



BEST VALUE IN  
IMPLEMENTING  
CYCLING POLICY

# Examples of Best Practice

The visits during the first two years of the CTC Benchmarking Project identified over 500 specific examples that impressed participants. Using peer review, nearly a half of these were rated as outstanding, offering benchmarks of best practice. Many of the remainder caught the interest of the group as promising initiatives that could be developed into potential benchmarks.

The following sections illustrate something of the diversity of the best practice examples identified, under each of the ten key headline criteria used in the project. The full range is being added to the CTC web site at [www.ctc.org.uk](http://www.ctc.org.uk)

## Leadership

*The extent to which senior officers and members take a lead in directing and supporting cycle policy, and the priority it is afforded within the authority.*



Nottinghamshire County Council had the first systematic travel plan in the UK, launched in 1996. It offers a range of cycling initiatives, including a cycling centre in County Hall. A “Cycle Champion” has been identified at

outlying offices, who can advise the scheme co-ordinator of the facilities needed there.



In Lambeth, one of the key barriers to cycling has been addressed through a £1m scheme for Lambeth Bridge Roundabout. Achieving this involved lengthy negotiations to overcome influential opposition. Despite low levels of existing cycling, the Council took a long term view to provide for future demand.

## Policy and Strategy

*Integration of cycling strategy with Transport Plan, Road Safety Strategies etc, co-ordination between sections / departments, extent to which strategy is implemented.*



Edinburgh has strong policies supporting cycling in its Local Transport Strategy, to

ensure that all new highway infrastructure takes proper account of the needs of cyclists. There is a presumption in favour of new traffic management schemes always incorporating measures for cyclists, particularly exemptions from road closures, new one-way streets and advanced stop lines at traffic signal controlled road junctions.

In Merseyside, a Health Impact Assessment was built into the Local Transport Plan from the outset. This has raised the profile of cycling in the Plan, highlighting the contribution it can make to tackling both health issues and social exclusion.

## Resources

*The staff involved (internal and external): their seniority, selection and training. The level and continuity of funding and the sources used.*



Eastleigh Borough Council's Geographical Information System includes extensive information on cycle provision in the Borough, including overlays and linked databases for cycle parking, cycle routes, accidents and the results from School Travel Plan surveys. This is available to other EBC staff through the computer network.

Within Leicester, out of £3.5m expected to be spent in 2000/2001 on transport, some 20% was estimated to assist cyclists. The cycling officer has use of a

revenue budget for cycling, which is used for public cycle parking facilities, cycle parking grants to employers and cycle promotion.



## User focus

*Ascertaining the needs of users and potential users, and the extent to which they are involved in developing and delivering the cycling strategy.*



Sandwell stood out as having developed its cycling strategy through the Local Agenda 21 group. This approach was used as a way of broadening involvement in the process so as to gain wider ownership of the strategy, to build consensus and to encourage innovative solutions, and there are over 400 people now involved to varying degrees.

Transport for London has worked in partnership with the London Cycling Campaign to produce a detailed series of cycling maps for the whole of London. At the outset, TfL funded exploratory research into cycling map designs, using focus groups. This complemented the official route information from the London boroughs and advisory routes identified by the London Cycling Campaign.

## Infrastructure for Cyclists

*Development and maintenance of infrastructure to assist cyclists, including prioritising, route selection, design, signing and parking.*



To help achieve high quality of design, Edinburgh has published a Cycle-Friendly Design Guide, which has been formally adopted as council policy. This concise 12 page guide lays out the main issues in the design of measures to assist cyclists in an easily accessible format, with recommended references for more detailed advice, and is available free of charge.



Maintenance problems on traffic-free paths in York led to a new system employing two dedicated part-time rangers. The rangers are provided with a bike and trailer each, and collect up litter, glass and dog muck, and report more serious maintenance requirements. The

scheme has been running since May 2001 and has transformed the paths.

## Danger Reduction Strategy

*Measures to reduce traffic danger at source and to make the roads generally safer for cyclists, such that increased cycle use does not result in increased casualties.*



Sinusoidal profile road humps were first introduced as a trial scheme in the Grange Road area on Edinburgh. These have proven to be very popular with cyclists, such that they are now the standard in the city. The exact profile of these is less critical than the need for a smooth start and finish to the hump.

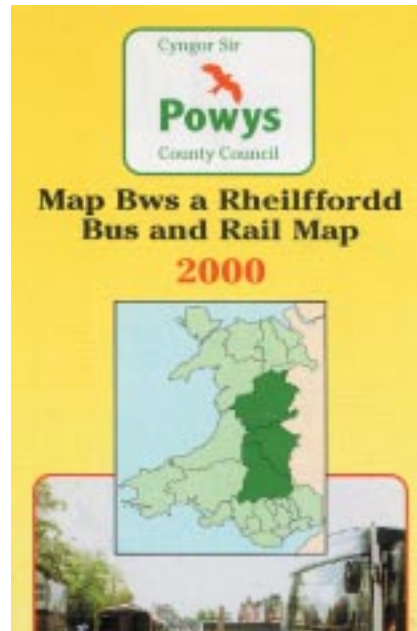


Devon has experimented with radical measures to reduce traffic speeds on a derestricted rural road south of Tavistock. Here a two-lane road has been narrowed to a single track with passing places and the old carriageway surface broken up. This has successfully reduced speeds and diverted rat-running traffic onto more suitable routes.

## Integration with Public Transport

*Promotion of combined cycle / public transport journeys, routes to*

*interchanges, facilities at interchanges and carriage on public transport. Inclusion of cyclists in the design of bus priority measures.*



One of the many promotional initiatives in Powys has been to include National and Regional Cycle Routes on the county Bus and Rail Map. This enables cyclists to plan journeys that integrate with public transport and publicises the main cycle routes to those using public transport.

Transport for London has commissioned a number of Station Accessibility Demonstration Projects, one of which is Wimbledon. These studies are based on a 'whole journey' bike/foot & rail concept, looking at each stage of the journey from home to work and back again.

## Promotion / Education

*Promotion of cycling policy and infrastructure, and educational and training initiatives, to cyclists and non-cyclists.*

Until recently, promotion has been a largely neglected aspect of cycling policy, but local authorities are making increasing use of events and the media for this. For three years the Liverpool Cycle Show has been organised by a

commercial events management company, to promote cycling in Liverpool. Most authorities produce cycle maps, but Fife has gone further by introducing a system of colour-coding of its cycle routes on the signs.



Many initiatives specific to cycling are run under wider travel awareness schemes such as TravelWise, but Cambridgeshire also uses it to educate drivers to be more aware of cyclists. The latest campaign, on commercial radio, aims to influence drivers' attitudes and encourage them to consider the need for their journey and alternative modes.

## Other Partnership Projects

*Additional projects undertaken by the authority in partnership with other organisations, often focused towards specific groups or sites, including schools, employers, health, police, tourism, NGOs.*



Most authorities are developing Safe Routes to Schools, and Leicester has developed this into an area wide initiative, taking in three primary and three secondary schools. It adopts a holistic approach, drawing together local safety schemes, development of a National Cycle Route and public transport improvements. As well as a network of safe routes and new cycle parking at the schools, cycle training is being offered to the secondary school pupils.

Many aspects of cycling policy depend on partnerships, and Sandwell has several initiatives with the Health Authority. One example is Sandwell Hospital, which has purchased 30 folding cycles, for loan to staff who may then buy them at a discount. As many staff live outside reasonable cycling distance, these bikes offer the opportunity for them to try out combined cycle / public transport trips.

Cambridgeshire is working with the police on a project to tackle the problem of cycle theft. Initiatives include more secure cycle parking in the city, advising bike owners on security and re-invigorating and expanding the University bicycle registration scheme.



The Common Wheel project in Glasgow is an example of an increasing number of projects

using cycling as a tool to tackle social exclusion. Run by an occupational therapist, this is a small workshop where people receiving treatment for mental health problems renovate and repair bikes, as part of their rehabilitation into the community.

## Monitoring and Evaluation

*Monitoring usage, route quality, safety, progress towards targets. Effects of initiatives on levels of use, accidents, theft, user satisfaction.*

Lancashire County Council commissioned a 'baseline 2000 survey' of all its services, in September 2000. The survey provides a baseline against which changes in public attitudes can be measured, as part of assessing the impact of changes to service delivery. Questions relating to cycling included level of cycling and user satisfaction with cycle facilities. The results have been used to compare the level of spend with the level of satisfaction in each town.



York has in excess of 1000 public cycle parking spaces in the city centre and at the railway station. More are needed and the Council has set a target of increasing the number of spaces by 5% each year.

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The CTC is Britain's national cyclists' organisation founded in 1878 to promote travel by bicycle and cyclists' rights. It has over 65,000 members and affiliate members. The CTC has been instrumental in developing current guidance on cycle infrastructure design and cycling policy.

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