide a facility at Peckham Rye. A Brompton Dock is already sited at Guildford and one was launched at Manchester Piccadilly on 27 March.

Haigh praised train operators for embracing cycle-rail integration. "The rail industry is really getting behind this," he said.

Making smart lifestyle choices in the north-east

Bus operator Go North East (GNE) has launched its Lifestyle deal, which gives GNE smartcard holders a 15% discount on monthly bus tickets bought online, with the option of signing up for a multi-modal package including free membership of Scratch Bikes, Newcastle's self-service bike hire system, and Commonwheels car clubs in Newcastle, Durham and Gateshead.

GNE forecasts that thousands rather than hundreds of people will sign up for the multi-modal package in the first year. It expects the scheme to increase the number of public transport journeys, which are cheaper and more convenient than using private cars, and prove valuable to the growing number of families trading in their second cars because of high insurance and fuel costs.

Holder of Go North East's Key Lifestyle monthly smartcard ticket will be able to benefit from discounted car and bike hire. "We want to diversify our offer and provide our customers with more travel options, not just bus

use, to suit their different lifestyles," said GNE commercial director Martin Harris. "By integrating these three main ways of travel, we can make it easier for customers to get to their next destination."

GNE and its parent company Go-Ahead are considering offering a joint smartcard with Commonwheels and rolling out joint car club and bus travel in other areas of the country.



GNE commercial director
Martin Harris

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Cycling revolutions

The Olympic Games, cycle hire, electric bikes and more. **Anne Sayer** looks at key trends in the world of cycling



Olympics put bikes in the frame

When London won the bid to host the 2012 Olympic and Paralympic Games, it made a commitment to deliver a truly sustainable Games. Not only did it want to get every spectator to access their venue by walking, cycling and using public transport, it wanted to use the games as a catalyst for getting people to change the way they travel.

As part of its Active Travel Programme London 2012, together with Transport for London and its partners are running a series of cycling-related events as well as providing a journey planner and free bike maintenance at selected sites for cycling spectators.

On a practical note the Department for Transport wants more Londoners to walk or cycle – or avoid travelling at all during the London Olympics. This will help make room for the predicted additional three million public transport journeys that will be generated on top of the 12 million trips made on an average London workday.

Speaking a year ahead of the Games, transport minister Norman Baker said: "I am

the first ever transport minister to have official responsibility for alternatives to travel and the Olympics will be a key time to really embrace these ideas. It's time to oil the creaking bike, dig out the walking boots, work out how to use the video conferencing equipment, and fire up the laptop gathering dust at the back of the cupboard."

For those interested in the actual events; cycling features in four of the 2012 Olympic Games – BMX (pictured), Mountain, Road and Track. Free events include the road races, which start on 28 July with the route beginning at the Mall before passing south west through several London Boroughs, Richmond Park and past Hampton Court Palace. It then heads through parts of Surrey, including several loops around Box Hill near Dorking.

You can access much of the route free of charge to see the cyclists as they go past or go along to the time trials the following Wednesday. The 2012 website tells us that "According to popular legend, the first ever bicycle race was held in Paris in 1868, and was won by a 19-year-old cyclist from Suffolk named James Moore."

So now you know.

More women cycling?

Suffragette Alice Hawkins caused outrage when in 1911 she donned a pair of pantaloons and cycled around Leicester proclaiming women's rights. A hundred years later, cyclists in Leicester took to the streets to honour not only her protest but also her mode of transport. Giving substance to the claim of women's rights' campaigner Susan B Anthony said that the bike had "done more to emancipate women than anything else in the world".

Women's rights may have come a long way since 1911, but women are still lagging behind when it comes to cycling. According to the DfT's 2011 national travel survey, women did an average of nine trips by bike in 2010 compared to 21 by men. This situation won't change unless more segregated cycling infrastructure is put in place, argues transport planner Rachel Smith (see article on page 37). But British Cycling takes another view – lack of cycling companions or knowledge of cycling routes are the critical barriers, it says, which prompted the launch of Breeze – the biggest ever national programme to get women cycling. By running a series of local women-led traffic-free rides British Cycling is hoping to introduce 80,000 more women to cycling.



To segregate or not to segregate?

Another burning issue among the cycling fraternity is the extent to which cyclists need their own dedicated space to encourage cycling. A team of ten transport specialists from Leeds, Lancaster and Oxford Brookes Universities re-ignited the debate when they concluded that fully segregated cycle routes on all arterial and other busy roads in urban areas were essential to make the urban environment safe for cyclists and pedestrians.

"It is clear from the research that most non-cyclists and recreational cyclists will only consider cycling regularly if they are segregated from traffic, and that pedestrians are hostile to pavement cyclist," the authors conclude. Follow the debate on page 24.



All power to electric bikes

It's cycling, but not as we know it, according to the website of the Electric Bike Network, which hires out electric bikes for people to explore some of the UK's national parks and beauty spots. The network is a social enterprise launched by the team behind Cycling England in 2011. Already operating in the Peak District, the Lake District and Devon the network is planning to expand its coverage during 2012.

www.electricbicyclenetwork.com



Better facilities for cycling and running Soho commuters



A former underground car park in Soho was transformed into a haven for commuting cyclists and runners in August 2011. H2 Bike Run is the UK's first commuter club for cyclists and runners offering showers, lockers and changing rooms as well as bike storage and a cycle accessory shop. The club is the brainchild of commuting cyclist Piers Slater who came up with the idea after years of showering and changing in cramped office showers or health clubs. Slater is keen to expand the concept to other areas of London and is open to taking the idea to cities outside the capital.

Both in and outside the capital employers are finding ways of encouraging more cycling to work. Find out more on page 42.

Cycling saves money



With the Eurozone facing an ongoing crisis and the words double-dip recession on economists' lips cycling is one form of transport that won't cost you money to get from A to B. Dust off that bike or pick up one second hand – your local council may be running or may know of a cycle refurbishment scheme. Stockport has been running its Cycloan scheme since 2010, which sees young offenders refurbishing unclaimed bikes that are then donated back to the community – one of a number of other cycle refurbishment schemes around the country.

Subscribe to Going Going Bike's online newsletter and they will email you their guide to buying a second-hand bike. Once you have your bike then check out TfL's Get Cycling pages for advice on maintaining it. www.goinggoingbike.co.uk

Helmets: to wear or not to wear?

Transport minister Norman Baker came under fire in 2011 when he proclaimed his right to cycle helmet-free on the streets of London. In doing so he provoked the ire of road safety campaigners who suggested that as a minister he should set an example and promote safer cycling by donning the appropriate headgear.

The issue came to a head on Radio 4's Today programme when Baker was interviewed by presenter John Humphreys alongside Julie Townsend from Brake. Townsend claimed the minister's failure to wear a helmet was undermining the DfT's own policies and flew in the face of scores of studies showing that wearing a helmet meant that a cyclist was less likely to suffer serious injury or death. Baker claimed that the guidance was aimed at children and that it recognised that adults had the right to make up their own mind.

The minister suggested that he didn't want to put any obstacles in the way of encouraging more cycling by forcing adults to wear cycle helmets. Humphreys' normal interviewing tenacity reserved for politicians lost some of its bite after he admitted that he too was a non-helmet wearing cyclist.



Folding bikes are a hit

Folding Brompton Bikes have been a feature of travel on suburban commuter trains for a long time but in the last two years their potential to help complete the public transport journey has really started to be recognised.

South West Trains has been offering its season ticket holders hire of a Brompton folding bike which it also maintains and insures.

The first Brompton Dock – more of a pay-as-you-go bike folding bike hire scheme – was launched at Surrey's major commuter station, Guildford. Registered users of the pilot scheme can access a Brompton bike held in a secure locker at the station and are billed for the time that elapses until the bike is returned to its locker.

There may be no point reinventing the wheel, but Belgian public transport SRWT operator decided that it was worth reinventing two when it launched its combined public transport and folding bike season ticket. Rather than taking an existing model, SRWT commissioned a brand new folding bike specially adapted to be carried on public transport. The new CycloTEC can be swiftly folded and unfolded – thanks to a quick release system on the main frame. It uses a belt instead of a chain to avoid smearing its user with grease and even has a brake that stops the folded bike moving while on the bus. Read more on page 32.



Bike hubs win awards

Leeds cycle hub (page 17 and 23) is a bold facility dedicated to all things bike that marks a change in attitude towards cycling within public transport provision. Rather than viewing bike provision as an add-on this facility is housed in a new building based on a Dutch model to provide storage, repair, hire, servicing and information for cyclists.

Unsurprisingly, this facility has earned itself a national Bike Rail Award. While already a familiar concept on the Continent, could this sort of hub be the shape of things to come in the UK?

Cycle superhighways spreading

London already has four Barclays Cycle Superhighways – distinctive blue cycle routes running like spokes from outer London to the centre of the capital. Each route is at least 1.5 metres wide and continues through junctions, as well as including advance stop lines at traffic lights.

Controversy ensued following the death of two cyclists within three weeks of each other at the Bow roundabout on the Bow to Aldgate cycling superhighway 2 in east London, prompting the London Cycling Campaign and others to call for an immediate redesign of that section of the route.

Four further cycling superhighways are planned for 2013, with a final four in 2015, and Transport for London hopes they will contribute to the goal of a 400% increase in cycling over 2000 levels by 2025. A first year evaluation of pilot route 7, from Merton in south west London, and route 3 linking Barking and City of London showed a 46% and 83% increase in cycling respectively.

Cycle hire is a popular option

The Paris Velib scheme is often named as the forerunner of the recent urban bike hire concept that was then adopted for London by Mayor Boris Johnson.

But cycle hire in all its guises has been tested in France for over 30 years – although it has undergone something of an explosion in the last five – even in some of its smaller cities. Chalons-sur-Saone, with a population of less than 50,000, claimed to be the first medium-sized town in France to run a hire scheme, with its Velo Reflex scheme launched during the rather unlikely month of December 2008.

In the UK Blackpool and Bath have been among the smaller cities to try their hand at a Boris-style bike rental scheme. Could they be the first of many to emulate the French cycling experience in the UK? See the feature page 31.



Cycle maps give people confidence to try new routes in town and country

Mapping out the future

Giving cyclists accurate information about the provision of cycle routes is vitally important, explains CycleCity Guides director **Martin Whitfield**

There is a good chance that someone from CycleCity Guides has been down your street recently. As part of a comprehensive survey of the country's cycle facilities, the company's surveyors have ridden cycle networks in every town in England with a population of more than 30,000 as well as the whole of the UK's National Cycle Network.

The data, collected for the Department for Transport, is aimed to be used as the basis of most electronic cycle route planning and is already behind the cycling pages of Transport Direct, the government's multi-modal planner. Work is also underway to convert the data for use in the CycleStreets journey planner.

But the story does not end there, as the survey information also lies behind many of the latest urban cycling maps, giving an accurate representation of what exists on the ground. "Good basic information always lies behind the best maps," says Martin Whitfield, director of CycleCity Guides. "We are finding new ways to use the survey data and it really helps to understand what routes look like on the ground when you are promoting them to the public."

New mapping projects in cities like Nottingham and Birmingham and on Tyneside are benefitting from the hard survey work, plus

the advances in mapping technology. Site-specific maps for hospitals, universities and other large organisations are a natural by-product of city-wide mapping. Individually branded, and containing site-specific items like the location of cycle parking, showers and the main clusters of buildings, the maps pick up local cycle and walking routes to any given radius. Normally, such maps would be produced in partnership with local authorities and Sustrans. "Promoting local journeys is often just that - they can be very local. These maps have real relevance to people's everyday lives," says Whitfield.

Providing good maps and guides has been



recognised as a vital tool in changing individual behaviour, with each tailored to individual markets. Promoting a leisure ride or a challenging country walk needs a different approach to encouraging children (and their parents) to consider cycling to school.

"Many of our surveyors are also cycle trainers, so they often instinctively know which routes will appeal to new and novice cyclists," says Whitfield. But we also cater for more experienced cyclists - we have had people this summer surveying routes for a new mountain biking website for the National Parks and Areas of Outstanding Natural Beauty in the South West of England, requiring quite a different sort of riding information."

CycleCity Guides started life in 1996 when Whitfield moved to Bristol from London. "I was used to having a cycle route map of central London," he explains. "So when I arrived in Bristol I asked the council if they had one, and they said they didn't, so I decided to do one myself. I thought I'd give it a whirl, there's bound to be a market for this."

So Whitfield began cycling the streets of Bristol and marking the best cycling routes on a city map. He then went into business with the Ordnance Survey, which took his hand-marked maps, entered the data onto its computers and printed the actual cycling route maps. Once the Bristol cycling maps had been printed it was up to Whitfield to cycle round Bristol's bookshops and newsagents and persuade them to buy his cycle guides and then sell them on to the general public. With Bristol mapped, he then moved on to produce a self-financed cycle guide for Oxford, and then East Kent, followed by Birmingham, Glasgow, Tyneside and Manchester. "So I had seven," he says. "But then Leicester and Leeds councils both came to me and said 'we want one of those'."

This completely changed the business model of CycleCity Guides, he says. "They went from costing £4.95 to being free - with local authorities giving them away, so the market for me to sell them disappeared, but a new market appeared." Then pharmaceutical giant GlaxoSmithKline asked Whitfield to produce a cycling guide centred on its headquarters in Greenford in north-west London as part of a Section 106 agreement to support 'sustainable' travel. This led to him working with Transport for London to map central London.

Whitfield's company remained a one man and a bike operation for a while, but he gradually built a team around him. "By about 1999 I had another person to help do the surveying and our first cartographer came in 2003," he says. "By then I had realised that the technology had moved on and that I was paying the OS to do something that I could do myself." A GIS specialist was added to the team when the company started collecting cycle route survey data electronically using handheld computers - "This made surveying slower in the field, but was much quicker in the office - there are no translation errors, for example."

The really big breakthrough for Whitfield's company came in February 2008, when it began work on a contract for the DfT to survey all urban areas with a population of more than

30,000 in a project that was completed in August 2011. "But in reality a lot more than this was done, as local authorities paid for extra work to include their smaller towns," Whitfield explains. "And, in a separate contract, we surveyed the whole of the National Cycle Network for Sustrans to the same standard, which gave them a detailed 1:10,000 survey for the first time and also allowed the data to be used to fill in the gaps in the urban network that we have produced for the DfT. We also did Dundee in Scotland as well as Cardiff and Swansea in Wales."

'Mapped' means recording all cycling infrastructure (on-road lanes, off-road paths, Toucan crossings, etc), plus signed route networks on road (essentially the National Cycle Network, plus local routes) and an advisory network aimed at new and novice cyclists on quieter roads. Off-road paths would also have their width, surface type and condition recorded and the location of such things as access barriers and linking points to the local road network noted. The work was carried out by the company's full-time staff, supplemented by about 20 freelance surveyors. "Most of these were cycling trainers working on a freelance basis, so they knew what local authorities, for example, were looking for," says Whitfield..

The database that the company has put together is being used to provide cycle journey planning information on the government's Transport Direct website and can provide potential cyclists with a wealth of useful information – not just a bird's eye view map but also data such as a schematic of the



A selection of CycleCity Guides

gradient at each point along a suggested route, so they can if they wish choose to take a longer route that has no hills rather than the more direct route that does. Whitfield is concerned that the DfT appears unsure precisely what to do with this database of cycling routes, and specifically about how the department is going to ensure that the data is periodically updated to maintain its accuracy. "We need the DfT to try and work out who funds this," he says.

However, the government's move towards making data open to everyone is a welcome trend, he says. "This will hopefully be the dataset that everybody can use, satnav providers, for example. Cyclists do use satnavs. Lots of commercial satnavs have a 'cycle' option but in reality this does little more than use the road network. There has been no easily available routable cycle network that incorporates off-road routes and official cycle


routes until now. We have had discussions with Garmin, for example, and they have been supplied with test files."

Whitfield says one of the most exciting things CycleCity Guides has done, and certainly the most 'hi-tech', is work to develop online cycling guides for 12 areas of outstanding natural beauty in the Dartmoor/Exmoor region in the south-west of England. Here, cycle routes are colour-coded by difficulty (in a manner similar to ski runs) and a user can click on each route to see more details of the track and, most impressively of all, streaming video of someone actually cycling along the selected route, from a first person perspective.

So, is this the future for cycle maps? Well, yes and no, says Whitfield, who stresses that there is still a very big role for the old-fashioned paper map – principally as a marketing tool for local authorities keen to promote cycling. "As you can see we are by no means against new technology but a pocket-sized paper map is often just more convenient," he says. "Also, if you are a local authority that has developed a cycling app, for example, you then need a publicity campaign to promote it, and a paper map is its own marketing tool." A halfway house between a traditional paper map and a smartphone app is, Whitfield suggests, a postcode specific online map that a user can simply print off at home or in the office.

The biggest growth in mapping seems to be dedicated maps for, for example, universities, Whitfield says, brandishing a map his company has done for the Nottingham University Hospitals NHS Trust. "Multi-site employers like these, I think that's probably where it's going."


www.cyclecityguides.co.uk



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It's time for London to go Dutch



Radical redesigns for Trafalgar Square, Parliament Square and the Olympic Park have been unveiled by the London Cycling Campaign (LCC) as part of a campaign that seeks to make the capital as cycle-friendly as Dutch cities. The dramatic re-imaginings of key London streets, squares and public places are the focal point of the LCC's 'Go Dutch' campaign.

Computer generated images show how, for example, traffic could be banned from both the north and east sides of Parliament Square, turning the central lawn into a piazza. Cyclists would still be able to rise on the eastern side, where a Barclays Cycle Hire docking station would be installed. Another design envisages reducing Stratford High Street's three lanes of traffic to just one, plus a bus and cycle lane which would in turn link with the walking and cycling "Greenway" that will run through the Olympic Park.

The campaign has been launched amid growing concern over a rising number of cycle deaths in the capital, with 16 cyclists killed last year. LCC worked hard to influence the transport and urban realm policies of all candidates in the 2012 London mayoral election. It also comes as a YouGov survey of 1,376 adults commissioned by the LCC reveals that over half-a-million Londoners cycle at least once a week, with 51% saying they would cycle more if it were safer or more convenient. The survey revealed that 40% of respondents said they would not cycle in London because they were concerned about sharing roads with fast moving traffic.

The campaign is supported by architect Will Alsop, designer Wayne Hemingway, rock band Franz Ferdinand, philosopher Alain de Botton and TV presenter Lauren Laverne.

London Cycle Campaign proposes dramatic designs to make the capital cycle-friendly

Why would we'd love London to really Go Dutch?

LCC chief executive **Ashok Sinha** explains the thinking behind the Go Dutch campaign



LCC's plan to convert Parliament Square into a cycle and pedestrian friendly piazza

Londoners should have the freedom to cycle wherever they live, whatever the route, and whatever the destination. Years of car-centric planning have squeezed cyclists off major routes across and between boroughs.

Most people are scared to cycle on these roads because of the high volumes and speeds of motor traffic. They either put up with inconvenient detours... or more often, they don't cycle at all. Yet planners refuse to dedicate space to cyclists because they're wedded to outmoded thinking that prioritises motor vehicles above all else.

When bike lanes or tracks have been

installed, they're usually poor quality, doing little to encourage more journeys by bike, even giving the whole idea of cycle lanes a bad name. Installing bad cycling solutions, or nothing, hasn't created equality between cycling and motoring, which is why there is no genuine freedom of choice to cycle.

The solution

Ensuring that people feel happy riding along London's major roads and routes is a key barometer for how cycle-friendly our city is. Main roads are fast, direct, easily navigable routes that Londoners want to use. That's why our 'Go Dutch' campaign calls for clear space, Dutch-style, for cycling along major roads in every London borough. We've set out the detailed principles that are key to making main roads cycle-friendly. The process of Go Dutch shouldn't end there, though. The main roads are our priority, but joined-up thinking says that local areas should be made into safe zones where families are safe to live and play. Improving major roads for cycling will benefit everyone in Greater London – including families, retailers, communities and employers.

The positive benefits of cycling include cheaper transport, healthier citizens, fewer deaths and injuries on our roads, cleaner air, less noise pollution and more people-friendly public spaces. It's time that Londoners were given the right to ride comfortably on all our city's roads instead of being relegated to the back streets or forced away from bikes entirely.

The time is now

Londoners are choosing to cycle in increasing numbers. Many more would like get around by bike if only it was safe enough. Sadly, the support that London Mayor Boris Johnson and

his predecessor Mayor Ken Livingstone gave to cycling, while a welcome change of direction, was hugely inadequate.

There is a huge appetite amongst Londoners to choose to cycle as the most enjoyable and convenient way to get around. Mayor Johnson has a perfect opportunity to meet all these needs and help put London onto a path towards becoming a genuinely world class, 21st Century city.

How can London's roads be made safe and inviting for all cyclists?

Londoners are lucky to live in one of the most incredible cities in the world, but it can be frustrating to get around easily and enjoyably. Love London, Go Dutch means designing roads that give space to cyclists which will make getting around more enjoyable for everyone. That's why Love London, Go Dutch isn't just a cycling campaign, it's a vision for a liveable city where everyone can walk and cycle safely wherever they want - a London that's a nicer place to live and work.

www.lcc.org.uk/godutch

Go Dutch: The key principles

1. Safety first

Londoners young or old, occasional cyclists or experienced ones, will be safe, and will feel safe cycling on main roads.

2. Best practice

Londoners will benefit from the best available know-how in street design, public education and rules of the road, whether using best-practice from the Continent or home-grown.

3. Adaptability

Londoners will benefit from every infrastructure and non-physical solution to make our main roads 'Go Dutch', tailoring solutions to circumstances.

4. Easy passage

Londoners will enjoy clear and hassle-free passage throughout our city by bike.

5. Calm junctions

Londoners will be able to negotiate all junctions safely and conveniently whether cycling or walking.

6. Harmony with pedestrians

Londoners will be able to choose to cycle or walk to their destinations without impeding each other.

7. Harmony with public transport

Londoners will be able to safely cycle or use public transport alongside each other, and switch easily between the two.

8. Quality of life

Londoners from all walks of life will be able to enjoy cycling on main roads, which will be improved to make them more pleasant and attractive places for everyone.

9. Commitment

Londoners will have cycling facilities that are properly managed and maintained.

10. Engagement

Londoners will be consulted about the way their local main roads should 'Go Dutch'.

A diplomatic message



Dutch Embassy offers cycling design expertise

The Netherlands Embassy in the UK has volunteered to share the wealth of the Dutch experience of cycle safety and urban infrastructure with a number of high-profile cycling campaigns in the United Kingdom. By using the resources of the Dutch ministries of Infrastructure and the Environment (I&M), and Economic Affairs (EL&I) and the public private partnership of the Dutch Cycling Embassy, the Embassy is offering to put experts from specialist Dutch organisations that offer urban infrastructure solutions geared towards cycle safety in contact with the various UK campaigns in order to provide solid expertise and tailored visitor programmes for British policy-makers and urban planning experts.

The Dutch are keen to help the UK develop the same methods and infrastructure that have made the Netherlands one of the safest countries in the world to be a cyclist. The Dutch Embassy says it is particularly delighted by the surge of interest in cycle safety generated by *The Times* Cycle Safety campaign and is supporting London Cycling

Campaign's Go Dutch campaign (#godutch).

The Embassy is promoting the 'Think Bike' concept, which has already been run successfully by other Dutch Embassies around the world. "The Dutch are passionate about cycling and very happy to share this knowledge with the UK," says Dutch ambassador Pim Waldeck. "We continuously search for ways to improve cycling conditions, cycling safety, and of course, the humble bicycle ('fiets' in Dutch) itself. We have succeeded in integrating cycling within urban and transport planning and the bicycle has become one of our most important modes of transport. It is vital to join forces in order to make cycling a success. Dutch municipalities and local politicians need solutions to the problem of mass car use in their cities. Agencies support them in developing strategies, mobility plans and designs and the bicycle industry and producers of street furniture and parking provisions invest hugely in innovative products and creative designs. And cyclists also make themselves heard: special organisations have been campaigning for better cycling conditions since the Seventies."

The Netherlands currently has over 29,000 kilometres of segregated cycle tracks. This is 12,000 more than in 1996. "The Dutch continuously invest in cycling, all of which has had a noticeable impact on the urban landscape," says Waldeck. "It is important to create calm roads so that cyclists and cars can share the roads safely. Along major roads, however, dedicated cycling infrastructure such as bike lanes and segregated cycle tracks are required. Millions of euros are thus invested in making intersections safe for cyclists or creating dedicated tunnels and bridges. Amsterdam, for instance, spent 20 million euros (£16.6m) a year on cycling projects between 2007 and 2010. The economic benefits far outweigh the costs."

www.dutchembassyuk.org

Northern Rail goes Dutch

Dutch design influence is very apparent at UK's first CyclePoint, launched at Leeds station last year. The facility, opened by transport minister Norman Baker and the Dutch ambassador Pim Waldeck, is based on a Dutch model. It was brought to the UK by train operator Abellio, joint owners of Northern Rail in partnership with several local organisations including Network Rail, Metro, Leeds City Council and the operators of the facility Evans Cycles.

CyclePoint offers fully secure and staffed parking, as well as bike rental, on-site repairs and servicing, equipment sales and information services. It is situated in the rotunda at the front of Leeds station.

Anton Valk, chief executive of Abellio, said: "There has been an explosion in cycling throughout the UK. I have seen it myself as I cycle to work each day. At Abellio, our aim has always been to provide transport services that improve quality of life for passengers and across the communities we serve. CyclePoint,



Transport minister Norman Baker, Abellio chief executive Anton Valk, Dutch Ambassador Pim Waldeck and Steve Butcher, Northern Rail CEO

which is based on the best facilities for cyclists at Dutch railway stations, is a great example of this philosophy. We believe it is part of our responsibility to make our passengers' door-to-door journeys as stress-free as possible. By providing secure storage in a new building managed by dedicated staff, CyclePoint removes the anxiety we know passengers feel when leaving bikes at stations."



A breath of fresh air

Sustrans research shows the benefits in improved air quality on quietly trafficked and off-road Greenway routes

A broad coalition of 10 organisations led by transport charity Sustrans has called on the Mayor of London and all mayoral candidates to commit to a major increase in investment in walking and cycling as part of a wider approach to combating harmful emissions from road transport.

“Mayor Boris Johnson has estimated some 4,300 deaths in London were attributable to long-term exposure to dangerous airborne particles in 2008 alone,” says Carl Pittan, Sustrans London director. The group led by the charity argue that poor air quality is having a detrimental impact on the health and wellbeing of Londoners and is calling for rapid and meaningful action.

A study conducted by Sustrans showed that the air quality on London Greenways (safe, quiet routes through parks, green spaces and lightly trafficked streets) was significantly better than on adjacent busy roads. “This not only showed the direct impact which motor traffic has on the quality of the air we breathe but also highlighted the wide range of benefits which come about through investment in walking and cycling infrastructure,” says Pittan.

Sustrans worked with the Chartered Institute of Environmental Health, Clean Air in London, AEA, Mapping for Change and Environmental Protection UK on the research towards this initiative, which sought to monitor the levels of Nitrogen Dioxide (NO₂) on London Greenways and compare them to nearby busy and main roads.

The motion

The coalition of 10 organisations calls on the London Assembly to endorse the following motion: “We call on the Mayor to commit to a major increase in investment in walking and cycling as part of wider approaches towards the reduction of harmful emissions from road transport. We also call on the Mayor to make resources available for the education and involvement of communities in local air quality monitoring.”
Signed and supported by:

- Sustrans
- Association of Directors of Public Health (ADPH)
- Campaign for Better Transport
- Clean Air in London
- Chartered Institute of Environmental Health (CIEH)
- Environmental Protection UK (EPUK)
- Healthy Air Campaign
- London Play
- Mapping for Change
- Ramblers Association

Carl Pittan says: “People in London must be warned about the dangers of invisible air pollution so they can protect themselves and reduce pollution for themselves and others. The Mayor must commit to improving public understanding around air quality and help

people to make choices which are better for them.”

The group argues that investment in walking and cycling can help people to:

- get fitter and reduce levels of obesity
- build skills and confidence among new and less experienced cyclists such as women, ethnic minorities and children
- encourage people out of their cars
- reduce transport’s contribution to climate change.

Such investment also offers people who live in, work in or visit London a greener, cleaner choice of journey with less risk from air pollution.

Air quality in London

Poor air quality is leading to the early deaths of at least 4,000 Londoners a year, and the UK is already facing legal action and fines of £300m for its breaches of EU and UK air pollution limits. Air pollution causes and contributes to a wide range of diseases, including respiratory infections, asthma, heart disease and lung cancer. Motor vehicles are the source of the vast majority of this pollution and children and the elderly are particularly at risk.

In June last year it emerged that 1,148 London schools are within 150 metres of roads carrying more than 10,000 vehicles a day. Scientific research has shown that living or going to school near such busy roads could be responsible for 15-30% of all new cases of asthma in children. There are also serious socio-economic inequalities in exposure to pollution: in UK urban areas the least affluent members of society tend to be exposed to the highest levels of air pollution.

Why London Greenways?

London Greenways is a collection of projects that seek to create a network of attractive and functional routes for walkers and cyclists, and aims to improve access to and through green space across the capital. London Greenways has been developed and funded by Transport for London (TfL), Sustrans, the Olympic Delivery Authority, the London boroughs and others over a number of years.

They incorporate schemes delivered through: the TfL Greenways Programme; the Mayor’s Great Outdoors programme; the Olympic Walking and Cycling Route Enhancements Programme (OWCRE); and Sustrans’ Connect2, National Cycle Network, and Greenways for the Olympics and London (GOAL) projects.

London Greenways offer alternatives to all sections of the community. For example, monitoring that took place over 2010 showed that women made up over 52% of users on Ravensbourne Park greenway.

London Greenways help under-represented groups get more active. Monitoring showed that 20% of users on Brent’s Proyers path were Indian, and a further 7% were of Asian origin. For cycling, this contrasts with data from Barclays Cycle Superhighways where users were typically young (80% aged 25 to 44), white (84% CS3, 89% CS7) men (77%), who are in employment (70%) and with a moderate to high household income (41% CS3, 54% CS7 over £50,000 per year). This is similar to the profile of cyclists across London as a whole.

www.sustrans.org.uk

£15m funding boost for Sustrans and cycle-rail

The Department for Transport committed £15m of new funding for sustainable travel projects designed to promote economic growth and cut carbon earlier this year.

Transport charity Sustrans will receive £8m for projects to enhance cycle routes across England. The remaining £7m will be allocated through the Cycle Rail Working Group – the body which brings together representatives of the rail industry and the

cycling sector – to improve integration between cycle and rail at stations.

Measures will include safer and more convenient cycle racks, additional cycle parking and storage, and better access for cyclists. This will complement the £7m that Network Rail is already spending in this area.

The investment is in addition to the £560m Local Sustainable Transport Fund announced in January 2011.



Safety signs from The Times

A national newspaper's call for investment in cycle safety has made an impact on political decision makers

National newspaper *The Times* has launched a major cycle safety campaign following an accident involving one of its reporters, Mary Bowers, at a junction near its London offices. The newspaper has drafted an 8-point manifesto, and its 'Cycling Fit for Cities' campaign has attracted support from the All-Party Parliamentary Cycling Group, which tabled an Early Day Motion supporting the campaign in the House of Commons in February. Ian Austin, joint chairman of the group, said: "The parliamentary group backs the campaign and is keen to meet people from *The Times* to discuss how we can get the issues on the manifesto in front of the right people."

The campaign has been backed by Olympic

champion cyclists Sir Chris Hoy, Bradley Wiggins and Victoria Pendleton and Chris Boardman, as well as world champion cyclist Mark Cavendish. Other supporters include TV presenter Jon Snow and London mayor Boris Johnson.

James Harding, editor of *The Times*, said his staff had been traumatised by Mary Bowers' accident. "More and more of us are cycling in cities," he said. "It is still the case that cyclists need to be fit to ride in cities, but that cities are not fit for cyclists. We have spoken to other victims of injury and loss on the road, and to drivers horribly affected by that which they have seen, and come up with a plan to improve safety on our streets."

www.thetimes.co.uk/citiesfitforcycling

Will politicians break out of usual cycle?

Andrew Forster looks at how MPs reacted to the campaign

When *The Times*' 'Cities fit for cycling' campaign reached the Palace of Westminster in February a very creditable 77 MPs took part in a three-hour debate about how to get more people cycling more safely. While Labour and even Liberal Democrat MPs bemoaned the government for scrapping Cycling England, there was no disagreement on the fundamental objectives – promoting cycling does not divide opinion in the same way as air travel, motoring, or building high-speed railways. Everyone wants better cycling facilities just as we'd all like more sunny days.

The challenge for campaign supporters is how to harness all this goodwill into real change on the ground. But among the cycle campaigners who sense they are on the cusp of a major breakthrough, there may be some who still worry that we've been here before and will see good intentions fizzle out. Remember the National Cycling Strategy target to quadruple the amount of cycling between 1996 and 2012? Or, just two years' ago, the Scottish Government's pledge for 10% of all

trips to be made by bike by 2020. Fine words, but neither target has been backed up by the institutional, cultural, and financial commitment needed to turn them into reality.

Which is not to say that big advances haven't been made. The modest investment in the National Cycle Network has transformed cycle facilities in many parts of the country. In towns and cities, 20mph limits, cycle lanes, advanced stop lines and cycle parking are increasingly commonplace. And London's bike hire scheme has cemented the phenomenal growth in the capital's cycling.

Much more, however, needs to be done if the UK is to become cycle-friendly in the same way as some of our close European neighbours (albeit tempered by the physical constraints of some British towns and cities). Long-term commitment will be necessary from central and local government. London mayor Boris Johnson says updating over 500 junctions will cost more than £150m. And, although the ultimate objectives of more and safer cycling may not be controversial, the means of achieving them certainly could be. A parliamentary debate on re-allocating roadspace to cyclists might not generate quite the same sense of harmony.

Andrew Forster is editor of *Local Transport Today*

Baker responds to the manifesto

During a debate in Parliament, transport minister Norman Baker responded to the eight-point plan in *The Times*' Cities Fit for Cycling campaign as follows:

1. Lorries entering city centres

Baker said roads minister Mike Penning was leading discussions in Europe to help cut HGV accidents caused by poor visibility. "We want to ensure that any steps agreed achieve the outcome we want – that is the very careful caveat we put on that," said Baker. "For example, if we have sensors on the side of lorries that then detect bus stops, litter bins and everything else, it is possible that drivers will ignore them, and that could make the situation worse."

2. The 500 most dangerous road junctions

Baker reminded MPs that he had just given local authorities in England permission to install Trixi mirrors. "Previously, that was a London pilot only and local authorities had to come to me with lots of paperwork to ask for permission, which was nonsense. It is not our job in central government to determine which junctions around the country should be fitted with Trixi mirrors, but it is our job to give a lead to local authorities. I strongly encourage local authorities to look at their junctions to see what might be done to take that further."

3. A national audit of cycling

The DfT already maintained a range of sources on cycling levels and road casualty statistics, said Baker. "This year we have also commissioned a new question in the Sport England Active People survey to give us more detailed information on cycling at local level."

4. 2% of the Highways Agency budget should be earmarked for new cycle routes

"I am hesitant about a specific figure, because it seems a little arbitrary," said Baker. "We have to reflect on what the Highways Agency does and where it might do more on the roads for which it is responsible," said Baker. "For example, it has traditionally been the HA's approach to put cycle lanes next to improved roads as opportunity costs have been made available, but that has sometimes meant that cycle routes stop in the middle of nowhere."

5. The training of cyclists and drivers

"We are considering how to increase motorists' awareness of cycling issues," said Baker. A cycle safety sub-committee of the cycle stakeholder forum has been established, which includes organisations such as the AA, the Road Haulage Association and the Freight Transport Association.

6. 20mph default speed limit

Baker said he had already simplified the process of introducing 20mph zones and limits. "Some local authorities, such as Portsmouth, have done a great deal of work on 20mph limits."

7. Businesses to sponsor cycleways

"What can I say, except that I agree? We will send the message out from the DfT to encourage that action to be fulfilled."

8. A cycling commissioner for every city

"I happen to think that that is a good idea, especially for large urban areas," said Baker. "Ultimately, it is a matter for local authorities to take forward, not for us to dictate to them. I would certainly endorse and welcome any such action by local authorities."

Working up a travel plan

Anne Sayer looks at ways in which employers can encourage their staff to cycle to work as an alternative to using the car

A good employer knows that cycling makes sense – and not just because it helps tick boxes in the corporate social responsibility strategy by promoting less polluting travel to work. Cycling employees are probably fitter, longer living and less likely to be absent from work than their non-cycling counterparts. And their vehicles take up less room – you can fit five bikes in the space needed for one car.

Add to that the fact that cycling to work incurs a lower business mileage and your business case really starts to stack up.

So what makes a great workplace for cycling? Quite often it is the places that include cycling as part of a wider travel plan that promotes other more sustainable means of travel such as car sharing, walking and greater use of public transport. Probably the biggest UK travel plan belongs to BAA, which opened a new cycle hub for its staff at Heathrow Airport. The Heathrow Cycle hub offers its airport employees a discount on all cycle equipment as well as a bicycle servicing & repair station and 10% off all parts required during a service. It also provides an information and training service to help employees get the most out of their bicycles.

Buckinghamshire County Council is one of many local authorities that have been building up the cycling element of its travel plan in the last decade following the launch of its Travel Choice travel plan in March 2000. In the summer of that year the council's old cycle shed was upgraded to a new, locked, CCTV-surveilled cycle parking store and has been consistently updated and expanded to take account of growing cycling demand.

Four new showers were introduced in 2009, and 60 lockers are available for use by cyclists or walkers. 'Bikers' breakfasts' are held every



Cycling to work can be a nicer way to travel than driving

six months and staff get a 10% discount at the local bike shop Buckingham Bikes of Aylesbury & Buckingham. The council is affiliated to the cycling charity CTC, so all staff can get free bike insurance.

The University of East Anglia (UEA) says that 19% of its community regularly cycle to campus and it has invested over £600,000 to improve cycling facilities. It offers a number of options to encourage people to switch to cycling. Among these are a Try-Before-You-Buy scheme – lending out a bike and all the necessary equipment for up to one month. It advises users on cycle routes and maintains the bike during the trial period. After the trial users can take advantage of the flexible cycle lease back scheme, allowing them to buy a bike and when they no longer need it, to sell it back. Another option is the C2W scheme which allows an employee to select a cycle and associated safety equipment (up to £1,000 in value) from a number of local suppliers that UEA will then purchase and hire to the employee for a period of 12 months, with the costs of hire met through a salary sacrifice scheme.

Marketing campaigns and events are key to getting staff enthused about cycling. According to Surrey County Council the Institute for Animal Health witnessed an explosion in cycling at their base in Pirbright near Woking after taking part in the 2009 Woking Cycle Challenge. Two cycling champions within the organisation publicised the challenge, resulting in 15% of staff getting on their bike at least once during the challenge and a total of 4,120 miles being cycled. In 2010 the Institute's employees clocked up 4,403 miles, with 18% of staff taking part in the challenge. The Institute put this down to the enthusiasm of their cycling champions, who organised lunchtime cycle rides and successfully lobbied to get additional cycle parking installed.

Do you know of an employer who goes the extra mile to encourage cycling to and for work? Email gbc@landor.co.uk with details.

Common barriers to cycling and how employers can overcome them

I have safety concerns about cycling to work
Cycling with a bike buddy can help overcome safety concerns. Offer adult cycle training.

I don't have a bike
Offer a bike via the Cycle To Work scheme (see page 21). Consider running a "try before you buy day".

My bike needs mending
Run a bike maintenance day at the workplace or ask your bicycle user group (BUG) about getting it fixed.

It is too far from my house to cycle
Some journeys to work are too long to be done regularly by bike for most people. Most people would have to be quite committed to do a journey of over five miles on a regular basis.

I am worried I won't be able to get home if something goes wrong with my bike
Some employers offer a guaranteed lift home if an employee's bike has some sort of mechanical breakdown.

There are no facilities at work for cyclists
Consider what is reasonable to provide in terms of changing rooms, lockers and cycle parking based on the feedback from your staff.

How to encourage cycling to work

Talk to your workforce

Putting in a load of cycle stands and installing showers won't guarantee to turn your employees into cycle-to-work enthusiasts overnight if there are other barriers to cycling that you don't know about. Before doing anything else survey your workforce and find out what it would take to get them cycling – their concerns may include some of the barriers listed below.

Install facilities for cyclists

Good quality cycle parking and other facilities will go a long way to showing that you as an

employer are taking cycling to work seriously. Robert Marshall of Transport Initiatives suggests that a secure storage locker and changing facilities are more useful to most staff than showers.

Set up a 'bicycle user group'

A bicycle user group (BUG) is a largely informal association of staff that cycle to work. It is a good forum for channelling feedback to an employer about what staff need to help them cycle as well as providing a means of supporting staff who are new to cycling to work. A BUG could set up cycling Intranet pages, organise bike buddies for

journeys to work or run information sessions on bike maintenance.

For more information visit:
www.ctc.org.uk/bug
www.cyclefriendlyemployers.org.uk/bugs.php

Reward regular cyclists

In these cash-strapped times it might be difficult to justify financial incentives for staff biking to work – but it's worth considering especially if it has saved money in other areas. An employee cycling to work will free up a parking space – and could cut down on business miles if they then use their bike to visit clients during the day. Rewards could include working towards additional holiday entitlement or a cycling to work mileage rate – though such benefits may be taxable.

Paying for commuter cycling need not be too taxing

The Cycle to Work scheme makes new bikes affordable

The Cycle to Work initiative is a tax-efficient, and on the whole, salary-sacrificed employee benefit that provides a way of encouraging more adults to take up cycling, by using a cycle for commuting purposes. Introduced in the Finance Act 1999, the scheme encourages employers to loan bicycles and cycling safety equipment to employees as a tax-exempt benefit for the purpose of cycling to work. Under the scheme, employers buy or lease cycling equipment from suppliers approved by their scheme administrator, and hire it to their employees.

How does it work?

Normally, hire payments are sacrificed from your employees' gross monthly salary, these payments are not subject to income tax and National Insurance Contributions (NICs). If you are VAT registered, you are able to reclaim it at your marginal VAT rate on the purchase of bicycles and related safety equipment, and pass this on as an additional saving to your employees.

At the end of the hire period, as the employer, you may choose to give employees the option to purchase the equipment. If your employee chooses to purchase your bike the cycle to work scheme provider will put in place a transfer of ownership process based on a Market Value payment set by HM Revenues & Customs (HMRC).

The scheme operates under a group consumer credit licence, which has an upper limit of £1,000. This allows employees to obtain cycles and related cycling safety equipment up to the limit of £1,000 including VAT. The Office of Fair Trading has agreed to adjust the consumer credit licence limit of £1,000 per person in the event someone has a specific need such as a disability.

A higher limit can be applied if an employer has a separate company specific consumer credit licence thereby enabling employees to obtain cycles and equipment for an amount above the £1,000 limit covered by the group licence.

What is a salary sacrifice?

A salary sacrifice scheme can be implemented when an employee agrees to sacrifice a proportion of their salary, for an agreed period,



Besides cycle stands some staff need other incentives

in exchange for a non-cash benefit. As a salary sacrifice is a reduction in an employee's gross salary (before income tax and NICs) rather than net pay it means the employee pays less income tax and NICs on their remaining salary.

Employers also save on Secondary Class 1 NICs (usually around 13.8%) as the amount they're paying in wages is also lower.

What are the average savings for employees?

Employees who participate in schemes run by Cycle to Work Alliance members, on average, save up to 40% of the total cost of a new bike, but the actual amount depends on the employee's personal tax band and the way the employer runs their scheme.

As an employer, you also make a National Insurance saving (typically 13.8% of the salary sacrifice amount). This amount is often used by employers as a financial incentive to run the scheme, whilst promoting a positive behavioural change in their employees.

What happens at the end of the hire period?

At the end of the hire agreement the employer can choose to transfer ownership of the bike

and equipment to the employee or a scheme provider. Cycle to work scheme providers recommend a range of transfer of ownership processes. Some providers will handle the end of hire administration on behalf of the employer in conjunction with the HMRC Valuation Table. Employers with clear guidance on what HMRC believe the market value of the bike and equipment should be at the time ownership is transferred to the employee, it is possible to maximise scheme savings by adopting one of a range of transfer of ownership processes, which usually either extends the period of the hire term in order to reduce the acceptable disposable value, in accordance with the valuation table, or declares the market value as a benefit in kind for tax purposes, with employees then being taxed at their marginal tax rate on the fair market value stipulated by HMRC.

Who can take part?

All public, private and third sector employers can run a cycle to work scheme and all employees in an organisation can hire bicycles and safety equipment through the scheme. There are no minimum or maximum company size requirements.

To take full advantage of the tax exemption, employees must be paying PAYE. Scheme providers have alternative ways of including employees in the scheme who do not earn more than the national minimum wage after salary sacrifice, those who are under the age of 18, and employees whose contracts are shorter than 12 months. To date, it has been estimated that over 400,000 people have taken advantage of the scheme, working for around 15,000 employers.

Health and environmental benefits

In a survey, the Cycle to Work Alliance discovered that 87% of employees who participate in the scheme noticed an improvement in their health, and the 97% of businesses surveyed thought that the scheme was an important way to encourage a healthy workforce.

The scheme also plays a role in creating a more productive and engaged workforce. Some 89% of employers believe that the cycle to work scheme is an important means of improving employee engagement.

The Cycle to Work Alliance has calculated that current users of the scheme save 133,422 tonnes of CO2 every year. This is the equivalent of the total annual CO2 emissions of 24,000 homes, or a city larger than Hereford or 76 full Boeing 747s flying around the world - more than the combined fleet of British Airways and Virgin Atlantic's jumbos.

www.direct.gov.uk/en/TravelAndTransport/Cycling/DG_190101

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Merseyrail won the customer service award with ideas like secure storage (inset)



Operator of the Year South West Trains delivered 1,500 more cycle spaces

Rail finds the right gear

The annual ATOC National Cycle-Rail Awards shine a spotlight on best practice and innovative thinking in the provision of bike facilities at train stations

Cycle hire facilities, repair shops and even a vending machine which hires out folding bikes. These were among the schemes that won accolades at the National Cycle-Rail Awards, organised by the Association of Train Operating Companies (ATOC). The winning entries reflect the fact that the best cycle-rail projects are partnerships which see train companies work with local authorities, cycling organisations and bodies such as the British Transport Police.

The 7th annual awards ceremony was hosted by the All-Party Parliamentary Cycling Committee at the Houses of Parliament on 2 November 2011, with transport minister Theresa Villiers among the guest speakers.

ATOC's chief executive, Michael Roberts, was impressed that many of the entries were submitted not just by train companies but by

cyclists themselves. As more and more passengers opt for two wheels to get to and from the station, cycling is playing an ever more important role in Britain's growing railway," says Roberts. "Train companies and the rail industry as a whole are committed to improving and developing cycle-rail provision, with an increasing emphasis on customer service and satisfaction, alongside better station and on-board facilities."

The benefits of cycle and rail integration are compelling, Roberts said. "For the passenger, combining cycle and rail offers convenience, speed, affordability and transport that has a low impact on the environment, alongside clear health benefits. For the train company, it provides a sustainable and practical way of getting passengers to and from the station, creating a model for increasing passenger

numbers and accessibility to stations. For the local authority, cycle-rail provides a long distance form of sustainable transport, providing mobility with low environmental impact. That, in turn, provides access to jobs and services, helping support councils' efforts of improving quality of life for their communities and supporting economic growth."

Best Customer Service

Winner: Merseyrail

Merseyrail, the only train company to offer unrestricted cycle carriage on its trains, has created Southport Cycle Centre to provide secure parking for 122 cycles plus a hire and repair facility. The facility was created with DfT and Cycling England funding. So far 186 customers have signed up for the 'Go Cycle' scheme.

The judges said Merseyrail won because of its approach to and delivery of first class services for cyclists, and willingness to promote these services.

Best Local Government Scheme

Winner: Eastleigh Borough Council

The council and South West Trains have launched a number of initiatives to improve access and facilities at stations. Highlights include Southampton Airport Parkway receiving 175 additional cycle parking spaces, a new cycle route linking Eastleigh to Southampton running through the station and



The 2011 ATOC National Cycle-Rail Award winners

a Station Travel Plan. Cycle access and facilities have also been upgraded at Eastleigh, Chandlers Ford, Hedge End (serving the Rose Bowl Cricket Ground) and Netley stations.

The judges said Eastleigh Borough Council has won the Best Local Government Scheme Award for its work with South West Trains on their strategic and integrated approach to station access and cycling issues.

Innovation

Winner: Leeds CyclePoint

Leeds CyclePoint was opened by train company Abellio in September 2010. This facility offers secure cycle storage, repair, hire, equipment sales and information. It is staffed by Evans Cycles staff from 7am to 7pm, while cyclists have access via swipe cards at other times. By September 2011 some 100 people had season tickets and an average of 10 walk-up tickets were being sold every day. Abellio also supplied 150 free cycle stands.

The judges said Leeds CyclePoint deserved the award for Innovation as it spearheaded a new approach to first-class provision for cyclists. It was also the delivery of one man's vision of how railways should provide for cyclists. If this was not enough, it was delivered in partnership, quickly and efficiently.

Cycling Champion

Joint winners: Ian Hall (Northern Rail) & Phil Dominey (South West Trains)

The judges said the Cycling Champion award was fiercely contested with nine nominations for five candidates, all of whom were worthy winners. In the end the judges were unable to distinguish between the final two candidates and chose two joint winners.

Northern Rail's Ian Hall has managed the Bike'n'Ride project covering 111 stations in the Leeds area since 2009 and has chaired the Northern Cycle Rail Forum since 2010. His initiatives include adding a cycling link to the train company's website, working with local authorities to get extra land for cycle parking and arranging for 'Pedal Ready' cycle trainers to have railway passes to enable them to get around the region more easily.

Cycling is not the major part of stakeholder manager's Phil Dominey role with SWT, but through partnership working with local authorities, ATOC, Transport for London, Sustrans and cycle companies, he has transformed access to stations. He has set up three cycle hire schemes, six new secure cycle compounds and 1,500 new bike spaces across the network.

Station of the Year

Winner: York Station, East Coast Trains

York has a traditionally high level of cycle use for commuting and was one of 13 Cycle Demonstration Towns. East Coast has worked in partnership with City of York Council to develop York Station as a cycle-rail hub by improving facilities and access.

Improvements include: two new ramped gateways to make access for cyclists easier; a new cycle hire and repair centre run by retailer Cycle Heaven; increased cycle parking capacity; the removal and recycling of abandoned bikes; and improved security via new CCTV and partnership working with the British Transport Police.



Leeds CyclePoint (above and right) is an automated parking system

The judges were very impressed with the lengths gone to and the scale of the works delivered to make York truly accessible from all approaches. Real thought has gone into the facilities at York to ensure that they deliver all that cyclists require, said the judges.

Operator of the Year

Winner: South West Trains

Through partnership working SWT has delivered more cycle facilities than any other train company and launched innovative ideas such as the Brompton Dock, a vending machine for hiring folding cycles at Guildford Station. By working with ATOC and local authorities, SWT has delivered around 1,500 additional bike spaces, introduced three cycle hire schemes and installed six new secure cycle compounds. There have been improvements at 30 stations which have resulted in approximately 50% of passengers coming through SWT stations benefiting from improved facilities. The infrastructure schemes are complemented by behavioural change initiatives such as security tagging, 'Bike Breakfasts' and 'Bike Surgeries'. Through Bike'n'Ride, SWT has seen a 10% growth in overall usage and a 9% modal shift to cycles.

The judges were impressed with the lengths South West Trains go to, both on and off trains, to accommodate cyclists and deliver a great service to them.

Best Station Travel Plan Measure for Cycling

Winner: Purley Railway Station Travel Plan
Purley Station in Croydon, south London, used to have just 10 cycle spaces. A major regeneration of the station, including new lofts to allow step-free access to platforms, provided the chance to redesign its forecourt.

The new cycle area now has 60 spaces housed in a modern stainless steel and glass structure to provide space, light and shelter from the weather. Southern has also installed energy efficient lighting and CCTV coverage. As the Station Travel Plan revealed that way-finding was poor, some £10,000 was invested



in new signage throughout the station.

The judges liked what Southern Railways are doing at Purley, and thought that the project simply made it easier for cyclists. It was felt that they had given a lot of thought to the end-to-end journey and done all they could to assist the cyclist at every stage.

Partnership Working

Winner: Northern Rail

The Northern Cycle-Rail Forum is a partnership of 57 organisations helping to develop and implement solutions to cycle-rail issues and has been an effective tool to both the train company and cyclists in achieving their goals. The forum meets three times a year, with 35 regular attendees who were responsible for delivering Northern's Cycling Strategy.

Examples of partnership working by Northern in 2010-11 included: The Bike'n'Ride project delivering secure, sheltered cycle parking for 111 stations around Leeds; and a consultative process involving 10 people visiting each station to ensure facilities meet the needs of local stakeholders.

The Summer Series local marketing campaign at eight stations involved support from 50 organisations. A survey of 350 people conducted during the Summer Series identified barriers to cycle-rail use.

The Leeds CyclePoint was delivered with partnership funding from Network Rail, Abellio, Northern and Metro. Northern Rail's approach to cycle stakeholder engagement is a well known best practice example. Through their work with the Northern Cycle-Rail Forum they have gone well beyond consultation.

www.atoc.org



David Dansky

Let's teach the world to ride

Segregating cyclists is too costly. London shows how to get more people cycling on streets, says **David Dansky**

The last decade has seen a massive increase in cycling in London. Anyone who commutes in the capital today finds themselves sharing the road with 'critical mass' levels of riders using the main commuter routes into town.

The upward trend in London is in sharp contrast to the low levels of cycling in some parts of the country. The recently published research *Understanding Walking & Cycling (UWAC)* looked at attitudes to cycling in some of these places (suburbs of Lancaster, Leeds, Leicester and Worcester).

Amongst the good policy recommendations proffered by the UWAC team was a call for "continuous segregated cycling infrastructure on our biggest and busiest urban roads". Researcher Dave Horton acknowledged London's cycling revolution, where there is little provision of segregated cycle lanes, but suggested that London is "an aberration". Rather than view London as an aberration, local authorities would be wiser to consider London a model.

Getting more people cycling has been clearly on the agenda of local and national government for a while, for obvious reasons. Research by Simon Christmas for the DfT found that "the most important barriers to

road cycling are related to the behaviour of other road users and the volume and speed of traffic". Many of these behaviours relate to the fact that many cyclists and drivers are not clear where cyclists belong on the road. It is easy to understand why many people who don't cycle may say that they would only cycle if there were segregated cycle lanes.

Transport for London (TfL) and many London boroughs have had the political will to implement a variety of measures that both reduce risk and the perception of risk as well as promote cycling without recourse to the massive, expensive infrastructure-building project that the UWAC team is calling for. Interventions that have moved cyclists from the margins of the road and given them a legitimate place in the traffic stream where they feel safer are more visible. There is safety in numbers. So, in addition to the 'Congestion Charge', what has worked to get Londoners on bikes?

Speed is a crucial factor in actual and perceived risk. 98.7% of cyclist casualties occur on roads with a 30mph speed limit. Many London boroughs have adopted 20mph limits or zones on borough roads. A variety of imaginative infrastructure tweaks encourage drivers to drive at speeds where cyclists can

ride in the traffic stream. TfL could go further and adopt this speed restriction on all roads in the capital. Engineers are looking into ways of road sharing through design, creating shared road space. There are bicycles painted in the middle of lanes, permeable cycle routes across some boroughs (where drivers can access their homes and cyclists can move freely), junctions designed to slow drivers when turning, contra-flow cycle lanes and some segregated lanes giving cyclist-only access; and there are bus lanes. Cyclists have been allowed in bus lanes for years, bus drivers are now trained in road sharing.

One argument for segregation is managing people's transition from non-cyclist to confident on-road cyclist. People may be prepared to ride off-road where they learn basic control. After a few months riding off road in parks they may venture onto quiet roads and, realising that it's not that risky, may move onto major roads.

Adult cycle training can provide this transition over 2-4 hours. TfL, through the London boroughs, has offered free or subsidised adult cycle training for over a decade. Cycling instructors teach people to take as much space in the road as they need.

Some London boroughs give on-bike cycle training to all drivers who service the borough. The London Borough of Lambeth, through its Road Danger Reduction department, has funded the training of HGV and bus drivers for two years. This on-bike training is now accredited towards drivers' CPC (certificate of professional competence).

TfL is actively marketing cycling. The 'catch up with the bicycle' campaign lets other road users know that cyclists have a right to be there. Images used by TfL are generally positive images of normal people on bikes (often without helmets and hi-viz). TfL could go a step further and show more images of cyclists riding in the traffic stream, perhaps in front of a bus. The blue symbol indicating a docking station for the hire bikes has quickly become a new London transport icon due to the scheme's popularity. The bikes, built like Sherman tanks, are heavy and slow. Their riders are people who don't generally wear traditional cycling gear – normal-looking people, commuters in suits and tourists wobbling round central London. Even London taxi drivers tend to drive carefully around them and enjoy seeing people using these bikes.

Many of the interventions described above fit in with road danger reduction ideas that look at how to reduce danger at source and promote sustainable modes. Having cycled in London, daily, for the past 20 years, I believe that conditions have become progressively better. All road users are getting used to sharing the limited space available in our towns. The UWAC team's call for mass segregation is premature. We all want to feel safe, travel cheaply and to feel fit and healthy. These motivations, together with the possible decline in trips made by the motor car, should encourage local and national government to look to London for inspiration to get Britain cycling.

David Dansky is head of training & development at Cycle Training UK

www.cycletraining.co.uk

Capitalising on London's lead

London is brilliant for the cycling experience, but it's not a template, argues

Dave Horton

I concur with almost everything that David Dansky says – and with such eloquence and so persuasively – about cycling in London. I was privileged to spend a weekend as David's guest in London. He and I, along with Andy Salkeld of Leicester City Council and others, rode all over the city, witnessing recent changes to London's cycling environment. I was hugely impressed by how it felt. The cycling experience has undoubtedly improved dramatically over recent years. I was particularly impressed with how, as people on bikes, we were treated by other road users, especially by those who drive for a living, such as taxi and bus drivers.

Rather than rushing to overtake, many drivers waited patiently, and at a respectful distance, behind us. Such tolerant behaviour is crucial to the development of a more cycle-friendly (and, more generally, civilised) urban environment.

David and I share a vision for mass cycling across urban Britain. Where we differ is perhaps in London's status. He sees the English capital as a model. How I would love that to be so! And, just maybe, he is right.

But my disagreement with David is, I think, based mainly on our different experiences. Whilst he has industriously been participating in London's cycling boom, I have been researching the state of cycling in other parts of the country. And if his participation in British cycling's good news story has made him optimistic about this mode's prospects, my explorations into cycling elsewhere have made me extremely pessimistic, unless something changes.

Leeds was one of the four case studies in the Understanding Walking and Cycling (UWAC) project that I participated in. Put bluntly, when it comes to cycling, Leeds is not London, and very definitely not central London! Instead, Leeds remains a city that is strangled by cars, and where only the most committed, fearless or desperate dare to cycle. Of course, London still has a long way to go before the majority of people will give cycling a go – it clearly remains 'a work in progress'. But that aside, given how far Leeds is behind London, how do we get from one to the other?

If we're serious about building cycling's modal share (and I think we must be), and if we're also impatient to do so (as I also think we must be), then cycling in a city such as Leeds must be 'fast-tracked'. To do this, the kinds of interventions that David describes in London are all of course important. We need cycle training, we need cycling to be marketed, we need a whole range of affordances to cycling to be implemented alongside a range of deterrents to driving.

But, still, I struggle to see how more people in a city such as Leeds will be nudged into



Cycling infrastructure is being created in Leeds, now the hearts and minds of potential cyclists need to won

cycling without the provision of continuous, high quality and segregated cycling infrastructure along the biggest and busiest arterial roads. Although many of the people we have talked to over the past few years were clear that they will not cycle in a mixed traffic environment, I admit that it is plausible that bringing the speed limit of such major roads down to 20mph could have a similar effect, but is that any more 'realistic'?

London still has a long way to go before the majority of people will give cycling a go - it clearly remains 'a work in progress'

Dave Horton

In case it doesn't go without saying, the UWAC project sees the provision of dedicated cycling infrastructure as part of a broader package of measures (as set out in the project's summary report) designed to normalise cycling whilst de-normalising the car for short urban journeys. Until we make these changes, driving will for the majority of people remain the default option, while cycling will remain simply too difficult to contemplate. And we will remain stuck with the kinds of dirty, dangerous and uncivilised urban spaces that, over the last half-century especially, we have so effectively built.

David Dansky is right – the measures proposed by our project will cost a lot of money. But, even given the current economic climate, I don't see this as a major problem. Perhaps such measures are too costly from a mindset that sees the car as king, but when it comes to designing urban space for the 21st Century such a mindset should be – and is fast

becoming – anachronistic. Transport spending needs to adapt accordingly.

Lastly, I really must mention the spirit with which David has engaged with the findings of the UWAC project. From a position of profound disagreement with our call for segregated cycling infrastructure along big, busy urban roads, he has encouraged the development of thoughtful and respectful discussion and reflection on the way ahead for cycling across Britain.

It is precisely this spirit of engaged and respectful collaborative inquiry that we should be fostering, in order most effectively to get Britain on its bike. And, having explored and inspected 'cycling in London' by bike, we are soon to do the same – this time as Andy Salkeld's guest – in Leicester. Long may this wonderful spirit of mutual exploration of cities and ideas, in the pursuit of more sustainable urban futures, continue and flourish!

Dave Horton is a sociologist

<http://thinkingaboutcycling.wordpress.com>



Dave Horton

Positive reaction to plans for an electric future

A study into the use of electrically-assisted bikes shows interest in the system, reports **Dr Colin Black**

In September 2011 Transport for London (TfL) launched a pilot project to facilitate the uptake of electrically assisted bicycle solutions, demonstrate cost effectiveness to the business community, and effect localised reductions in PM10 emissions. This is part of a business engagement programme being funded through the Clean Air Fund (CAF). The funding was awarded by the Department for Transport to the Mayor of London to introduce a package of innovative measures to reduce harmful emissions at key hotspots.

TfL's Business Engagement Programme is focussed on partnership working between the business community and TfL. It targets change in both process and culture within organisations to deliver the Mayor's Transport Strategy targets. It leverages investment and support for transport infrastructure and travel initiatives from the business community. The CAF has enabled TfL to engage with over 300 employers along the three main priority corridors to mitigate air pollution. The three corridors are:

- Marylebone Road/Euston Road
- Victoria Embankment/Upper Thames Street
- Park Lane (Marble Arch to Hyde Park Corner).

From its work with businesses, the TfL team identified a potential opportunity for electric bikes to be used for business trips, and in doing so help reduce emissions. TfL commissioned specialist sustainability solutions consultants Contemporary Transport in partnership with City University, White Willow Consulting and bicycle manufacturers Trek Bicycle Corporation to deliver a trial of electric bicycles targeted on working with employers situated in or near these corridors.

Choosing the participants

The project team worked closely with the TfL Business Engagement Team to identify businesses who may be interested in the trial. The fact that TfL had already established relationships with a broad range of businesses was a significant factor in helping to quickly identify suitable participants. Participating organisations then promoted the bikes to employees and encouraged staff to register to use them. To use the bikes, individuals were asked to commit to undertaking (and



Dr Colin Black

remembering) simple tasks to support data collection by completing an on-line registration form. To incentivise staff participation and completion of this survey, all employees at the selected sites are entered into a random prize draw at the end of the trial to win one of three electric bikes donated by Trek.

The electric bikes

Trek worked directly with employers at the outset, and then via its network of local dealers for the rest of the trial, to provide training, mechanical support and back-up. Trek provided bikes from its Electric Assist range, together with panniers, lights, helmets, locks and spare chargers. Trek is playing an active part in the evaluation process to ensure best possible data capture to understand journey patterns. A dedicated website for back-up and training was also set up, and on-site training at the start of the trial was given to key individuals.

GPS access location data about the trip is being automatically recorded by a tracking device attached to each bike. Each time the bike is used, the user is asked to record how they would previously have undertaken the journey. The data provides information on journey length and how it relates to the three Air Quality Management Areas (AQMA), as well as other parameters such as the route used. This allows calculation of equivalent motor vehicle journey and impacts (e.g. carbon, particulate, fuel and equivalent cost), as well as indicative fares for equivalent trips by taxi or public transport.

The analysis will produce statistics such as the total bike miles travelled, those that were undertaken as a substitute for another mode of travel, and miles undertaken in the AQMA by each bike/user. This information will provide a database for reporting both emissions and indicative cost savings.

The trial is intended to provide a broad range of useful information, including:

- Experience relevant for future initiatives obtained during trial set-up process
- Analysis of usage patterns in terms of distance, time, route, speed, etc

- Evaluation of the carbon, environmental (air quality) and fiscal benefits of electric bike use
- Consideration of qualitative factors, such as practicality, image
- Identification of organisational and personal barriers to adoption
- Use of interview data and local case study example where appropriate
- Recommendations for targeting key market and commercially viable routes to market.

Some early feedback

The trial was reviewed in early 2012. Early feedback is encouraging. Participating organisations currently include a trade union, consultancy firms, an insurer and legal firms. The opportunity to use the electric bikes has been well-received by employees and has stimulated significant interest.

One of the biggest challenges appears to be changing current business travel habits institutionally embedded within the organisational culture. The electric bikes initiative is helping to provide an alternative travel method. They could play an important role in providing an opportunity to undertake short trips on bikes wearing business attire, by removing the concern about arriving at a meeting "hot and sweaty". It is also perhaps useful to relay experiences in dealing with insurance issues. Whilst it is important to stress that no businesses refused to participate because of difficulties in confirming insurance cover, it is clearly an area in need of clarification. Difficulties have frequently arisen when attempting to obtain a clear and unambiguous answer from insurance underwriters.

Typically insurance underwriters explained that employers needed to be "well versed on their duty of care" and "have mechanisms in place". This is an area where there is perceived to be little in the way of established procedure, and therefore insurers are uncomfortable with providing definitive advice on how to do this. Typically, they would refer the scheme promoter to the Health and Safety Executive (HSE) for clarification on how to implement an electric bike scheme and what is required from the employer.

This is clearly an area where further dialogue with the HSE or the Institution of Occupational Safety & Health would be useful, as neither body currently has specific guidance readily available. At this stage, it is clear that the length of time and effort it has taken some businesses to check cover with their insurers, together with progressing internal health & safety requirements, has discouraged many employers from participating in the trial. For those who have overcome these barriers, the feedback from staff about using the bikes suggests it was a worthwhile effort and the trial is providing very useful data about the opportunities for greater use of electric bikes in the future.

Dr Colin Black is founder of the specialist consultancy practice Contemporary Transport, established to provide a personal and bespoke service to results-orientated clients. Drawing on a broad international understanding of sustainability policy, strategies and research enables him to work on an array of innovative projects, such as this one.

www.contemporarytransport.co.uk



A Trek Bike Electric Assist Model FX+WD



An e-bike is not a moped

Set the e-bikes free

The electric bike is a bright idea whose spread in the UK is hampered by regulation, argues **Victoria Sowter**

In 2009 a document entitled *Low Carbon Transport: A Greener Future* committed the Department for Transport to cutting road transport carbon emissions. Further, in the report *Ultra-Low Carbon Vehicles in the UK*, the government set aside £400m to encourage the development and uptake of ultra-low carbon vehicles i.e. electric cars. But will these vehicles really make a significant impact on the Climate Change Act 2008 target of an 80% cut by 2050? Much depends on the source of electricity, but the spectre of more nuclear power stations looms large. Additionally, encouraging such vehicles will do nothing to tackle congestion or reduce casualties.

But there is an electrically powered private mode of transport that uses around 1% of the energy used in electric cars. It's more inclusive, safer and could reduce congestion by being far more space-efficient – it's the electrically assisted pedal cycle aka the "e-bike". E-bikes are cheap to run, quiet, flatten hills and overcome headwinds. They can be used on cycle tracks, and the rider, needing only moderate effort, doesn't arrive at their destination in a pool of sweat. That said, there are still health benefits, particularly over car use. And their potential? Just over three-

quarters of all car journeys are ten miles or less, a distance that e-bikes can easily cover travelling at up to 15mph. Neil Guthrie's 2001 study showed an impressive 38% of recent e-bike purchasers had switched from the car for commuting purposes.

And yet does the DfT encourage e-bikes in the way that it does electric cars? Surely there is a benefit:cost ratio (BCR) calculation on public investment in e-bikes versus electric cars? Surely they get their due mention in the consideration of other ultra-low carbon vehicles? No, shockingly they are utterly ignored.

So how do e-bikes fare when considered as 'bicycles' - which is how they are classified in regulatory terms by the DfT? Even here they are seemingly invisible from a policy perspective. There is no mention of e-bikes in Local Transport Plan guidance or the DfT's recent Active Travel Strategy. How many Cycle Demonstration Town co-ordinators or travel planning professionals promote e-bikes for

commuting for example?

Does this really matter? Surely the market is tiny? Yes, currently the UK market is tiny (15,000 e-bikes sold in 2008), with little service back-up, but it is expanding rapidly.

E-bikes can sell like hot cakes; US sales, for example, doubled to 200,000 between 2005 and 2008. Yet without having even explored the potential of e-bikes at the strategic level, the DfT has recently consulted on regulations which might stifle that potential.

Currently there are two types of e-bike available in mainland Britain: 'pedelecs', which provide assistance to pedalling, and 'twist and go' which have the added option of using a throttle to either replace or supplement pedalling.

The DfT is considering effectively banning 'twist and go' without a full analysis of the impact on either users or future transport planning. Because of an EU directive, this type will be classified as a 'powered two-wheeler' and users will have to insure, tax and wear crash helmets to legally ride them. This is likely to effectively kill this market segment as instead of 'twist-and-go' types being a useful alternative to a bicycle, the comparison will be with mopeds. Who will choose a 'twist-and-go' with maximum limit of 15mph, and for which a

crash helmet and insurance is required, when for similar costs consumers can have a moped that goes at 30mph?

But in China the huge growth has mostly been in 'twist-and-go' (with over 20 million units produced in 2009) and it seems likely that for many car commuters this type will be more attractive. The EU Directive smacks of protectionism from cheap Chinese imports rather than any rational basis for the reclassification. Additionally, the impact on disabled users has not been fully considered. Around ten million people in the UK are disabled. Effectively, the DfT proposals discriminate against those with physical limitations such as chronic fatigue syndrome, diabetes, lung and heart conditions i.e. those who need to choose the extent to which they pedal. A 'twist and go' e-bike can give them increased mobility over a disability buggy.

Surveys show that price is one of the biggest barriers to the purchase of e-bikes. Sound familiar? The DfT happily puts its hand in its pocket for the much more expensive and less inclusive electric car with a £250m give-away to subsidise their purchase by up to £5,000 per car. But where is the assistance for e-bikes? Even the DfT-initiated salary sacrifice scheme for the purchase of bicycles (including e-bikes) by employees has an upper credit limit of £1,000, whereas most reliable e-bikes typically cost more.

An opportunity exists for some fresh thinking and the timing is perfect for the next government to give e-bikes their due. Rather than putting the regulatory cart before the policy horse, a thorough review of e-bikes' potential, drawing on experience from around the world, could be the start of something very exciting. Let's hope that electric cars are not the cuckoo in the nest with the e-bike egg chucked out before it's even had a chance to hatch.



Victoria Sowter is policy advisor to the British Electric Bicycle Association
www.beba-online.co.uk

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PHOTOS BY PHIL JONES & JOHN PARKIN



Clockwise from left: London Cycling Design Standards, cycle lane on Westminster Bridge, combined pedestrian and cycle crossing on Park Lane and a segregated cycle lane in London

Training the designers

John Parkin and **Phil Jones** are training highways engineers to understand that cyclists are not just pedestrians on wheels

Main urban streets are busy places that have to satisfy the competing demands of many types of user, and highway designers have the unenviable task of striking the right balance in any particular location. Car drivers would like smooth flow in uncongested conditions. Lorries and delivery drivers would like space for manoeuvring and convenient loading bays. Pedestrians would like quiet and attractive surroundings, uninhibited by delays crossing the road, as well as places to simply sit and linger. But what of cyclists?

Cyclists have historically been marginalised, both literally (typically being at the margin of the carriageway) and too often in design terms, being given inadequate attention when changes are planned or new streets are built. When designers do give consideration to cyclists' needs, they have often assumed that they have more in common with pedestrians than motor vehicles and so are best accommodated on unattractive off-carriageway shared-use paths.

However, many cyclists are capable of travelling at speeds not dissimilar to the average speed of motor traffic in inner urban

areas. Indeed, in congested conditions and over shorter distances, cyclists will often reach their destination more quickly than drivers. As a result, although shared-use type facilities theoretically reduce physical conflict with vehicles, many cyclists will choose not to use such routes if they are designed to low standards. This, in turn, can lead to drivers' annoyance and emotional conflict with cyclists.

If cycling is to become attractive and safe, particularly in busy urban areas, engineers and other professions involved in the design of streets need to have a much greater understanding of cyclists' needs, and to take account of them in every scheme that they work on. Designers need to know when and

what dedicated facilities are needed and how they should be designed; and how carriageways and junctions should be laid out to make cycling safe, comfortable and attractive.

Transport for London (TfL) is committed to increasing cycling across London by 400% by 2026 (compared to 2001 levels) and is investing in many schemes that are primarily designed to benefit cyclists, both on the TfL Road Network and those of the London boroughs. However, it is vital that all types of highway scheme, whatever their main objectives, fully consider cyclists and take every opportunity to improve their amenity and safety.



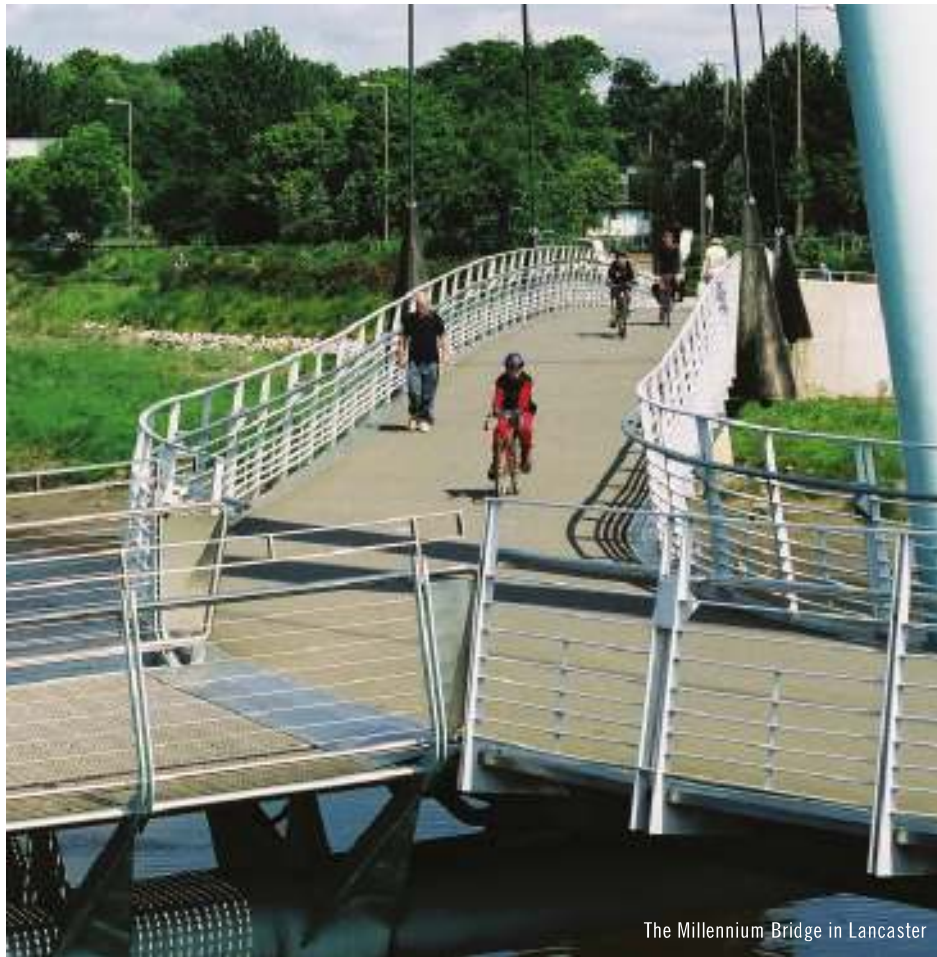
Left: Cycle contraflow at traffic signals in London

Right: Kerb-separated two-way route at signals in London

TfL Cycling Section has, therefore, commissioned John Parkin of London South Bank University (LSBU) and Phil Jones of PJA, through Urban Design London (TfL's training unit), to develop and deliver comprehensive training on designing for cyclists. This is being delivered to engineers drawn from TfL, the London boroughs and their term consultants, and is also open to other professions involved in street design such as urban designers and planners, as well as elected members.

The training, which is running through 2012 and possibly beyond, imparts knowledge across a number of areas including the policy background for cycling, health and other benefits, cyclists' space requirements, the need for permeability, when and what cycle facilities are needed and how links and junctions should be laid out; together with the legal and process issues that should be followed at the design, implementation and maintenance stages. The training will reflect forthcoming guidance contained in the revised London Cycle Design Standards (LCDS) Issue 2, which will be an update on the 2005 LCDS, which will be published for consultation during 2012.

The education and training of engineers in planning and design for cyclists is one of the Chartered Institute for Logistics (CILT) and Transport's Cycling Forum terms of reference. It is hoped that, with CILT's support, the training materials developed for London can form the basis of similar courses that can be run for highway engineers in other parts of the country. www.philjonesassociates.co.uk



The Millennium Bridge in Lancaster

The authors



John Parkin is a Chartered Civil Engineer and Professor of Transport Engineering at London South Bank University. He worked in consulting engineering before joining academia to pursue interests in transport system design and innovation. His research interests include the monitoring and evaluating of sustainable transport interventions, and investigating perceptions of risk and effort. He has worked on schemes from conception to construction and provides training for practitioners.



Phil Jones is a Chartered Engineer with extensive experience in the design of highway and other transport infrastructure, with particular expertise in traffic analysis and transport planning associated with new developments. He is the Principal of a UK consultancy, Phil Jones Associates, which combines transport planning, design and research activities.

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A smart way to stay secure

Sekura-Byk's smart card system is providing secure cycle parking at locations such as train stations and office buildings

A secure cycle park serving a busy London Underground station is celebrating six years without a single theft due to its computerised locking system.

The Finsbury Park Cycle Park was designed and installed for Transport for London (TfL) by Sekura-Byk in 2006. The Norwich-based cycle parking specialist has managed, operated and maintained the Finsbury Park facility since 2006.

The cycle and motorcycle locks are smart card-operated instead of conventional locks and chains. The Finsbury Park smart card locking system – known as PLS – provides 125 locking points and has attracted more than 1,200 registered users.

The well-lit and safe PLS parking facility has won plaudits including the Best Cycle Parking Provision trophy at the Association

of Train Operating Companies (ATOC) National Cycle Rail Awards in 2006.

The news of five years of crime-free cycle parking was welcomed by Siwan Hayward, deputy director of community safety enforcement and policing at TfL, who says: "This achievement is fantastic news as the mayor's cycle revolution gets more people in the capital on two wheels. We hope that the service provided by Sekura-Byk will reassure cyclists in London that cycle security is a key priority for the mayor and TfL, and we will continue in our efforts to stamp out bike theft."

Sekura-Byk director Shireen Naghshineh says: "We are delighted and really proud that Finsbury Park Cycle Park has been used for five years without a single cycle being stolen or vandalised due to the system, which is quite an achievement in



A Sekura-Byk PLS system

modern London. If a cycle park is known to be safe, more and more people use it."

Naghshineh, an environmental designer by profession who has lived in Iran, Canada and the USA, moved to the UK in 2001. Sekura-Byk is based in Norwich and was founded in 1995 by her brother, Shapoor, who now heads RCP Parking.

Sekura-Byk initially focused on cycle and motorcycle locks, stands and lockers, which are still popular sellers, but it has since branched out into automated cycle locking systems. It specialises in turnkey projects: manufacturing, installing, managing, maintaining and operating cycle parks.

"Sekura-Byk's sophisticated locking equipment not only keeps cycles safe and secure but also promotes cycling as a professional, modern method of transport, which fits perfectly with widespread efforts to go green," she adds.

Finsbury Park is one of two Sekura-Byk PLS schemes in the capital. The company also runs a 42-lock cycle park operated by PLS smart cards in the basement car park of an office building in Russell Square, which is used by both local businesses and members of the public. Like the TfL operation, the Russell Square Cycle Park has achieved a 100% track record for cycle security. It is located in an office building car park run by RCP Parking.

"Demand for safe and secure cycle parking in London, as well as other cities and towns, has probably never been higher, so reliable and well-run facilities like this are exactly what cyclists and

businesses need," says Naghshineh. "The scheme has proved a great success from day one and we are finding that many office workers are switching from cars to cycles because the Sekura-Byk facility is there. RCP car park attendants are on duty to assist cyclists in a bright and welcoming environment and there is a real 'community spirit' among the many people who use it each day."

RCP Parking general manager Tony Wakeling adds: "The Sekura-Byk cycle park has been a huge success and demonstrates how cycle and car parking can exist side by side and complement each other's operation. Cyclists regularly tell us how reassuring it is to know that their cycles – often extremely expensive and precious pieces of machinery – are being left in safe hands while they are at work."

Sekura-Byk is currently looking at further PLS locations in the UK as part of a drive to develop a nationally recognised brand. It wants to install bike parks at airports, railway stations, supermarkets, universities, hospitals and numerous local authorities.

"Providing well-designed, 21st century facilities for cyclists and motorcyclists shows that businesses, local authorities and other organisations take the needs of their staff, citizens and visitors seriously – and are thinking in a clean and green way," she says. "In the past, so much thought has been given to car parking that people who'd prefer to cycle have often been forgotten and there has been little proper provision."

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Our cycle and motorcycle locks use smart card-operated security systems instead of old-fashioned locks and chains, in well-lit and safe environments.

Sekura-Byk Ltd's Russell Square Cycle Park has also stamped out cycle and motorcycle theft completely and is now a well-trusted facility for hundreds of city cyclists. We specialise in turnkey projects: manufacturing, installing, managing, maintaining and operating 21st century cycle parks.

Transport for London says: "This achievement is fantastic news... We hope that the service provided by Sekura-Byk will reassure cyclists in London that cycle security is a key priority for the Mayor and TfL."

For expert advice, talk to us about Sekura-Byk Ltd cycle parking systems – and stamp out the bike thieves once and for all.

Mention public bike hire and the first things that comes into most people's mind is London's 'Boris Bikes', first launched in 2010.

However, the Paris Vélib – which with 20,000 bikes is the largest in Europe – arrived three years ahead of its London cousin. But outside the capital cities, the impact of public hire schemes has seen a marked difference between the two countries. The UK has a handful of small-scale schemes, while France had over 30 by the end of 2010, with others in the pipeline. Indeed, public bike hire was well-established in France well before the Vélib scheme, which took its lead from the success of Lyon's smaller version, launched in 2005.

Are cycling levels in the two countries different enough to account for the greater popularity of cycle hire schemes? In France cycling levels fell by half between 1976 and 1997, before stabilising for a period of some years according to CERTU – the government body responsible for urban transport research.

In 2008 the modal split for cycling was 3%. Since the turn of the millennium cycle use has been growing in some of the larger French cities such as Toulouse, Rennes, Paris or Lyon, with Strasbourg having the highest modal share with 9% modal split – lower than some of the UK's leading cycling towns and cities. And general cycling levels are not that different – in the UK around 2% of trips were made by bike in 2010. CERTU says that cycling is certainly a good option for urban centres where two-thirds of trips are less than 3km and this may be one of the factors that has accounted for the growth of public cycle hire schemes in France. But the situation is comparable in the UK – even nationally nearly 40% of trips are less than two miles.

Does size matter? More than six-in-ten of French cities with more than 100,000 inhabitants have public cycle hire schemes – which could be explained by the French law that requires cities of this size to have a meaningful urban mobility plan in place. But hire schemes are also present in many smaller towns and cities that fall outside this requirement. The continent's love affair with multi-modality could also be important: many of the French bikes are accessed using an existing public transport smartcard. Even in London holders of the most common smartcard – Oyster Card – cannot use their cards to access the Boris Bikes. Hardly any French schemes are run by the local authority

The rise and rise of French bike hire

Anne Sayer takes a look at cycle hire schemes from across the Channel



A line-up of Lyon Vélo'v bike hire docks

itself, many are integrated into a public transport or into a street furniture contract – over 40% are run by JC Decaux.

Benoît Beroud, a consultant and expert on French public cycle hire schemes, says that a successful public bike hire scheme will have three key features. First, the scheme needs to easily identify the user to provide them with quick and accurate access to the bike. The current generation of French hire schemes use existing smartcards, credit cards or a membership system – but in future near field communication could make this process simpler. Secondly, the docking stations should be a visible part of the landscape and quick and easy to access. Finally, the pricing system should encourage drop-off as soon as possible – free usage for the first half an hour considerably increases take-up, he says.

But, despite its market lead even France still has significant room for improvement. In many cases there has been limited tendering, rushed implementation and little information on

docking points. And Beroud warns that every town and city will have to ensure that it adapts a cycle hire scheme that suits its own needs. "Cities have to define a mobility service appropriate to their local environment, rather than buying an existing product," Beroud says, adding: "It is necessary to enable one of the more significant mobility innovations of the 21st century to evolve."

As Beroud and his colleagues sum up in a paper presented to the European Transport Conference, France is one of the most well-developed markets internationally, whilst the UK is an emerging one. If the UK's implementation rates match those seen today in France, one would see about 40 new systems in UK cities of more than 100,000 residents, in addition to the five presently operating, they suggest.

www.mobiped.com

Lyon is learning to love Vélo'v

Developed by the Greater Lyon local authority, Vélo'v was launched in 2005. The client accesses the system with a contactless smartcard, and to end the rental, the bicycle must be correctly locked at one of the docking stations.

Public transport season ticket holders can get a reduced-cost subscription and can use their public transport smartcards. In one year, more than 4.5 million journeys were made and, according to a 2006 study, 85% of the journeys provided by Vélo'v each morning are home to work or home to university journeys while 96% of Vélo'v users were new cyclists.

The Lyon scheme is what cycle hire expert Benoît Beroud describes as third generation schemes – which involve some element of recognition – either via membership or smartcard, ensuring that users have a good reason to return the bikes as early as possible. The earlier schemes, such as Amsterdam in the 1960s, saw huge levels of bike loss because the bikes were freely available – or lent out with a deposit set so low it was not returning the bikes. Beroud foresees that fourth generation schemes will involve greater levels of security, for the bikes, such as the use of CCTV or lockers – further reducing theft or vandalism.

www.velov.grandlyon.com

What's public bike hire scheme?

Public bicycle hire is a means of getting around that is particular suited to urban centres. Most schemes allow a user to collect a bike in one part of town ride to their destination and drop it off at another docking station. Unlike most other rental services they are priced to encourage short-term use – often the first half hour is usually free. The bike docking stations are dotted around various public places and access is normally automated, most sites do not have a staff presence monitoring hire and return and bikes are available 24/7. Users of the scheme do not have to worry about maintenance, theft or storage of bikes.



South West Trains is working in partnership with Brompton Bikes

Meet the loan riders

The 'bike library' concept is being championed at railway stations, offices and by newspaper publishers, with the Brompton folding bike emerging as the mode of choice, reports **Patrick McDonnell**

A growing number of people are cycling to and from work, as well as using cycles instead of cars and public transport as a way of attending meetings and appointments during their working day. The emergence of a variety of cycle hire schemes means it is not always necessary to own the bike that you ride to and from work, or use during the day. Transport for London's Barclays Cycle Hire Scheme (aka 'Boris Bikes') has encouraged thousands of Londoners to use cycles for short hops across the capital rather than rely on cars, taxis, buses and the Tube. Now two London-based cycle makers are entering the cycle hire sector.

Pearson Cycle Specialists has devised the concept of the "bike library", which allows employees to borrow a bike as and when they need it. Bike libraries have been created for high profile London clients, including Unilever and the Telegraph Group. While Sutton-based Pearson is a cycle manufacturer with a 150 year history, when it comes to the folding bicycles for the bike libraries the company uses cycles produced by another London-based specialist, Brompton Bicycle.

Jez Heys, general manager of Pearson Cycle Specialists, said: "The bikes are stored on company premises, and a simple system of booking in and out is implemented with an appropriate member of staff administering the scheme. Employees book a bike for a pre-determined period of time. Each cycle comes supplied with a luggage bracket on the front and a detachable carrying bag. The bikes are fitted with front and back dynamo lights for visibility, and laminated instructions to fold and unfold the bike are also provided.

Pearson provides on-going servicing for the cycle fleet to ensure that the bikes are always safe and ready to ride, says Heys. It also supplies qualified cycle instructors to train employees in road safety and cycle skills. The company has a dedicated covered test track allowing prospective users to experience the bicycles. At the beginning of each contract year, the bikes are renewed with the latest Brompton models. At the end of the contract year, employees have the opportunity to buy the bikes at 50% of the recommended retail price.

At Unilever employees can use the Pearson

bike library free of charge for both short trips and longer local commutes. Unilever was attracted to the scheme because it offered the chance to encourage a healthier workforce and cut expenditure on rental fees for employees' car parking spaces. "The cycle fleet consists of

The Brompton Dock lockers at Guildford station



both Brompton folding bikes and electric folding bikes, which are easy to store and transport, as well as fully adjustable to suit all employees' sizes," says Heys.

Pearson has also set up a bike library for Telegraph Media Group, which now has 10 bikes at its offices near Victoria Station. "The bikes are literally parked on shelves, which take up approximately 3m² at most," he says. "The *Telegraph* offers this as a free service to their employees to encourage wellbeing amongst the staff. Staff can book the bikes in and out for up to three days at a time. This enables staff to take them home at weekends if necessary."

Lorrie Dannecker, service director at Telegraph Media Group, says: "The aim of implementing the library was to give our staff a tangible benefit with a difference. The positive feedback we have had is enormous. Bikes have been in use for trips to meetings, lunchtime jaunts to Hyde Park, and commutes to and from the office. A great scheme!" Companies creating bike libraries can have the look of their cycles customised. For example, the Telegraph Group's cycles are all white and feature a special Matt cartoon as a special logo.

Pearson has also created cycle hire schemes aimed at the general public. For example, it has devised one in conjunction with Royal Parks for Richmond park in south-west London. "Hiring a bicycle provides visitors with a means of better exploring the park, thereby promoting sport and a healthy lifestyle, whilst reducing the use of cars within the park, making it safer and more pleasant for visitors," says Heys. "We offer a range of bikes, from comfort and off-road bikes to high quality road models, ensuring that all cycling tastes are covered. We increased the availability of bikes by introducing a satellite hire facility to cover more of the park, providing customers with more choice as to their starting and finishing points. We are partnering with local schools and community groups, as well as offering cycling skills training via workshops within a safer, less heavily trafficked area."

Brompton Bicycle's folding bikes are also at the heart of another hire scheme, this time run by South West Trains. The Brompton Dock scheme, a partnership between South West Trains, Brompton and cycle hire specialist London On Your Bike, has been hiring folding bikes to rail passengers since February 2011. The South West Trains network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer-distance travellers.

Will Butler-Adams, managing director of Brompton Bicycle, said: "Integrating a folding bicycle into established transport makes sense. It gives the customer increased journey time certainty, with no traffic jams or delays, and it is the quickest mode of transport over short urban trips. Any user will get fitter, healthier and have more energy when they get to work. They will know they are helping to reduce global warming and, above all else, will have fun!"

South West Trains is part of Stagecoach, whose chief executive Sir Brian Souter launched the scheme at Waterloo Station. "Cycling is growing in popularity and many



Brompton Dock on the South West Trains network offer users advice and help

People are now looking to get on their bikes as part of an integrated trip that involves using trains or buses

Brian Souter

people are now looking to get on their bikes as part of an integrated trip that also involves using trains or buses," said Souter. "We hope this innovative initiative will make it easier for people to take the greener smarter travel option, stay healthy and help save the planet."

South West Trains made 50 bikes available for hire. For season ticket holders, a South West Trains Brompton bike can be hired for up to a year for less than £2 a week. A selection of daily, weekly, monthly, quarterly and annual bike hire options are also available for non-season ticket holders. The bikes have no travel

restrictions and can be carried on all South West Trains services. However, all folding cycles must be stowed as luggage.

The bike hire scheme is managed from the Lost Property Office at London Waterloo station. Season ticket holders pay a £100 returnable deposit, and then £5 weekly, £20 monthly, £50 quarterly or £100 annually. The rates for non-season holders are £5 daily, £15 weekly, £40 monthly, £100 quarterly and £250 annually.

The Brompton Dock concept has also been adopted by Virgin Trains, which now has 40-cycle units at Manchester Piccadilly mainline station. Opening the scheme, transport minister Norman Baker said: "This innovation really showcases what can be achieved when two transport providers come together to establish an end-to-end journey solution."

Besides planning to open new docks at stations such as Ashford International, Bristol, Exeter, Reading and Southampton, Brompton is working on schemes in the London boroughs of Ealing, Hounslow and Southwark.

www.bromptondock.co.uk
www.pearsoncycles.co.uk

The science of network planning

Brian Deegan looks at how to go about designing effective cycle networks

In order to deliver a CASCA (Convenient, Accessible, Safe, Comfortable and Attractive) network of cycle routes it is vital that these design principles are manifested within a delivery strategy. Establishing a network delivery model should be a key stage of this strategy.

Cycling provision often suffers as it is delivered on an *ad hoc* basis. If we want cycling to function as a mainstream transport option then we need to develop a science of implementation even if this is one based on retro-fitting measures to existing, pre-defined road networks catering for the design speed of motorised traffic.

The Institution of Highways and Transportation (IHT) attempted to put figures to each of the CASCA design criteria in its Cycle Audit and Review process, but this article is an attempt to show how this approach can be used on a network rather than street level, from

a planner rather than user perspective.

My findings are based on the cycle networks of London, but I have tried to keep the principles broad and generic so they can be utilised in other cities and towns.

First principles

A network is made up of links and nodes. Where two links converge a node is created. A route is therefore a combination of links and nodes. Routes can be radial or orbital in that they head in and out of a central point or they circle it. The London Cycle Network (LCN) was designed based on these first principles.

Priority strategic routes

Once a simplistic model is applied to a real life complex environment further development is usually required. Factors that influence the propensity to cycle such as terrain, population density and existing transport infrastructure appear. In London it was apparent that not all trips needed to head to central London as Greater London is a collection of towns bounded roughly by the M25 and some towns

operate like small cities themselves.

Croydon, for example, has the same population as Leeds. A network of links connecting these centres was established and this was called the LCN+.

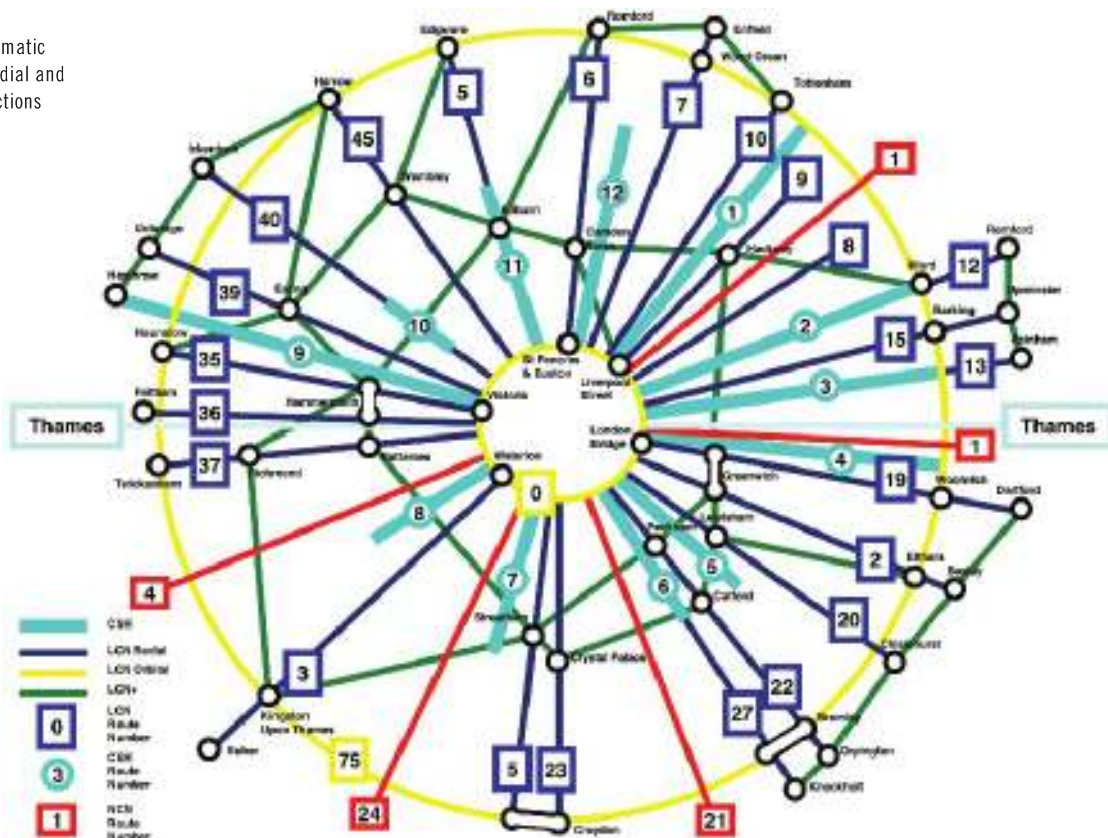
Route differentiation based on user type

Adapting a model based on the characteristics of the user can provide a better and more tailored experience. In London routes were divided into mid-distance radial commuter routes between the outer London boroughs and the central area (Super-highways) and local routes for mainly leisure orientated cyclists that used parks, canals and green space (Greenways). Infrastructure improvements could then be tailored to suit the needs of these specific types of user.

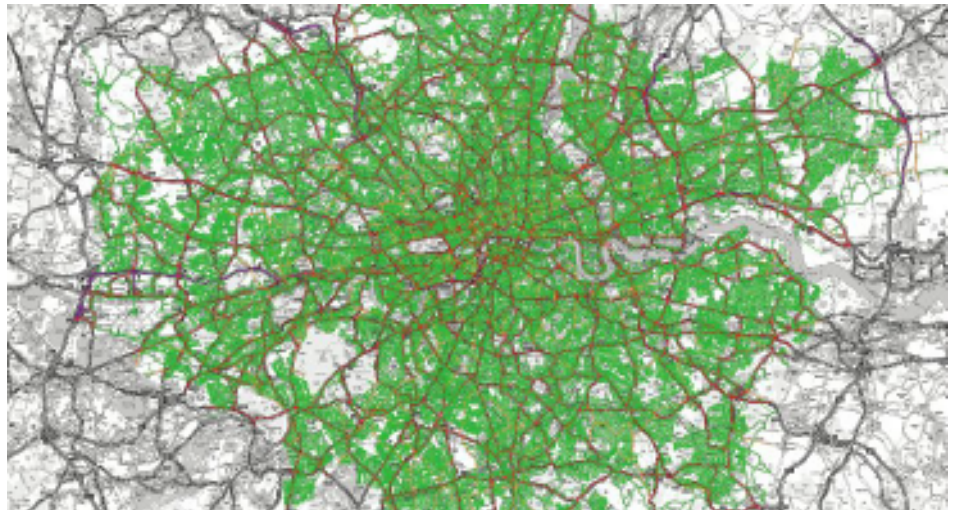
Area-based models

Rather than looking at a network as a series of links and nodes, attempts have been made to look at an area as a whole. 20mph zones, for

Cycle network schematic showing orbital, radial and town centre connections in London



London's roads classified in terms of bikeability level. Green is level 2, orange is level 2.5 and red is level 3

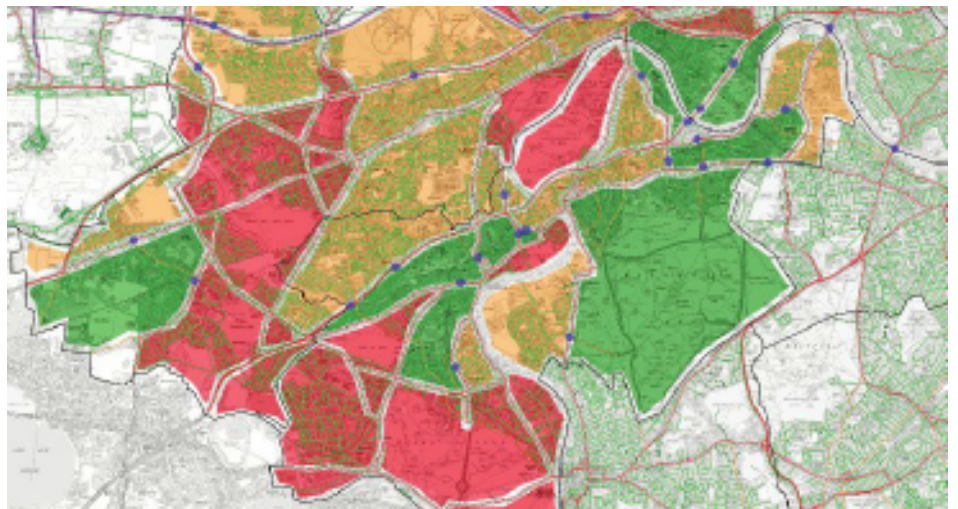


example provide suitable riding conditions for most cyclists without constraining them to a specific route.

Permeability systems that measure the ease at which a cyclist can journey through an area with multiple start and end points are also valid. A variant of this is filtered permeability, which seeks to constrain the number of options motor vehicles have of passing through an area whilst opening up the number of options for cyclists.

Permeability systems underpin the London Cycle Hire scheme, which has docking points spaced every 300 metres in a grid and so requires multiple connections in order to operate.

Road classification-based systems that relate road type to cycling user experience via the bikeability rating system can also help with network development and planning.



Area accessibility to level 2 bikeability cyclists. Green areas have 2 or more gateways, orange have 1 and red have 0

Unification models

Once the complexity of a system is understood new patterns emerge that appear to unify the logic and principles of previous models. One attempt at a unification model involves the visualisation of a network as a series of gateways.

High quality crossing points (gateways) are defined using both cycle route knowledge and the bikeability rating system. This provides a model based on nodes connecting areas with links defined as the most efficient way to move through an area and connect the nodes.

Where no suitable gateway exists an area can be viewed as not permeable to cyclists of a standard level and so work is required. Likewise, cyclists can be guided to these gateways as they represent the safest known ways to cross busy bikeability level three rated roads.

Conclusion

Each one of these models has pros and cons and although in London increases in cycling have been recorded at different rates during the implementation of each model it is hard to be conclusive as to the best model as each built upon the successes and failures of the last. It is therefore advised as best practice that networks be referenced against all these models in order to gain clarity as to their function and ensure greater continuity.

Brian Deegan MILT is a design engineer at the London Borough of Camden

www.ciltuk.org.uk/pages/cycling

Before and after photos showing infrastructure delivery





Bike hangars provide a safe storage place

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Products designed and manufactured in the UK

Cyclehoop's bike hangars allow apartment residents to park their cycles in safety

A new bike storage facility for residents living in flats or other locations where bike parking is a problem has been installed by the London Borough of Lambeth. The so-called 'Bike Hangars' have been installed at two housing estates, using funding from Transport for London.

Residents are supplied with a key to the hangar and pay an annual charge of £60 to reserve a space in the unit, which hold up to six bikes. A further hangar has been installed at Chase Farm hospital in Enfield.

Cycle parking designer and manufacturer Cyclehoop is the UK supplier for the hangars, which are imported from the Netherlands where the Fietshangars are manufactured by Dutch company Heijmerink/Wagemakers BV.

The boxes are seen to be far more effective at deterring bike thieves than when a bike is chained to railings.

Hundreds of bikes are stolen across London each week - 23,748 bikes were reported stolen in London in 2009/10, but the true figure is believed to be higher because many thefts are not reported to the police. Lambeth council will use the trial to determine whether more bike boxes could be introduced using external funding.

Nigel Haselden, cabinet member for regeneration transport, and strategic planning, said: "Many residents in flats are put off owning a bike because they worry about it being stolen and don't have the room to store it safely inside at night.

"There is a huge demand for cycle parking in built-up areas like Lambeth and by helping more people get into cycling we can cut pollution and congestion."

A Cyclehoop spokesman said the hangars cost about £1,500 each, but added the firm was in discussions with the Dutch manufacturer to design and manufacture a similar hangar in the UK with a target price of about £500. Cyclehoop is also looking to increase the storage capacity of the hangars.

A London Cycle Campaign survey showed theft was the biggest concern of cyclists after safety.

www.cyclehoop.com

We need an infrastructure revolution

Women will only start cycling *en masse* if local authorities deliver more segregated cycle lanes, argues transport planner **Rachel Smith**

A colleague recently told me that she was selling her bike. She likes the idea of cycling and has no actual hostility towards her bicycle; it's just, as she says, "Our roads are too dangerous for females". I'm a transport planner based in Australia but I suspect my colleague's feelings are similar to those of many women in the UK. It seems that London may have a similar problem, given that Transport for London's *Travel in London* report found that the capital's cycle hire scheme is primarily used by white men from higher-income households, thus earning it the nickname in the tabloid press as "Boris' Posh Boys Toys".

A while ago I conducted focus groups with women in Brisbane to find out why the bicycle was the 'elephant in the room' and what planners really needed to do to make riding acceptable. I was not surprised with the answers I heard at coffee shops, at my yoga class and at work: women didn't want to ride because of a lack of safe and dedicated cycle infrastructure, traffic fears, personal safety fears and topography. What Australian women wanted was complete separation from parked and moving cars.

In Copenhagen, a city of 560,000 bicycles, 521,000 people and 35,000 cycle parking spaces, 85% of residents own a bike, 70% cycle all year around and 60% use their bike every day. A huge 37% of commuter trips are by bike (that's more than 150,000 people cycling to work every day) and a quarter of all families with two children own a cargo bike. In Denmark cycling is chic, stylish and sophisticated but Copenhagenites don't only cycle because it's good for their health or their environment. They cycle because it's the fastest, safest, easiest and most convenient mode of transport, and because their city has a network of dedicated bikeways.

With the help of a scholarship I visited 21 'cycling cities'; the famous ones in Denmark, the Netherlands, Sweden and Germany as well as the lesser known 'icons', such as Bogota in Colombia, to discover first-hand what infrastructure had transformed a city into a 'cycling city'. What I found was that each city had its own unique network of bikeways, but there were common themes including: four to five metres of 'usable' cycling space, complete separation from motorised traffic, a consistent level of service as well as high quality streetscaping and signage. All of the cycle routes in all of the cities were designed with cycling in mind – they were direct, quick and traffic-free. They were lined with cosy cafés,



Copenhagenites cycle because it's the fastest, safest, easiest and most convenient mode of transport
Rachel Smith

enticing boutiques and townhouses with window boxes, and above all they were beautiful.

Back in Australia, it was clear that we had a problem with width and protection. We had cycle lanes but they were skinny, unprotected, on-road cycle lanes, on busy highways, often less than one metre wide. 'Normal' people – women, children, senior citizens, families, tourists – weren't riding bikes and so in an attempt to get 'more people cycling more of the time', we were building more skinny, unprotected, on-road cycle lanes and, not surprisingly, the vicious circle of people not riding was continuing.

According to City of Sydney research, 41% of our population are 'potential' cyclists; people who want to cycle but are put off by the dangers. Research suggests that many non-regular bike riders in Sydney would start riding a bike if they could use separated cycleways.

In 2010 I launched my Cycling Super

Highways concept; a vision for seven metre wide cycleways that are completely separated from cars, are well-lit and – importantly – are designed for everyone. "Why so wide?" people asked. Cycling Super Highways are seven metres wide (3.6 metres of 'usable cycling space' in each direction) to allow two cyclists to cycle side-by-side – because it's a sociable mode of travel – whilst providing enough space for a faster moving cyclist to overtake a slower moving cyclist.

They are wide and segregated so that 'average, normal, everyday people' will be encouraged to cycle not because they are cyclists but because riding a bicycle is a safe, convenient and enjoyable mode of travel. Finally, they are wide so that they are safe enough for everyone to use regardless of their age, physical ability and cycling skills, for example young children with stabilisers cycling to school and mothers on cargo bikes cycling with their weekly shopping.

I know we can't just go out digging up roads and knocking down houses to build Cycling Super Highways but we can identify opportunities to reshape our towns and cities.

When the Los Angeles Department of Transport said "for the bike to catch on we need a revolution in our bicycle infrastructure" they were right. If we really want cycling to be a central part of our lifestyle, our transport system and our cities we need an 'infrastructure revolution' because that's what women want – and men want too!

Rachel Smith was based in Exeter but is now a principal transport planner in Brisbane. Her Cycling Super Highways toolkit and study tour received financial support from the 2008 Australian Institute of Traffic Planning and Management Janet Brash Memorial Scholarship.



Rachel Smith

A win-win contract for new cyclists

The BikeBoost scheme is an innovative bike loan scheme that asks new cyclists to commit to making 50% of their journeys by bike, explains **Terry Blackwood**

BikeBoost Sheffield is an innovative cycle loan scheme persuading commuters that travelling by bike is a healthy alternative to taking the car. Over 700 people have participated in the scheme in the last two years, with 70% continuing to cycle to work and over 60% buying a bike.

Supported by the cycle industry through the Bike Hub New Ideas Fund and match-funding from Sheffield City Council, BikeBoost provides a month-long loan of a quality city bike, cycling equipment, on road cycle training and free cycle maintenance.

In return the new cyclists agree to try and make 50% of their journeys by bike during the loan period. During the two years of the scheme participants have ridden over 12,000 miles, some 15,000kg of CO2 emissions have been saved and 900,000 calories burnt. BikeBoost is delivered by Get Cycling, a York-based Community Interest Company, and is a development of their 'Cycle 50%' challenges.

Chief executive Jim McGurn says: "We were the first organisation to identify that people who do not cycle to work need more encouragement to give it a try, and our loan scheme allows them to get into the habit of cycling to work without any

financial risk."

Participants in the scheme have found that cycling has not only changed their commuting habits but got them out of the car on a regular basis.

BikeBoost has successfully targeted new or lapsed cyclists with 94% describing themselves as non or very occasional cyclists at the start of the loan, the provision of cycle training from Sheffield based cooperative Pedal Ready has significantly contributed to building riders' confidence and allowed them to discover low traffic routes away from Sheffield's main roads.

Encouraging staff to cycle to work also benefits the employer, explains Sheffield Hallam University's Rajesh Dhimar.

"Cycling has been the most regular exercise I have done in recent years. Not only has it changed the way I look and feel but I have extra 'umph' with which to start the day," says Dhimar. "My commuting time is reduced; the cost of travel is reduced, and there's been a positive impact on work – there's no energy dip in the afternoon."

The success in Sheffield has seen the development of BikeBoost to provide a community based project in Dundee, workplace events in York and two city-wide cycling challenges in Chester.

www.getcycling.org.uk



BikeBoost has encouraged the spread of cycling in Sheffield

Get Cycling works across the country

Get Cycling is an organisation committed to encouraging individuals and communities to start using bikes. It works nationally, organising activities such as bike try-outs, festivals and cycle tours.

"Get Cycling is a registered Community Interest Company run by enthusiastic, creative professionals with decades of high-level business experience," says Terry Blackwood. "We meet a need for new ways of promoting cycling in practical face-to-face situations; through local authorities, regeneration agencies, public health authorities, events companies, community groups, businesses, schools and universities.

Get Cycling events and programmes have been delivered from the Highlands to Guernsey, from Cornwall to Northern Ireland.

Blackwood says: "We operate four mobile units, serving a growing number of clients. Our staff have a very wide range of specialisms, to match the diversity of our client base: from corporate businesses to youth inclusion, from health promotion to cycle design, from school activity days to zero-emission distribution and delivery work. We have proven success in all of these and more."

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Pushing cycling up the agenda

Whether publishing *Think Cycling!* or taking over running The Hub online, CILT(UK) is playing a key role in getting Britain cycling



An example of good practice from Think Cycling!

A 'how to do it' guide from the Chartered Institute of Logistics & Transport UK (CILT) offers local authorities practical advice on providing practical and cost-effective cycle measures. The document covers the design and management of cycle routes, cycle parking and the promotion of cycling. These key themes are illustrated by a series of well illustrated case studies. It is aimed to help officers and councillors of English local transport authorities when implementing cycling measures as standalone schemes or as part of traffic and highway schemes. The guide is also aimed to help planning authorities when securing planning conditions and agreements for new developments approving Travel Plans. Local authorities can also use *Think Cycling!* when partnering train operators on Station Travel Plans.

Think Cycling! was written by members of CILT(UK) Cycling Forum, led by David Hurdle. It highlights good practice drawn from: local authorities; Department for Transport (DfT); the Sustainable Travel Demonstration Towns and Transport Cycling Demonstration Towns demonstration projects; the activities of cycle charity Sustrans and the now defunct Cycling England.

A key source has been the DfT's *Local Transport Note 2/08 Cycle Infrastructure Design*, which sets out a hierarchy of provision for achieving an area cycle route network through a combination of measures. The priority order for what to consider first is:

1. Traffic volume reduction
2. Traffic speed reduction

3. Junction treatment, hazard site treatment, traffic management
4. Reallocation of carriageway space
5. Cycle tracks away from roads
6. Conversion of footways/footpaths to shared use for pedestrians and cyclists.

Think Cycling! states: "This hierarchy approach is one of the key design tools to be found in LTN2/08. Other tools include the five core principles (convenience, accessibility, safety, comfort and attractiveness), consideration of the needs of different types of cyclist, and the use of a table of speed and volume as an indication of suitable types of provision for cyclists. Between them, they cover the variety of factors to be taken into account when developing and designing cycle routes. It is not always possible to develop an area network in one go and this guide highlights various measures that could help to build one up. Gradually, if some motorists cycle instead, traffic congestion and delays, parking pressures, air pollution and carbon dioxide emissions will reduce. And, cycling improves health and exercise, and is carbon-free."

The CILT(UK) Cycling Forum admits that each local authority is different, but hopes the guide's use of case studies will provide a useful starting point and food for thought by showing the range of things that are possible. The guide states: "And some principles, such as using simple 'signage and lineage' are relevant to anywhere and are relatively cheap and easy to do."

www.ciltuk.org.uk/pages/cycling

CILT(UK)

CILT(UK) is an independent professional body for individuals associated with logistics, supply chains and all transport throughout their careers. As the focus for professional excellence and the development of the most modern techniques in logistics and transport, the institute aims to encourage the adoption of policies that are both efficient and sustainable. CILT(UK)'s mission is to:

- Facilitate the development of personal and professional excellence
- Encourage the development of leading-edge thinking and best practice in logistics, supply-chains and all transport
- Provide relevant and valued services to members and employers.

CILT(UK)'s Cycling Forum was established in 2010. It is a professional group concerned with planning and engineering for cycling and for promoting cycling. In order to do this, one of the forum's core purposes is 'to highlight and disseminate good practice, guidance and experience through publications'.

www.ciltuk.org.uk

Key resources

The Hub: Cycling Knowledge for Professionals



The Hub is the new home for Cycling England's online resources. These pages are now hosted by The Chartered Institute of Logistics & Transport – CILT(UK) – as a free source of carefully selected guidance for anyone working to get more people cycling.

This site has been created with key resources from the former Cycling England website. Documents are available for download and the catalogue of reference material will be added to on a regular basis. Additional brand new material will also appear, ensuring that the Hub remains an invaluable source of guidance.

An editorial panel of experienced professionals and seasoned campaigners has been set up to oversee the development of the Hub. Over time, existing material will be refreshed and new peer-reviewed material will be added. The panel is co-ordinated by Tony Russell from Sustrans.

www.ciltuk.org.uk/pages/cycling

ACT TravelWise

A UK network for all organisations working to promote sustainable travel. Its mission is to support its members in their work to promote sustainable travel through provision of first-class learning opportunities, partnership working, marketing support and networking events, all with a specific focus on building expertise and experience in travel planning and other cost-effective demand management measures.

www.acttravelwise.org

CTC

With about 70,000 members, CTC is the UK and Ireland's largest and longest established national cycling membership organisation.

www.ctc.org.uk

Sustrans

The UK's leading sustainable transport charity has over 30 years' experience of creating routes for people, working in partnership with organisations in the public, private and not-for-profit sectors across the UK. It undertakes practical projects that encourage more travel by sustainable modes of transport for everyday journeys. Sustrans co-ordinates the National Cycle Network, which offers more than 13,000 miles of cycling and walking routes on traffic-free paths, quiet lanes and traffic calmed roads.

www.sustrans.org.uk/resources/design-and-construction

Cycle parking: Picking the right type

What type of cycle parking should be installed to ensure that it meets the requirements of the users – cyclists? What works and what doesn't? **ACT Travelwise** advises that if the wrong kind of cycle parking is installed, cyclists will ignore it and use railings, lamp-posts and any other immovable objects instead. Details about installation and positioning are available from the online links published opposite.

😊 Best Practice

The basic, most useful, secure and convenient type of cycle parking is the Sheffield Stand, consisting of an inverted, flattened U. It is suitable for almost all locations, and is preferred by all cycling organisations. Do not use any other type of cycle parking unless special circumstances apply. Sheffield Stands can be set into the surface individually or bolted down as 'toast racks' as in the picture on the right, which can be easily moved. They are simple, low cost, cheap to install and effective. All other types of cycle parking have drawbacks, which make them less suitable, and most of them are more expensive, to buy and install, less convenient and less secure. Sheffield Stands should be 700mm long, 800mm high when installed, with a diameter of 50-75mm.

Sheffield Stands must be installed correctly to be useful, and common mistakes include putting them too close to walls, too close together and in the wrong place. They must be at least 650mm from walls, and 1,000mm apart, and placed so that they are continually overlooked and convenient for access.

They are available in various finishes, including stainless steel, galvanised, painted or plastic coated, and may be adapted to meet local design considerations, but they should not deviate from the basic design.



IMAGE: DENIZ HUSEYIN

Sheffield type stands in Brighton...



IMAGE: PATRICK McDONNELL

outside a London school



... and at a place of work

 **Permissible other types**

Other types of cycle parking should not be installed unless Sheffield Stands are not suitable, and even then, only a very limited range should be used, as listed below. Do not use any other type, and always bear in mind that the criteria of convenience and security must be applied.

Wall-mounted cycle parking may be appropriate if the space is too small to accommodate Sheffield Stands. They can be relatively secure if properly sited, but not as secure as Sheffield Stands. They provide less parking capacity, as only one side is accessible.

Two-tier cycle racks can be useful where space is limited and demand high, fitting more cycles than would be possible with Sheffield Stands. However, they should only be used where security is not an issue. They also require some physical strength to use the higher spaces.



Two-tier Cycle-Works racks at Edinburgh Waverley Station



Wall-mounted parking

IMAGE: PARRS

 **Best avoided**

Equipment such as Butterfly Stands, Channel Racks, slotted slabs, the Cycle Pin, Shark Fin and any variants on these, should never be used. They do not provide security, do not support the bicycle properly, may cause damage, and cyclists will not use them. Some examples of cycle parking which should not be used are shown below.



Cycle Pin



Butterfly Stand



Shark Fin



Concrete slot

Useful links:

- www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2011/01/c04_cycle_parking.pdf
- www.tfl.gov.uk/assets/downloads/businessandpartners/Workplace-Cycle-Parking-Guide.pdf
- www.tfl.gov.uk/businessandpartners/publications/2766.aspx
- www.camcycle.org.uk/resources/cycleparking/guide/

The views expressed in this article are those of ACT Travelwise
www.acttravelwise.org

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Ed Slater

A Soho club story

Andrew Forster meets Ed Slater, the man behind the new H2 Bike Run clubs

It sounds like something out of an environmentalist's dream – convert an underground car park into a commuter club for cyclists and runners. But in central London this is now a reality.

Underground car parks are generally dark and dingy places – certainly not somewhere you'd choose to hang out. But, after a £1.5m-plus makeover, everything about this former car park in central London is fizzing with energy – from the vibrant orange corporate colour, to the pop music filling the air, to the cheerful greeting from the centre's manager. Welcome to H2 Bike Run: the UK's first commuter club for cyclists and runners.

Walking down the former vehicle ramp that serves as the club's entrance, the first thing you notice is the quotations painted on the whitewashed walls. "Other forms of transport grow daily more nightmarish. Only the bicycle remains pure in heart," reads one by the author and philosopher Iris Murdoch. The people behind this venture clearly love their bikes!

Here to show me around is Ed Slater, finance director of property developer Reef Estates and its spin-off company H2 Clubs, which has been set up specifically to develop the commuter clubs. Ed Slater's brother Piers is managing director of the firms and both Slaters are keen commuter cyclists. The



company's website explains that Piers Slater came up with the idea of commuter clubs after spending ten years "showering and changing in cramped offices and health clubs". Eventually he became tired of using poor facilities and so decided to create a solution.

The underground car park on Dufours Place in Soho is five minutes' walk from Oxford Circus. It seemed an ideal location to launch the concept because it's located within a dense employment area. After presenting the plans to Westminster City Council, H2 Clubs successfully bid against car park operators for

a long-term lease of the site.

The membership club opened its doors at the end of April. Opening hours are geared to commuters – 6am-9.30pm Mondays-Fridays, 10am-4pm on Saturdays – and the 13,000 square foot site offers hopefully everything that the commuter cyclist or runner could need: 240 bike racks; a bicycle repair shop; showers (24 for men, 15 for women); lockers (750 for men and 450 for women); a resistance-based gym and spinning (exercise bike) facilities; and a shop selling bike accessories.

A tempting offer?

With a zone one and two travelcard costing £106 a month, Slater hopes the £30.99 peak monthly membership will tempt many public transport commuters to switch to two wheels or put on a pair of running shoes.

Off-peak membership (after 11am) is £17.99 and there's a £21.99 intermediate membership offering two peak time uses of the facilities every week. Lockers are available for long-term hire (£9.99, £14.99 and £32.99 per month, depending on size), so that members can permanently have a change of clothes stored on site.

Ed Slater is particularly keen to attract corporate members as these bring in multiple memberships. "We know the corporates have got a problem because they don't generally



The H2 Club has locker rooms (above) and places to freshen up before work or heading home (below)

have enough showers or bike parking," he says.

Employers pay £29.99 a month per employee but can then claim back the 20% VAT on the price (for the employee, the membership counts as a 'benefit in kind' for tax purposes). A marketing campaign targeted at employers hasn't yet generated as much interest as Slater would like; he concedes that it can be hard persuading employers to spend on employee benefits in the current economic climate.

Slater says one of the marketing challenges has been communicating exactly what the club is. "I'd say we're a combination of a transport solution for runners and cyclists, but we're also a gym," he says, before explaining that people are joining for all sorts of reasons. "You've got women who come in wanting a shower after

work before they go out on the town. They're not interested really in the cycling or the gym. But then you've got other women who just want to 'spin' [use the exercise bikes] and you've got other people who just want to cycle. So trying to position yourself is actually quite tricky."

One thing that has surprised him is how popular the secure bike parking is proving to be. In fact, it's so popular that Slater now has his eyes set on creating two "satellite bike parks" in nearby car parks to provide an additional 400-450 spaces.

Although located in the heart of Soho, the site itself isn't as visible as Slater would like it to be. Dufours Place is a short dead-end street just off the busier Broadwick Street. He's currently looking at ways of improving the club's visibility to passers-by.

A network of clubs

Planning permission for a second club, located in the London Wall car park in the City of London, has already been secured. H2 Clubs is taking a 15-year lease on 33 parking spaces to create the facility. Works on the new club will start this October, with the club scheduled to open in early next year.

The City of London said last year that the car park was underused and the authority would earn more from leasing the spaces to H2 than it could have earned even if all the spaces were occupied by parked cars. "We've identified another three or four we can do after London Wall," says Slater. "The grand plan would be to have about ten clubs in central London."

What about elsewhere – is this a business that could thrive in other cities? "I'd listen to anyone," he says. "If someone said: 'I've got this great site in Manchester and I'd like you guys to have a look at it'. We've certainly got the experience just from opening this one and all the research we've done beforehand."

But Slater believes clubs outside London would have to be operated on a public-private partnership model, in which the public sector provides some financial support. "I don't think there's the density of cyclists elsewhere that you have in central London or the regularity of people cycling every day. Plus I do think the elements play a bit of a part as well," he says, pointing out that the density and height of buildings in the capital gives cyclists a degree of protection even on the wettest and windiest of days.

www.h2bikerun.co.uk

Andrew Forster is editor of *Local Transport Today* magazine

The Get Britain Cycling directory

A guide to selected companies and organisations providing cycling products and systems, consultancy services, professional networking and community action

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www.acttravelwise.org

ATOC – Association of Train Operating Companies

Activities: The National Cycle-Rail Awards.

ATOC brings together all train companies to preserve and enhance the benefits for passengers of Britain's national rail network, irrespective whether their journey is with one or several train service operators.

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Email: enquiry@atoc.org
www.atoc.org

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Email: info@autopa.co.uk
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www.bikeaway.com

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Tel: 07720 291 900
Email: info@bikebuddies.com
www.bikebuddies.com

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Contact: Alastair Worlidge
Tel: 0800 612 6113
Email: info@bikedocksolutions.com
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CILT(UK) Cycling Forum

Activities: The Chartered Institute of Logistics & Transport UK Cycling Forum is the new home for 'The Hub', the online resource set up by the now-defunct Cycling England. CILT (UK) has also published *Think Cycling!*

Tel: 01536 740 104
Email: enquiry@ciltuk.org.uk
www.cilt.org.uk/pages/cycling

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Contact: Dr Colin Black
Tel: 020 7193 5432
Email: info@contemporarytransport.co.uk
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Supplies: Cycling skills and training.
Email: info@CycleCircle.co.uk
www.CycleCircle.co.uk

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Cycle Confident empowers people to take to the road on bicycles through training and support. We work with individuals, businesses, local authorities and activity groups giving them the tools and training to cycle safely, and with confidence, on and off the road. We provide UK coverage through our trusted network of instructors and mechanics. The Cycle Confident team has a wealth of experience in all aspects of cycling ranging from the everyday city commute, touring cycling, mountain biking and triathlon riding. We can also supply a range of cycle accessories to help new cyclists stay safe and comfortable, to keep them cycling.

Contact: David Showell
Tel: 0845 373 0337
Mob: 07841 678 664
Email: david@cycleconfident.com
www.cycleconfident.com

CycleCity Guides



Supplies: Map and guide design and printing, cycling route survey and audit, data-collection for web-based journey planners.

CycleCity Guides provides mapping solutions for cyclists, including bespoke cartography, surveying and design, including route finding and infrastructure auditing. We are an Ordnance Survey licenced partner and uses specialist map printers to give a professional finish to all paper products. Cycle route surveying lies at the heart of CycleCity Guide: our fieldwork methods use Ordnance Survey digital map displays and handheld computers for data recording. We survey to the Transport Direct /Cycling England national standard for inclusion in internet journey planning and can also cover route signing, cycle parking, infrastructure audits and rights of way. We are the current cycle data collector for the Transport Direct journey planner for cyclists, and our route surveying information is also behind other successful journey planners – those of Transport for London, Brighton & Hove and Dundee.

Contact: Paul Turner
Tel: 01373 453 533
Email: info@cyclecityguides.co.uk
www.cyclecityguides.co.uk

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Contact: Anthony Lau
Tel: 020 8699 1338
Email: info@cyclehoop.com
www.cyclehoop.com

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Supplies: Cycle skills and training.

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Contact: Tina Walker
Tel: 01438 235881
Mob: 07775 538830
Email: tina@cycleinstructor.co.uk
www.cycleinstructor.co.uk

CyclenationUK

Activities: Organisation promoting improved conditions for cyclists.

Email: secretary@cyclenation.org.uk
www.cyclenation.org.uk

Cyclepods Ltd



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Cyclepods products are award-winning bike storage and bicycle storage designs which are stylish, space-saving, flexible and highly secure. Manufactured from sustainable materials, Cyclepods bike parking products use 50% less space than conventional cycle stands and cycle racks plus they look fantastic too. Our racks and stands are designed to prevent overcrowding and damage to the bikes.

Contact: Natalie Connell
Tel: 0845 094 0490
Email: natalie@cyclepod.co.uk
www.cyclepods.co.uk

Cycle Training UK Ltd

Supplies: Cycling skills and training: see our advert on page 9.

Email: info@cyclctraining.co.uk
www.cyclctraining.co.uk

CTC



Activities: National cyclists organisation.

CTC has been protecting and promoting the rights of cyclists since 1878. It is a not-for-profit organisation that is funded through its membership and donations in return for support.

Tel: 01483 238 337
Email: cycling@ctc.org.uk
www.ctc.org.uk

Cycle-Works Ltd

Supplies: Cycle storage and parking.

Cycle-Works supports cycling growth by providing quality, innovative products to improve the image of cycling, increase transport choice and reduce car dependency. Our aim is to find the most appropriate solutions to problems, including custom-designed products. We offer open-access and secure bike storage, electronic access systems, lockers for helmets and clothes, and wheeling ramps for steps.

Contact: Peter Davenport
Tel: 023 9281 5555
Email: info@cycle-works.com
www.cycle-works.com

Get Cycling

Supplies: Cycle-to-work scheme management, school activities, roadshows, festivals and consultancy services.

Get Cycling provides innovative cycling programmes including our Get Cycling to School Programme; workplace training and cycle to work schemes across the UK; disability cycling events and sales; and roadshows and sales of conventional and specialist cycles. We are very experienced in delivering cycling festivals, from strategic planning through to on-the-ground delivery, with an emphasis on cycling for all rather than for sport.

Contact: Terry Blackwood
Tel: 01904 636 812
Email: admin@getcycling.org.uk
www.getcycling.org.uk

London Bike Hub

Supplies: Cycle hire and maintenance services
Email: info@londonbikehub.com
<http://londonbikehub.com>

London Cycle Network Project

Supplies: Expertise sharing on cycle network planning and design in London.

Contact: Brian Deegan
Tel: 020 7974 8710

Pedal Ready Cooperative Ltd

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Email: admin@pedalready.co.uk
www.pedalready.co.uk

Phil Jones Associates Ltd

Supplies: Transport planning and design services.

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Contact: Phil Jones
Tel: 0121 222 5422
Email: admin@philjonesassociates.co.uk
www.philjonesassociates.co.uk

Prospects4Sport Cycling

Supplies: Cycling skills and training.
Email: david@cycle-instructor.co.uk
www.cycle-instructor.co.uk

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Supplies: Cycling skills and training.
Email: info@readypedalgo.co.uk
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Contact: Shireen Naghshineh
Tel: 01603 620720
Email: enquiry@sekurabyk.com
www.sekurabyk.com

Sustrans



Activities: Sustainable transport charity.

Sustrans is a UK charity enabling sustainable transport for people traveling by foot, bike or public transport and to help make smarter travel choices possible, desirable and inevitable. We are the driving force behind the National Cycling Network, and are engaged in on-the-ground delivery of cycle route improvements through our network of volunteers and partnerships with local authorities.

Email: info@sustrans.org.uk
Tel: 0845 113 0065
www.sustrans.org.uk

Transport Initiatives LLP



Supplies: Transport consultancy, planning, transport surveys and monitoring services.

Transport Initiatives is an independent transport planning consultancy set up in 2005 with extensive experience of sustainable transport. The firm specialises in cycling, including strategies, detailed audits of routes, signing and parking and promotional activities. Clients include local authorities, the government, train operating companies, developers - and anyone else requiring practical and achievable transport solutions. Our services include pedestrian and cycle audits, spanning from local transport policy audit to physical facilities audit; public consultations and surveys; cycling infrastructure planning and design; and cycling training. We also contribute cycling know-how to school travel planning and bike-rail integration.

Contact: Mark Strong
Tel: 0845 345 7623
Email: info@transport-initiatives.com
www.transport-initiatives.com

Trek Bicycle Corporation Ltd



Supplies: Cycles and cycle accessories.

We offer a full range of bikes, including urban and city bikes for commuting and practical everyday cycling, and innovates in bike design to get more people cycling more often. Trek encourages people to take up cycling as a sustainable form of transportation, supporting 'People for Bikes' in the USA and working with TfL to provide electrically assisted bikes for the London electric bike trials: people are already doing this, and all indications point to continued increases in trips taken by bike. The next steps involve helping the numbers continue to grow by including cycling in any infrastructure and facilities planning. All it takes is the shared belief that cycling is a simple solution to complex problems; we share that belief.

Contact: Andrew Griffin
Tel: 01908 360160
Email: andrew_griffin@trekbikes.com
www.trebikes.com/uk/en/
<http://locator.trebikes.com/locator/search?lang=en>

Wheely Fun Wheels

Supplies: Cycling skills and training
Email: info@wheelyfunwheels.co.uk
www.wheelyfunwheels.co.uk

Not here?

If you feel your products and services should be listed here, why not get in touch to be included in the next edition of *Get Britain Cycling*.

Contact details

Every care has been taken to ensure the contact details for each company listed are correct. Let us know about any changes to names, numbers or addresses and we will update the entries in the next edition.
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