

# Where Will You Cycle Today?

'Finding New Solutions' Leisure Cycling Project



## Project Delivery Plan (draft)

January 2010

Devon County Council

the place to be naturally active

Devon



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# 'Where Will You Cycle Today?'

## 1 Project Aim

The main aim of Devon's 'Where Will you Cycle Today?' project is:

**To investigate the link between a positive leisure cycling experience and the uptake of everyday cycling**

## 2 'Finding New Solutions' Programme Indicators & Outcomes

The 'Where Will You Cycle Today?' project is part of Cycling England's wider 'Finding New Solutions' programme. Cycling England has identified the following indicators and desired outcomes for the projects within this programme:-

### **Core indicators:**

- number of additional people cycling for leisure
- demographic data of cyclists (eg age, sex, ethnicity, socio-economic status)
- proportion of cycle trips that have replaced a car journey
- mean time or distance cycled [per trip]
- quality of participant's leisure experience
- changes in participants' cycling habits after having a leisure cycling experience

### **Additional (non-core) indicators:**

- increased use of facilities
- proportion of trips replacing other modes of transport eg public transport
- awareness of new facilities
- qualitative indicators such as factors affecting the success of the programme; barriers; facilitators
- economic impact of leisure cycling

### **Core outcomes:**

- Evidence that leisure cycling as an 'introduction' to cycling can create additional everyday cycling beyond the leisure activity
- Best-practice / case studies for leisure related cycling projects
- Increased cycling levels at 'demonstration' leisure destinations

### **Additional (non-core) outcomes:**

- Positive contribution to reducing congestion and pollution
- Increased physical activity of participants (and potential improvements to health)
- Improved inclusivity (for disabled, socially and economically disadvantaged groups)
- Evidence that leisure cycling can contribute to the local /regional economy (regeneration, tourism, commerce)

### 3 Key Project Objectives

In order to help meet the Cycling England programme outcomes the following three key projects objectives have been identified for the 'Where Will You Cycle Today?' project:

- 1 **Investigate the Link between Leisure Cycling and Everyday Cycling**
- 2 **Improve Opportunities for Leisure Cycling**
- 3 **Promote Everyday Cycling**

### 4 Delivering the Key Project Objectives

Devon County Council is committed to improving cycling provision across the whole of Devon. However, In order to deliver the key project objectives within the short timescales available the project will focus on five geographical 'Cycle Hub Towns' within Devon. These are areas with existing provision for leisure cycling, provided by both the cycle network and the location of leisure destinations and attractions.

#### The Cycle Hub Towns (See Map 1)

The Five Cycle Hub Towns are;

1. **Exeter** – With the successful Cycle Exeter project, popular Exe Valley cycle route and progress with the Exe Estuary Trail, Exeter is one of Devon's main leisure destinations for cyclists.
2. **Exmouth** – As well as the locals this town caters for numerous visitors to the area. Exmouth has seafront cycle routes and is connected to the high profile Exe Estuary Trail which offers a traffic-free, family friendly cycling experience. Sandy Bay is a large caravan holiday park in Exmouth that offers an ideal location to inspire visiting families to enjoy easy cycling experiences.
3. **Newton Abbot** – Linked by the National Cycle Network to other areas of South Devon, with popular leisure destinations within easy reach by bike.
4. **Tavistock** - Currently has little in the way of dedicated provision for cycling but offers an exciting opportunity with new sections of cycle route programmed to open within the next 12-18 months. This will offer a good opportunity to test what is achievable at a hub which is starting from a low infrastructure base
5. **Barnstaple** – Already has a fairly developed network of cycle routes and links to over 36miles of traffic-free paths along the Tarka Trail. Bicycle hire facilities are already available at Barnstaple rail station, which with effective promotion can be an excellent resource to encourage more visitors to try cycling.

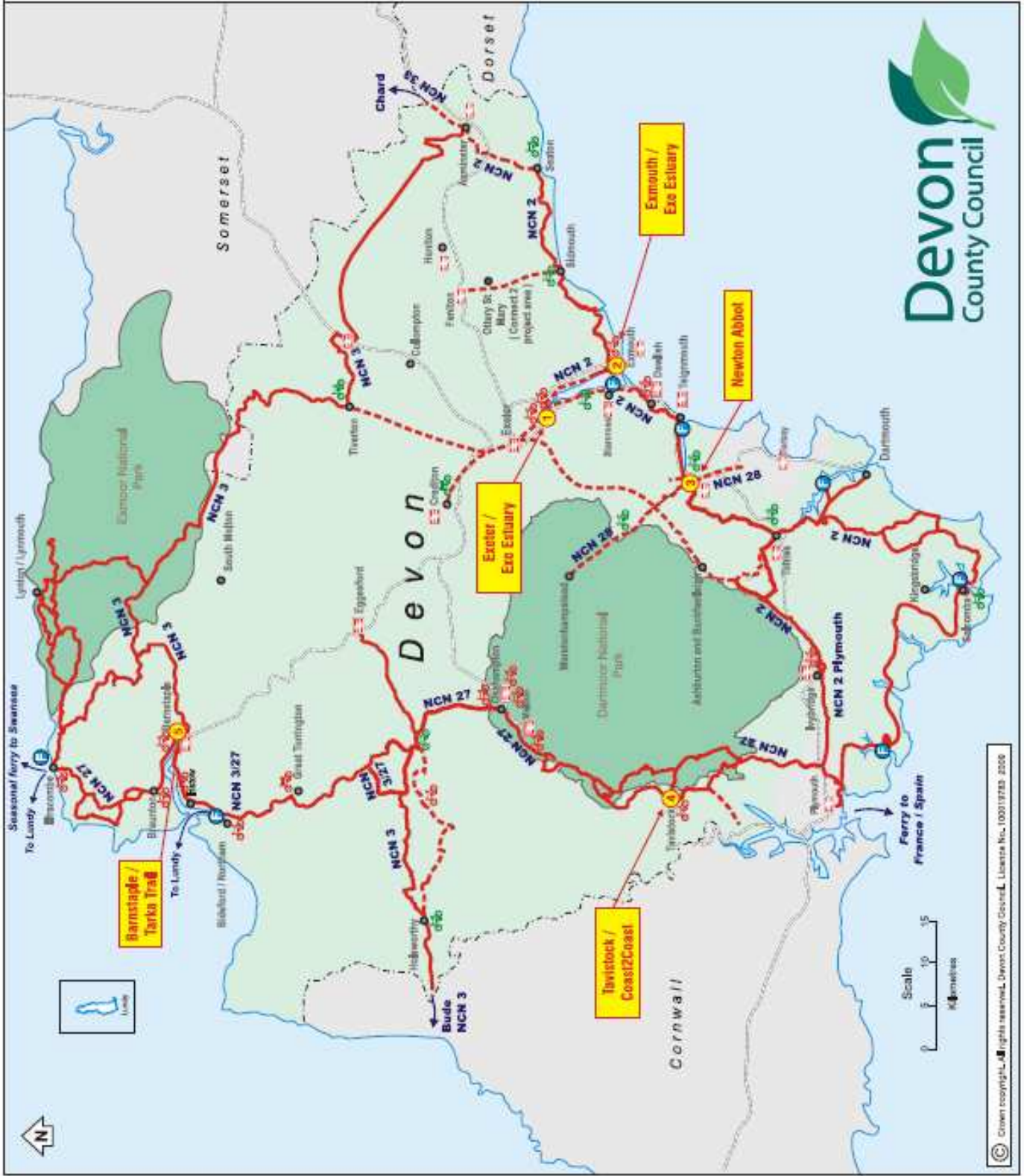
# Devon Cycle County

(Leisure Cycling Project Dec 09)

## Four cycle hubs :

- 1 Exeter and Eze Estuary
- 2 Exmouth and Eze Estuary
- 3 Newton Abbot
- 4 Tavistock and Devon Coast/Coast
- 5 Bamscape and Tarka Trail

- Existing Cycle Route
- - - Aspirational Cycle Route
- NCN 3** West Country Way
- NCN 27** Devon Coast to Coast
- NCN 2** Southern Devon Way
- Existing Bike Hire
- Proposed Bike Hire
- Market and Coastal Town
- Ferry
- Rail Line and Station
- National Park



Map 1: Devon FNS Leisure Cycling Project

Adjacent to these Cycle Hub Towns attractive leisure cycling opportunities will be identified to encourage local people and visitors to participate in leisure cycling. As part of the project specific measures will be undertaken to make it even easier for people to access the leisure cycling network including signposting, improving cycle links and improving access by public transport from the towns.

Prioritising these cycle hubs towns will enable resources to be targeted more effectively, enabling the delivery of the key project objectives as indicated below.

### **Key Project Objective 1: Investigate the Link between Leisure Cycling and Everyday Cycling**

To monitor and report upon the impact of positive leisure cycling experiences upon the behaviour of leisure cyclists and the take-up of everyday cycling.

#### **How this will be achieved:**

##### **1.1 Questionnaires:**

By getting leisure cyclists and non-cyclists and existing everyday cyclists to complete a target of 10,000 questionnaire surveys to help determine the factors that lead to more leisure and everyday cycling and what factors present a barrier.

##### **1.2 On-Line Diaries:**

By getting a target of 1,000 leisure cyclists to complete monthly on-line diaries to keep a track of any increase in leisure or everyday cycling activity.

##### **1.3 Cycle Counters:**

By installing cycling counters along key leisure and everyday cycle routes to monitor any numerical increase in cycling activity over the course of the project and beyond.

Questionnaire surveys will be launched at four Cycle Fun Days adjacent to the Cycle Hub Towns in Spring 2010 to help achieve the required response rates. In addition questionnaires will be available for completion throughout the life of the project. Typically these will be along the key leisure routes as well as at major events including the Devon County Show, The Tour Series and the Tour of Britain. The completion of the on-line diaries will also be promoted at such events.

An extensive media campaign will also be held to promote a new cycling website for Devon and the on-line completion of both questionnaires and diaries with incentive schemes put in place to encourage completion.

The questionnaires and on-line diaries will be developed to ensure that pertinent data is being collected both to support the outcome of this project as well as to inform which interventions and initiatives are most likely to encourage the uptake of more cycling.

It is anticipated that 'real-time' feeds from the cycle counters, questionnaires and on-line diaries will be made available on the new website. This will enable anyone to review the impact of the project on cycling activity around the Cycle Hub Towns including progress against the programme indicators and outcomes.

In order to improve the reliability of the project findings the main focus of the project will be on monitoring the impact of leisure cycling upon local people. However the effect of leisure cycling on the subsequent behaviour of visitors to Devon will also be assessed via the proposed 'online' diaries.

## Key Project Objective 2: Improve Opportunities for Leisure Cycling

To make improvements both to and along the leisure network and the promotion of leisure cycling opportunities

### How this will be achieved:

#### 2.1 By providing easy access onto the leisure cycle network:

This will particularly focus of access from areas of high population, for under represented groups and those at risk of social exclusion. This will either be through direct cycle links, through other sustainable transport which provides for bike carriage or through the provision of affordable bike hire;

#### 2.2 Improving the leisure cycle network:

This will focus on links to key attractions/leisure destinations

#### 2.3 Ensuring that suitable facilities are provided on and along the leisure cycle network:

This will help to improve the quality of experience and reassure potential users, e.g. cycle hire, cycle parking, adjacent car parking, toilets; refreshment centres, accommodation etc

#### 2.4 By providing high quality information about the leisure cycling network:

e.g. maps, journey planners, website info - in easy to understand formats to encourage people to go cycling and to make it easy for people to tailor their journeys to their ability;

#### 2.5 By promoting leisure cycling opportunities:

This will be through extensive media campaigns and the provision of promotional material at key destinations and major events

#### 2.6 By providing high quality, easily understood signage information:

This includes both to and along the leisure cycling network to make it easy for people to plan their journeys en route.

To help achieve the above a comprehensive audit of existing facilities and leisure cycling opportunities will be carried out as follows:

- Carry out mapping exercise to identify existing leisure cycling destinations and attractions in relation to the Cycle Hub Towns
- Audit links to the existing leisure cycling network to identify access & identify priorities for improvements, including signing
- Review the existing leisure cycling network to assess access to the key leisure destinations & identify priorities for infrastructure improvements
- Audit the cycling facilities at leisure cycling destinations and attractions (cycle parking, refreshment & toilet facilities etc)
- Other complementary facilities may also be necessary such as provision of suitable car parking or bike hire facilities adjacent to the leisure network to improve access.
- Explore links to the cycling network using the railway and public transport network to encourage people to take their bikes on trains or hire bikes from rail stations..
- Identify the location of all bike hire centres in the county
- Identify the current resources available to promote leisure cycling
- Review existing website information on leisure cycling in Devon
- Review the branding and signing of the existing leisure cycle network to assess what works well and what can be improved

### **Additional initiatives include:**

- **Provide cycle training for all ages and varying abilities** - Identify what cycle training options are currently available at the Cycle Hub Towns. Investigate potential for additional training opportunities to link with the promotion of leisure cycling.
- **Address issues of affordability, particularly for people and families on low incomes.** Investigate current prices for bike hire across the providers in the county and examine opportunities to offer funding to reduce the rates. The cost of bicycle hire has been identified as a potential barrier for many with a half days bike hire costing in the region of £9 for an adult bicycle. We will work with bicycle hire providers to reduce their rates. Customers willing to take part in monitoring may receive a subsidised rate;
- **Address issues of physical and general accessibility, for people with physical and other disabilities.** (Off-road cycle tracks offer superb opportunities for people with personal mobility problems to explore their local environment. Work with disability groups to address any potential barriers); Audit facilities available for cycling opportunities for all abilities (e.g. availability of adapted bike hire, location of accessibility trails)
- **Investigate and seek to address any other barriers to leisure cycling.** Consult with accessibility groups to identify barriers to leisure cycling for all abilities

### **Key Project Objective 3: Promote Everyday Cycling**

Provide information at leisure locations and through other contact to encourage the take up of 'everyday' cycling

#### **How this will be achieved:**

- 3.1 By providing information at leisure locations about 'everyday' local cycle routes:** e.g. maps, websites, journey planners etc. Develop and implement a marketing and communications strategy for how best to promote everyday cycling to leisure cyclists. Develop a new leisure cycling website to consolidate existing information and link in with partner agencies. Identify any additional resources needed to promote habitual cycling. Review cycle maps currently produced to identify any gaps in the promotion of leisure cycling. Create database of cycling information available from all Local Authorities, potentially to promote everyday cycling to tourists engaged in leisure cycling in Devon
- 3.2 By providing information at leisure locations about 'everyday' cycle training opportunities:** e.g. for cycling on road or in urban areas;
- 3.3 (Feedback findings on barriers to everyday cycling to County Cycle Team)**

## Working with Partners

Working closely with partners will be important to the successful delivery of the key project objectives. Partnership working offers numerous opportunities to help promote cycling and improve access to leisure for residents and visitors of all abilities.

This project provides an excellent opportunity for the county to enhance its present partnership working arrangements as well as providing new partnership opportunities.

Whilst the County will be making significant investment in the project it expects that partners will also be prepared to invest in the initiative and make their own resources available due to the benefits and business potential that this will realise for their own organisations.

Typically it is anticipated that Devon Primary Care Trust, schools, local businesses, social enterprises, the Dartmoor and Exmoor National Parks, the Forestry Commission, The National Trust, South West Water, Youth Hostel Association district and parish councils, rail and bus companies will all be interested in participating in the leisure cycling project. Early discussions have been held with these and other partners to explore opportunities.

As part of any partnering arrangements the Council will seek partners' support in encouraging and promoting cycling as well as helping to collect evidence and data from users and non-users on their leisure cycling habits and activity.



**Potential partnership projects include;**



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for ever, for everyone

1)

Killerton House just outside Exeter has just benefited from investment by Devon County Council in a new 'multi-use' (walking, cycling and horse riding) trail using recycled road planings in their grounds. Once complete this will be an ideal location at which to introduce people not expecting it to a cycling experience. A new cycle route is also linking the site to the city.



Forestry Commission

2)

Recent investment by Devon County Council in cycling trails and a café facility at Haldon Forest Park included a stipulation that we would work together on improving access to the Commissions other holdings in Devon. These number over 70 many of which are in close proximity to the proposed 'leisure hubs' offering excellent opportunities for off-road leisure cycling experiences.



3)

A good working relationship has already been established with First Great Western's Integration Manager. We would work with them and cycle hire providers to offer an integrated experience where linear or circular rides from stations would be available.

A recovery service would also be developed so that individuals or families not wishing to cycle home can catch the train leaving hire bicycles at designated stations.



4)

The Youth Hostel Association operates a network of more than 200 Youth Hostels, bunkhouses and camping barns across England and Wales. The CTC is represented on the YHA National Council and there is a logical connection between the provision of accommodation for leisure and tourism purposes and leisure activities. The promotion of cycling activities features highly within the YHA centres publicity, with several centres offering on site bike hire. This includes the centre in Okehampton in Devon, which actively promotes participation on Devon's leisure cycle network. The YHA centre in Exeter is perfectly situated on the NCN2 route along the Exe Estuary and they have previously expressed an interest in becoming a designated cycling



## **5 Project Completion and Outcomes Report**

On completion of the project the findings from the various monitoring activities will be assessed and the outcomes of the project will detailed in a final Project Outcomes Report.

It is anticipated that the project will provide useful evidence for Government and Local Authorities on the links between leisure and habitual cycling and what particular interventions inspire people to cycle more often.



# Appendix A: Provisional Project Programme

 <span style="margin-left: 200px;">Where Will You Cycle Today?</span> <span style="float: right;"></span>																	
Finding New Solutions - Leisure Cycling Project																	
Provisional Project Programme																	
		v1.1 Jan 2010															
	Project Activity	2010												2011			
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	<b>Set Up Leisure Cycling Project Team</b>	■	■	■													
2	<b>Undertake Background Research</b> (focus on 'Cycle Hub Towns' - demographic analysis/ mapping, locate key leisure sites, identifying gaps in network/provision)	■	■	■	■												
3	<b>Undertake Consultation</b> (local interest groups, disability groups, businesses, education, healthcare etc.)	■	■	■													
4	<b>Identify Key Attractions for Leisure Cycling</b> (The destinations/ locations near to Cycle Hub Towns that would encourage people to try leisure cycling )	■	■	■													
5	<b>Establish and Manage Leisure Cycling Partnerships</b> (establish informal partnerships to help identify and address leisure cycling issues)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
6	<b>Undertake Cycle Network Audit</b> (undertake audits out to and along the leisure cycling network at the Cycle Hub Towns, identify gaps, maintenance issues, accessibility issues etc.)	■	■	■													
7	<b>Undertake Cycle Facilities Audit</b> (establish what infrastructure or facility improvements are required to enable easier access to leisure cycling)	■	■	■													
8	<b>Undertake Extensive Publicity Campaign</b> (Press releases, articles and advertisements)	■	■	■	■	■											
9	<b>Promote the Leisure Cycling Network</b> (Work with various partners, media and marketing to promote the network)		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
10	<b>Implement and maintain 'CycleDevon' Website</b> (see monitoring programme)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
11	<b>Run 4 Leisure Cycling Fun Rides</b> (from the 5 Cycle Hub Towns - see monitoring programme)		■	■	■	■											
12	<b>Collect Monitoring Information</b> (from cycle counters, Leisure Cycling Questionnaires and On-Line 'Cycle Tracker' diaries - See monitoring programme)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
13	<b>Produce High Quality Cycling Maps</b> (Engage and work with specialists to provide easy to use leisure cycle maps in formats for a range of users)		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
14	<b>Improve Signage to the Leisure Cycle Network</b> (undertake a signing programme from urban centres to the leisure cycling network)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
15	<b>Improve Cycle Links to the Leisure Cycle Network</b> (complete missing links between urban centres & the leisure cycling network, provide safe crossing facilities etc.)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
16	<b>Improve Transport Access to Leisure Network</b> (work with partners e.g. Bus/Rail Co.s, Bike Hire businesses etc. to improve access to the leisure cycling network not easily accessible by bike)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
17	<b>Improve Leisure Cycle Network Condition</b> (Undertake network maintenance improvements)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
18	<b>Implement High Quality 'En-route' Signage and Branding</b> (Engage and work with specialists to provide easy to use signage on site for a range of users - include wider info for everyday cycling)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
19	<b>Improve Leisure Cycle Routes</b> (seek to fill gaps in the leisure cycle network routes)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
20	<b>Improve Leisure Cycle Network Facilities</b> (e.g. cycle parking, car parking, and work with partners e.g. FC,NPs,NT, businesses etc to improve other facilities e.g. cafes, toilets, bike hire)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
21	<b>Improve Leisure Cycle Network Accessibility</b> (undertake specific improvements to make parts of the network easier to access/use e.g. for mobility impaired)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
22	<b>Improve Leisure Cycle Network Affordability</b> (work with partners to help make participating in leisure cycling more affordable, e.g. bike costs, bike hire rates, transport discounts etc.)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
23	<b>Promotion of Everyday Cycling at and along Leisure Routes</b> (Produce and distribute everyday cycling promotional material to leisure cyclists - with help from partners)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
24	<b>Cycle Journey Planner</b> (Look at opportunity of working with Transport Direct for producing Cycle Journey Planners for 4 other hub towns)		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
25	<b>Cycle Training</b> (Implement a Cycle Training programme aimed at encouraging people to take up leisure and/or every day cycling - meeting needs identified through the consultation/questionnaires/research )	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
26	<b>Other Leisure Cycling Initiatives</b> (implement other initiatives identified through the consultation/ questionnaires/research to encourage people to take up leisure cycling)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
27	<b>Produce the Leisure Cycling Project Outcome Report</b>														■	■	■



## Appendix C: Indicative Spending Profile

Devon County Council		Where Will You Cycle Today?					cycling england
Jan 2010		Finding New Solutions - Leisure Cycling Project					
v1.0		Indicative Projected Spend Profile					
Activity	2009/10		2010/11		Total		Comments
	Capital	Revenue	Capital	Revenue	Capital	Revenue	
	£'000	£'000	£'000	£'000	£'000	£'000	
<b>Consultation (research)</b>							
Consultation/research	0	0	0	0	0	0	included in staff and monitoring costs
<b>Total Consultation (research)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Improving routes</b>							
Improving Leisure Routes	500	0	300	0	800	0	
Cycle Links to Leisure Routes	0	0	180	0	180	0	
Maintenance to Leisure Routes	0	0	0	60	0	60	
<b>Total Improving routes</b>	<b>500</b>	<b>0</b>	<b>480</b>	<b>60</b>	<b>980</b>	<b>60</b>	
<b>Signing, branding</b>							
Signing to Leisure Routes	0	4	20	0	20	4	
Signing Along Leisure Routes	0	4	40	0	40	4	
<b>Total Signing, branding</b>	<b>0</b>	<b>8</b>	<b>60</b>	<b>0</b>	<b>60</b>	<b>8</b>	
<b>Facilities</b>							
Provision of Cycle Parking	0	0	100	0	100	0	
Other facilities	0	0	100	0	100	0	
Grants to partners for facilities	0	0	100	0	100	0	
<b>Total Facilities</b>	<b>0</b>	<b>0</b>	<b>300</b>	<b>0</b>	<b>300</b>	<b>0</b>	
<b>Information, promotion</b>							
Advertising	0	10	0	10	0	20	
Website Maintenance	0	0	0	10	0	10	
Maps	0	0	0	15	0	15	
Publicity Materials	0	0	0	15	0	15	
Promotion (at schools/event/on network)	0	0	0	15	0	15	
<b>Total Information, promotion</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>65</b>	<b>0</b>	<b>75</b>	
<b>Cycle training</b>							
Bikeability	0	0	0	15	0	15	
<b>Total Cycle training</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>15</b>	
<b>Access for All</b>							
Improve Leisure Network Accessibility	0	0	100	0	100	0	e.g. ramps, signs, crossing points etc.
Improve Transport to Leisure Network	0	0	0	0	0	0	included in staff costs (negotiation)
Improve Leisure Cycle Affordability	0	0	0	0	0	0	included in staff costs (negotiation)
<b>Total Access for All</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>100</b>	<b>0</b>	
<b>Monitoring</b>							
Fun Days	0	0	0	50	0	50	49000
Rewards/Incentives	0	0	0	49	0	49	
Market Research Surveys	0	0	0	30	0	30	
Counters	0	10	30	0	30	10	
Website development	0	10	0	20	0	30	
<b>Total Monitoring</b>	<b>0</b>	<b>20</b>	<b>30</b>	<b>149</b>	<b>30</b>	<b>169</b>	
<b>Staff</b>							
In House Staff	0	62	30	111	30	173	Project management and project activities
<b>Total Staff</b>	<b>0</b>	<b>62</b>	<b>30</b>	<b>111</b>	<b>30</b>	<b>173</b>	
<b>Overall Totals</b>	<b>£ 500</b>	<b>£ 100</b>	<b>£ 1,000</b>	<b>£ 400</b>	<b>£ 1,500</b>	<b>£ 500</b>	

