



## **Middlesbrough Council Cycling Strategy**

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## Chapter 1: Introduction

### **Background**

Situated on the North East Coast of England, Middlesbrough is at the centre of the Tees Valley conurbation, which has a total population of 650,000, centred round the River Tees. Middlesbrough is situated on the south side of the River Tees, close to its estuary on the north-east coast. Middlesbrough is a small, predominantly urban and densely populated town that covers an area of 5,387 hectares with a population of 139,200.

Cycling provides a real alternative in Middlesbrough for many short / local car journeys, due to its topography and size. The main Central Business District is situated in the North of the Borough, with several major radial cycle routes supplying residential areas access to this central hub, making navigation easy. There are 2 national cycle routes servicing the Borough, along with an expanding network of local routes. Cycling is proven to provide benefits against all five of the themes of the Central Government / Local Government Association's Shared Priority for Transport. This Strategy sets out to show how we will encourage the development of cycling as a legitimate and valued transport mode, and leisure activity within the borough.

### **Aim, Objectives and Vision:**

The overall **Aim** of this Strategy is:

***“More people cycling, more often, and more safely”***

To meet this aim, the **Objectives** of this Strategy are:

- To develop a seamless hierarchy of cycle routes, allowing cyclists to access all parts of the Borough;
- To develop and implement a robust planning and design process to deliver cycle-friendly infrastructure as an integral part of the Borough's transport network;
- To further develop and implement a suite of 'soft' measures including travel awareness and training;
- To increase the number of cycling trips through a campaign of awareness and education;
- To provide a safe, efficient and well maintained cycling network;
- To reduce both the actual, and perceived dangers to cyclists;
- To provide more, and better cycle facilities, to remove theft as a barrier to cycling as a transport mode choice;
- To provide for the needs of cyclists at all stages of the land use planning and development control processes; and
- To ensure that we adopt hierarchies of users and infrastructure, prioritising the travel choices available to promote sustainable modes of travel within Middlesbrough.
- To promote and encourage cycling as a recreational tool, and a means to improving the health of the population of Middlesbrough via the work undertaken through the Healthy Towns initiative into the future;
- To continue the promotion of cycling and health benefits through partnership work with the local NHS Trust and community stakeholders;
- To promote cycling as a sport via sign posting to the work conducted by the sports development team within MBC, Middlesbrough Cycle Circuit, and British Cycling.
- To work effectively with existing partner organisations and seek out positive working relationships with others to progress the cycling potential within Middlesbrough.

## Chapter 2: Context

The National Cycling Strategy was produced in 1996, and as a result, a greater priority has been placed upon the development of a policy framework designed to support and promote cycling. This Chapter summarises the key policies that set the context within which the strategy has been developed.

### **National Context**

#### ***The Future of Transport: a network for 2030***

'The Future of Transport: a network for 2030' was published in 2004. It sets out the Government's strategy for transport over the next 19 years. The key element to this strategy is the way in which travel is changing across the country.

A key part of the Government's environmental objectives is; that walking and cycling need to be a viable alternative for local trips. In turn, it is considered that this will reduce car use and congestion, promote accessibility and social inclusion; whilst improving safety and air quality. It will further increase levels of physical fitness.

#### ***National Cycling Strategy***

The National Cycling Strategy (NCS) was published in 1996, and aimed for a doubling of cycle use by 2002 and a quadrupling by 2012.

In the review of the delivery of the NCS in 2005, it was concluded that despite significant levels of investment on a national scale, the increase in cycling trips has, in general, not been as effective as targeted. Cycling nationally has decreased by a fifth. Consequently, the original targets of the NCS have been dropped in favour of robust, local targets.

#### ***Walking and Cycling: An Action Plan***

'Walking and Cycling: An Action Plan' (DfT, 2004) is directly related to initiatives run by the Department of Health and is driven further by public health intervention as much as transport policy. The action plan is broken down into:

- Improving the walking and cycling environment – through land use planning, transport planning, improving liveability, designing streets for people, Home Zones and Quiet Lanes, and tackling anti-social behaviour;
- Better facilities for walking and cycling – through creating a safer road environment, access to public transport, improving access to inland waterways; and
- Influencing travel behaviour, through tackling public perceptions, education, training, marketing and promotional campaigns.

#### ***Road Safety***

Middlesbrough Council's Road Safety strategy is aimed around reducing the Killed or Seriously Injured (KSI) figures on the roads of Middlesbrough, in particular looking in to the well being of vulnerable road users; of which cyclists belong to.

Cyclists currently account for 8% of accidents within Middlesbrough; so addressing the safety issues for this user group is imperative. In the national context, Middlesbrough has seen more than a 40% reduction in these figures from the 1994/1998 period, compared with 2007/2009, and is within the lowest quartile for the UK (Strategic Framework for Road Safety).

With more cycles using our network, there is a greater risk of accidents occurring. In providing people with the necessary skills and facilities, we can mitigate the potential impact of increased collisions on the network. In part, this is undertaken via Bikeability training; which is offered to all year 5 and 6 children at mainstream Middlesbrough primary schools.

### **Health**

Middlesbrough has some of the most deprived wards in the country. Ward rankings for the 2010 Index of Multiple Deprivation show that 6 of our 23 wards are among the most deprived 1% of wards nationally, with 13 among the most deprived 10% of wards nationally. The town has poor health indicators in most of the key areas monitored, to determine the general health of the local area. Instances of all cancers, coronary heart disease, heart attacks, strokes and chronic liver disease are all significantly above the Standard Mortality Ratio for England, in both men and women.

It has been reported that 40% of the UK will be obese by the year 2015. Cycling as a form of transport, and/or recreational cycling is a tool that can help alleviate the pressure of obesity upon society. By encouraging cycling within Middlesbrough, we are able to continue creating a more cycle friendly environment, helping to reduce the potential health challenges affecting the town. Work with NHS Middlesbrough as part of the Healthy Towns programme helped kick-start this strategy, with both innovative, and tried and tested intervention projects across the town.

### **Regional / Sub-Regional Context**

*'Gearing Up For Growth' – A Cycle Tourism Strategy for the North East*

The North East Cycle Tourism Strategy is a regional plan to develop cycling as a product for marketing inside and outside the region. It identifies a range of 'hard' and 'soft' measures designed to increase the attractiveness of the Region as a destination for cycling as an integral form of tourism.

The Strategy also contains guidance on issues such as route maintenance:

*'...effective maintenance of routes will be a key priority if they are to achieve their potential. Current maintenance regimes for some existing urban routes appear to be failing to deliver the quality of ride experience that is needed'*

and the development of new routes:

*'...the development of safe and attractive cycle routes that link places to visit and things to do is a key priority for developing recreational cycle day visits'*

### **Tees Valley Cycling Strategy**

The Tees Valley Cycling Strategy highlights the need for both 'hard' and 'soft' measures to improve accessibility to cycling, allowing individual members of the public to make informed travel and lifestyle choices. The Strategy also highlights the importance of cycling in meeting national, regional and local objectives for the environment, social improvement, health care and the economy, as well as providing the Sub-Regional context within which this Strategy has been developed and implemented.

## Local Context

The Council's strategy for the future development of the Borough's transport network (as covered through our Local Transport Plans) draws upon the national, regional, sub-regional, and local contexts to develop a series of aims and objectives. These are set against the national transport goals; namely:

- Economic Growth
- Tackling Climate Change
- Better Safety, Security and Health
- Equality of Opportunity
- Quality of Life

## Local Facilities

### *Middlesbrough Cycle Centre*

Middlesbrough Environment City (MEC) is a local civil society organisation with a strong focus towards sustainable travel, and the benefits that it can bring to the town. They operate the Cycle Centre, based within Middlesbrough bus station; and it has rapidly become the 'face of cycling for the local area'. It was the first of its kind in the North East; offering free, indoor, secure cycle parking, along with shower / locker facilities, basic maintenance advice, route-planning and guided rides. The team at the centre also deliver *Bikeability* training sessions for schools and adults on behalf of the Council; ensuring that cyclists possess the necessary safety skills. There are currently over 2,300 members, with an average of 50 users per day.

The relationship between the Council and the Cycle Centre is a vital stakeholder relationship for cycling in Middlesbrough. The Council will continue to work with the Centre, to further build on the extensive work already undertaken in order to achieve – ***More people cycling, more often, and more safely.***

MEC and the Cycle Centre are committed to increasing cycling journeys within Middlesbrough and the surrounding areas. In order to further engage with potential cyclists, and to increase the viability of the centre, the long-term objectives are;

- Investment in self-sufficiency projects, ensuring that the facility can continue to operate, and create added value in other areas of sustainable transport delivery. The projects discussed surround Access to Work, and Recycled Bike / Training Programmes offered to local businesses.
- Investing in a mobile Bike Academy that can deliver safe cycling and cycle maintenance away from the centre to various stakeholders across the town.
- Introduce a community led cycle hire scheme for long-term hire arrangements.
- Improve direct links to the One Planet Living Action Plan, incorporating not only sustainable transport element, but also the local employment and health and happiness strands.

### *Prissick Plaza Skate Park*

The skate park at Prissick Base offers a secure facility for BMX riders and other extreme sports. The facility is usable at a charge, and has proved increasingly popular, attracting users from around the North East and beyond.

### *Middlesbrough Cycle Circuit*

Middlesbrough Cycle Circuit is a 1km purpose built, self-contained traffic free circuit designed for track racing, and encouraging cycle use. The facility is also located at Prissick Base, and is well used by recreational and sporting cycle clubs alike, who can book the track for a nominal fee to run events. The track can be used for free by

members of the public at designated times. Within the facility there are changing / toilet facilities and access to a meeting area. There is also a range of cycles (including inclusive cycles) available for hire.

*Priory Woods Independent Travel Training Centre*

The Independent Travel Training Centre (ITTC), based at Priorywoods Special Educational Needs School has been set up to provide a travel-training programme for pupils and residents with physical and learning disabilities. The centre has a purpose built environment incorporating the traffic travelling within the school site, using signalled crossings, a bus stop and segregated paths. Many of the service users are currently brought to school via taxis or buses provided by the Council. The training allows pupils to learn how to travel safely and independently, with the focus upon getting the pupils to a level where they can travel independently and safely. The facility caters for the needs of all forms of sustainable transport including cycling, and boasts an off-road cycle track.

### Chapter 3: Strategic Issues

The National Transport Goals, as set out in LTP3, are based on the set of Core Aims and Objectives outlined in [Table 3.1](#). Cycling will play a key role in meeting many of Middlesbrough's Aims and Objectives, particularly those highlighted in green within the Table.

Shared Priority Theme	Core Aims	Objectives
Economic Growth	Improving transport links to support and increase the mobility of the local workforce	<ul style="list-style-type: none"> <li>Improved public transport network coverage.</li> <li>More integrated transport links.</li> <li>Better travel information.</li> <li>Increased reliability of transport systems.</li> <li>Reduced cost of travel.</li> <li>Encouragement of more walking and cycling trips.</li> </ul>
Tackling Climate Change	Reducing Carbon emissions from transport	<ul style="list-style-type: none"> <li>Increased use of more sustainable alternatives to the private car.</li> <li>Promotion and awareness of more sustainable alternatives to the private car.</li> <li>More efficient management and use of existing infrastructure.</li> </ul>
Better Safety, security and health	<ul style="list-style-type: none"> <li>To reduce the incidence and severity of casualties on the Borough's roads.</li> <li>To improve the health of Middlesbrough residents</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that all new and improved highways infrastructure adopts best practice in 'safe by design' principles.</li> <li>Take into account the greater incidence of casualties in priority neighbourhoods.</li> <li>Promote road safety education within the community.</li> <li>To promote active travel as a means to increase activity levels</li> </ul>
Equality of opportunity	To improve inclusiveness for all	<ul style="list-style-type: none"> <li>Consider scheme and projects impacts upon minority groups</li> </ul>
Quality of life	To improve transport's contribution to our community's quality of life.	<ul style="list-style-type: none"> <li>Implement measures designed to enhance safety and reduce the fear of crime.</li> <li>Address noise and climate change issues.</li> <li>Enhance the landscape and biodiversity.</li> <li>Enhance the quality of the public realm.</li> <li>Improve community transport.</li> <li>Promote healthier communities.</li> <li>To provide recreational opportunities for a wider range of people, especially those without cars</li> </ul>

Table 3.1: Cycling's Contribution to Meeting the Core Aims and Objectives of the National Transport Strategy

## Policy

### 1) Cycling Facilities

- *Hierarchy of Cycle Routes*

We are creating a cohesive hierarchy of cycle routes; comprising of Routes 1 and 65 of the National Cycle Network (NCN), strategic local cycleway links, and advisory signed on-road routes where traffic levels are low.
- *Design and Maintenance Standards*

There are a number of current publications providing design guidance for cycle infrastructure, including the Tees Valley Authorities Design Guide and Specification. The Borough has adopted the approach recommended in the following guidance:

  - 'Cycle Friendly Infrastructure – Guidelines on Planning and Design' (IHT, 1996); and
  - 'National Cycle Network Guidelines and Practical Details' (Sustrans, 1997).
- *Cycle Parking Facilities*

We will continue (through a planned programme of implementation) to provide a mix of cycle storage facilities at key locations over the lifetime of the strategy. The relocation of Middlesbrough Cycle Centre in 2008 within Middlesbrough Bus Station greatly increased awareness and membership of the facility available to anyone cycling to and from Middlesbrough. Support for cycle storage at all schools remains high.

### 2) Cyclists' Needs

- *Cycle Audits*

Consistency will remain in the design and implementation of cycle facilities; ensuring cyclists' needs are met, and that the routes fit for purpose. In 2005, Cycle City Guides audited all routes in Middlesbrough. As a result, the network was subsequently re-evaluated, mapped and audited during 2010 as part of the online cycle journey planner provided by the Department for Transport.
- *Road Junctions and Cyclists*

Cyclists are particularly vulnerable at road junctions, especially roundabouts. We will actively seek and incorporate best practice into the design and implementation stages of new and existing junctions, wherever practicable.
- *Traffic Calming and Cyclists*

Although cyclists can benefit from sympathetically designed traffic calming measures, they can also act as a barrier if their design is of a poor calibre.
- *Cycle Parking at New Developments*

The planning process provides an opportunity to integrate cycle facilities seamlessly into new developments. We will continue to work in partnership with town planners, developers and organisations to ensure that we capitalise upon all such opportunities.
- *Integration with Public Transport*

We will further encourage cycling as part of multi-modal journeys that include the use of public transport. This will require the further provision of appropriate cycle

parking facilities at key public transport interchanges, and the implementation and promotion of cycle links to such locations from different areas.

### **3) Promotion, Awareness and Safety**

- *Promotion of Cycling Facilities*  
We will continue to be proactive in promoting cycling, both as a leisure activity and crucially, as an attractive alternative for journeys currently made by the private car. We will ensure all available communication channels to reach as wide a market as possible; attending and engaging with the public at events is also another valuable method to promote cycling across Middlesbrough.
- *Promotion of Cycle Routes for Recreational Activities*  
Cycling is a rapidly expanding leisure activity within Middlesbrough. The promotion of leisure cycling is a major contributor to the health agenda and has already played an integral part in improving the health and fitness of our communities. Sky Ride Local events have been vital in terms of the promotion of recreational cycling, and has resulted in a successful partnership between the Council and British Cycling, and has continued beyond the initial Sky Ride events held during the Middlesbrough Healthy Towns programme.
- Promotional materials/assets  
The Middlesbrough Cycle map is a popular asset highlighting the Borough's cycle network. On top of this, a series of self-guided rides have proven popular, showing circular routes all around the area. All of these materials are available as hard copies at major Council buildings, partner organisations and electronically via the Council, and other stakeholder websites. Access to an online cycle journey planner for Middlesbrough and the rest of the Tees Valley is available via [www.transportdirect.info](http://www.transportdirect.info).
- *Travel Awareness Campaigns*  
Cycling plays a major role within the various Tees Valley Travel Awareness campaigns. In addition to participating fully in campaigns, we will actively promote cycling within the Borough, through a series of local initiatives such as the annual Guided Cycle Rides programme ran by Middlesbrough Environment City (MEC), and Sky Ride Local events.
- *Cycle Training*  
Training cyclists to use the road network is crucial is vital, to mitigate potential accidents. By training primary school children, we are instilling a safe cycling ethos into the next generation of cyclists in Middlesbrough. All cycle training is currently delivered in partnership with Middlesbrough Cycle Centre; including Bikeability levels 1 and 2 to primary schools, and up to level 3 for secondary schools and adults, (subject to funding). So far, the majority of up to level 3 training has been conducted through the Middlesbrough Healthy Towns programme, where a combination of over 2,000 people (from Middlesbrough workplaces and schools) received a subsidised 'cycle package' (consisting of a cycle, equipment and training). The training courses delivered, emphasise real traffic situations, that will be encountered by cyclists on a daily basis.
- Cycling events  
We will continue to be present at sustainable transport events where possible. This will further enhance the positive work realised from the Teescycle and Sky

Ride events. National Bike week provides a further opportunity to promote cycling in Middlesbrough, and all reasonable action will be taken to ensure that this is celebrated appropriately.

#### **4) Workplace Cycling**

- *Cycle Parking and Changing Facilities at Council Buildings*  
Cycling will form an integral element of the measures to be rolled out as part of the Council's Workplace Travel Plan. In addition to Middlesbrough Cycle Centre, we will improve existing cycle parking and changing facilities at, or near Council buildings wherever practicable. The suitability of these facilities will be assessed, and improvements made where applicable.
- *Cycle User Mileage Allowance*  
The Council currently pays a mileage allowance when travelling by cycle on business. We will review this policy, and investigate the feasibility of ways in which the use of cycles for such purposes can be incentivised.
- *Provision of Pool Bikes*  
The Council currently provides a small number of pool cycles via Middlesbrough Cycle Centre. A review will be undertaken to promote and expand this facility to employees, and conduct a feasibility study into providing such a facility to members of the public and assisting other stakeholders in this initiative.
- *Salary Sacrifice Scheme (Assisted Cycle Purchase)*  
Middlesbrough Council offers an assisted cycle purchase scheme to all eligible employees. It has also signed up to the cycling guarantee that pledges to strive to make improvements for cyclists at the establishment.
- *Working Practices*  
The Council actively explores issues such as dress code and additional time allowance for attending meetings by cycle with a view to better accommodating the needs of cyclists.
- *Best Practice*  
We will work with existing stakeholders, striving to engage with new partner organisations, instilling an ethos of cycling throughout Middlesbrough; welcoming best practice from both current and future stakeholders / partner organisations.
- *Travel Survey*  
Employee travel data allows the Council to assess the level of cycling to work, and improve facilities accordingly. The most recent survey showed that 8% of our employees are cycling to work; which shows a 7% improvement on 2006 data. We will encourage all stakeholders conduct a travel survey, to ascertain travel patterns of their employees / service users.

## 5) Consultation and Involvement

The Council takes into account the views, needs and aspirations of cyclists including:

- **Tees Valley Cycle Forum** – a forum bringing together local authority cycling officers, Sustrans, representatives of local cycling groups and members of the public;
- **Transport-related focus groups**, as part of the Local Transport Plan preparation and review process;
- The 'Comments and Feedback' facility hosted within [www.doitbycycle.com](http://www.doitbycycle.com) and via the improvements sections within Middlesbrough Council's cycling page.
- Reporting of cycleway cleansing, faults and maintenance defects via the **Council's 'Contact Centre' Telephone Hotline**; and
- The launch of a **Council employee bicycle users' group (BUG)** as part of the workplace travel plan, and attending partner organisations BUG's;
- A large database of email addresses has been produced for people interested in cycling. This is used to engage with our target audience and gauge feedback in to proposals.
- The local strategic partnership through the transport consultative group

## 6) Cycle Monitoring

Over the life of the Strategy, we will develop a robust monitoring regime, designed to evaluate our success in meeting the objectives set out above. This will include:

- An **improved network of automatic cycle count sites**, to ascertain total cycle use across the Borough; we now have 21 counters, placed around the Borough on strategic commuter and recreational routes, including National Routes 1 and 65.
- **Path-side surveys of cyclists**, to identify cyclists' needs and wants and to evaluate perceptual change through time.

The Council's **Cycling Action Plan** is illustrated in [Table 4.1](#) (overleaf).

## Chapter 4: Action Plan

Policy Area	Issues	Actions
<b>Cycling Facilities</b>	<ul style="list-style-type: none"> <li>Hierarchy of Cycle Routes.</li> <li>Cycle Route Network.</li> <li>Design and Maintenance Standards.</li> <li>Cycle Parking Facilities.</li> <li>Cycle Tourism facilities.</li> </ul>	<ul style="list-style-type: none"> <li>We will ensure all traffic management schemes are audited to consider the needs and requirements of cyclists, using cycling sympathetic measures where appropriate.</li> <li>We will create a strategic network of local cycleway links and advisory, signed on-road routes where traffic levels are low, through a rolling programme of implementation through the lifespan of the Strategy.</li> <li>We will identify the cycleway network through an appropriate route numbering system, to: Identify and clarify the hierarchy of routes; and Improve the defect reporting and maintenance procedures.</li> <li>We will agree appropriate criteria for the adoption, cleansing and maintenance of non-standard cycleways.</li> <li>We will conduct and produce the results of a three-yearly audit of the Borough's cycle network.</li> <li>We will continue to develop and adopt best practice in design and maintenance wherever possible.</li> <li>We will provide a mix of cycle parking and storage facilities in key locations across the Borough over the lifetime of the strategy, and through the travel plan process for schools and workplaces - providing match funding if possible.</li> <li>We will further develop facilities attractive to leisure cyclists.</li> <li>We will produce a plan of desired infrastructure to enhance the existing facilities, aimed at producing a more seamless cycling network. We will aim to achieve these improvements when new budgets are set, and external funding opportunities arise. (see Appendix 2).</li> </ul>
<b>Cyclists' Needs</b>	<ul style="list-style-type: none"> <li>Engineering and Cyclists.</li> <li>Cycle Parking at New Developments.</li> <li>Integration with Public Transport.</li> </ul>	<ul style="list-style-type: none"> <li>We will ensure consistency in the design and implementation of cycle facilities.</li> <li>We will actively seek out and incorporate best practice in design and implementation stages.</li> <li>We will ensure that the design of traffic calming measures is sympathetic to the needs of cyclists.</li> <li>We will work in partnership with developers to ensure that we capitalise upon opportunities to seamlessly integrate cycling into new developments.</li> <li>We will encourage cycling as part of multi-modal journeys that include the use of public transport.</li> </ul>
<b>Promotion, Awareness and Safety</b>	<ul style="list-style-type: none"> <li>Promotion of Cycling Facilities.</li> <li>Promotion of Cycle Routes for Recreation.</li> <li>Travel Awareness Campaigns.</li> <li>Cyclist Training.</li> </ul>	<ul style="list-style-type: none"> <li>We will use all available communication channels to proactively promote cycling in Middlesbrough.</li> <li>We will work with partners in the Health Sector to identify opportunities through the use of recreational cycling routes improving the health and fitness of the Borough's communities.</li> <li>We will actively promote cycling through a series of local initiatives such as the annual Guided Cycle Rides programme and capitalise on various national initiatives.</li> <li>We will continue to provide cycle training in schools, and also refer adult cycle training to Middlesbrough Environment City.</li> </ul>
<b>Workplace Cycling</b>	<ul style="list-style-type: none"> <li>Cycle Parking and Changing Facilities at Council Buildings.</li> <li>Cycle User Mileage Allowance.</li> <li>Provision of Pool Bikes.</li> <li>Assisted Cycle Purchase.</li> <li>Working Practices.</li> </ul>	<ul style="list-style-type: none"> <li>We will provide cycle parking and changing facilities at or near Council workplaces wherever practicable.</li> <li>We will further develop the existing incentive programme to increase usage of bicycles on Council business.</li> <li>We will promote the assisted cycle purchase scheme to increase uptake.</li> <li>We will investigate the practicalities of a range of issues as they relate to cycling – changes to dress code rules, time allowances for cycling, through the emerging Council Workplace Travel Plan.</li> </ul>
<b>Consultation and Involvement</b>	<ul style="list-style-type: none"> <li>Effective Consultation and Involvement.</li> </ul>	<ul style="list-style-type: none"> <li>We will continue to consult and involve cyclists and other user groups in the development of cycling in the Borough through means including: <ul style="list-style-type: none"> <li>Tees Valley Cycle Forum;</li> <li>LTP Focus Groups;</li> <li>Feedback facilities through the Council website and <a href="http://www.doitbycycle.com">www.doitbycycle.com</a>; and</li> <li>The 'Contact centre' for reporting a cycle network fault.</li> </ul> </li> </ul>

Policy Area	Issues	Actions
Cycle Monitoring	<ul style="list-style-type: none"> <li>A robust Monitoring Regime.</li> <li>Pathside Interviews and Data Collection.</li> </ul>	<ul style="list-style-type: none"> <li>We will develop and expand a robust cycle monitoring regime through the use of: <ul style="list-style-type: none"> <li>An improved network of automatic counters; and</li> <li>Pathside interviews and data collection.</li> </ul> </li> </ul>

Table 4.1: Cycling Action Plan

### Capital Expenditure Profile

The Council's proposed capital expenditure on cycling initiatives is dependent on the annual Local Transport Capital Expenditure Settlement. The detailed Capital Programme will be agreed annually in consultation with the Cabinet Member for Development and Regeneration. Information on capital expenditure for the lifetime of the strategy is available only as indicative amounts for each year.

### Chapter 5: Indicators and Targets

The Council recognises the need for a robust monitoring regime to be put in place to ensure that the rate of progress towards the aims and objectives set out in this Strategy can be accurately assessed. Targets and trajectories for three indicators (two mandatory and one supplementary) covering key areas of cycling delivery have been set within the third Middlesbrough Council Local Transport Plan (LTP), and these are described in detail below.

#### LTP Cycling Targets

##### Mandatory Indicators

##### LTP 3: Cycling Trips

The number of cycling trips are monitored across the Borough via a series of automatic cycle counters. Counters at five locations were installed and monitored from 2002 across the Borough throughout the first LTP period. Despite the small number of count sites and, as a result, the susceptibility of the data to annual fluctuations, the overall trend has been upwardly, with an 8.9% increase in the number of trips recorded between 2002 and 2007.

	LTP2				
Year	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
Target	103.3	105	106.7	108.3	110
% Increase	3%	5%	7%	8%	10%
Actual	104.3	128	111.9	168.9	172.1
% Increase	4%	28%	12%	69%	72%

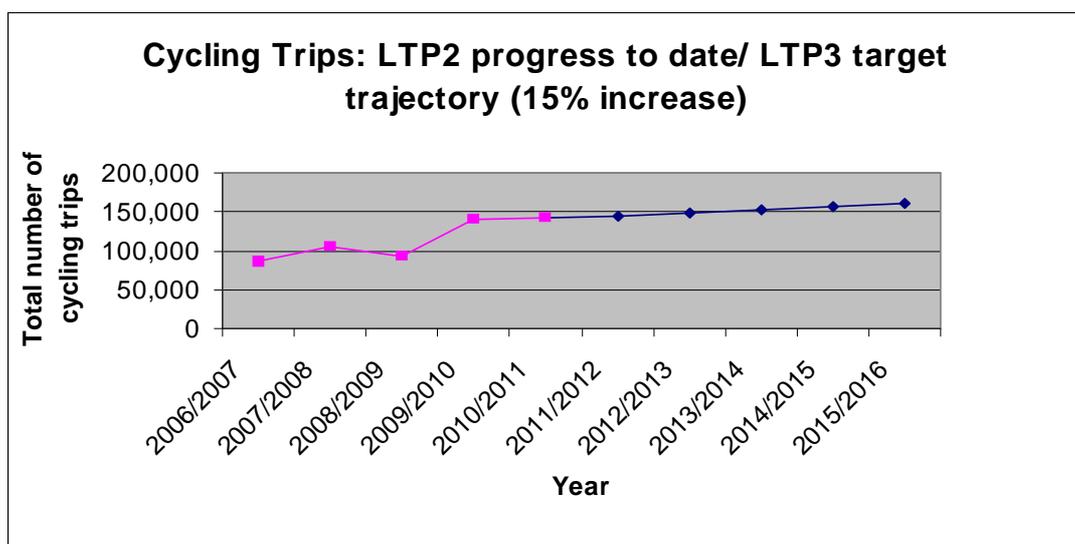
*Cycling trips from LTP2 period – baseline of 100 set in 2004*

The above table shows the cycle journey target and actual figures for the second LTP period. A baseline of 100 was set from 2004 (82,486 actual trips). The actual results clearly show an increase above and beyond the targets set for this period, with an exceptional increase in the years 2009/2010 and 2010/2011. This increase coincides with the Healthy Towns programme, where a large investment in cycling took place, including the incentivised bike scheme, major capital improvements, a major cycling event (Sky Ride 2010) and a series of softer methods including maps / routes and an online journey planner.

Following this success and in order to sustain recent achievements, the Council has adopted a stretched target to increase cycle trips by another 15% over the next five years. A package of network improvements and initiatives to influence behaviour and attitudinal change, targeted specifically at cycling in schools and workplaces, will facilitate this increase.

<b>15% target</b>	<b>LTP3</b>				
Year	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
Actual	143,521	147,701	151,881	156,061	160,242
Index	103	106	109	112	115

*Trajectory of increased cycle trips for LTP3 based on 15% target (100 baseline for the 2009/2010 year (139,341 trips)).*



*LTP 4: Mode Share of Journeys to School*

100% of Middlesbrough schools are currently covered by travel plans; of which cycling is addressed to varying levels within each schools plan. The vast majority of Middlesbrough schools have cycle parking within their grounds for pupil use. Currently, only 0.6% of Primary and 2.4% of Secondary School pupils cycle to school. The figures for walking stand at 69.4% and 44.4%, (2011 school mode of travel survey). Primary schools often only allow children that are in years 5 and 6 to cycle to school, and only if they undertake Bikeability training. The Council will continue to work with schools to encourage cycling for pupils.

### **Cycle and Pedestrian Training**

The Council offer Pedestrian Training to local schools, and currently partner cycle with Middlesbrough Environment City to deliver Bikeability. Each Primary School is offered the opportunity to take part in the National Standard training, at the discretion of the Head Teacher.

A programme of practical Pedestrian Training is offered to year 3 pupils, with National Standard cycle training at Levels 1 and 2 offered to pupils in years 5 and 6, and up to level 3 for children at Secondary School. Subject to funding, this training is offered to all Schools depending upon available resources.

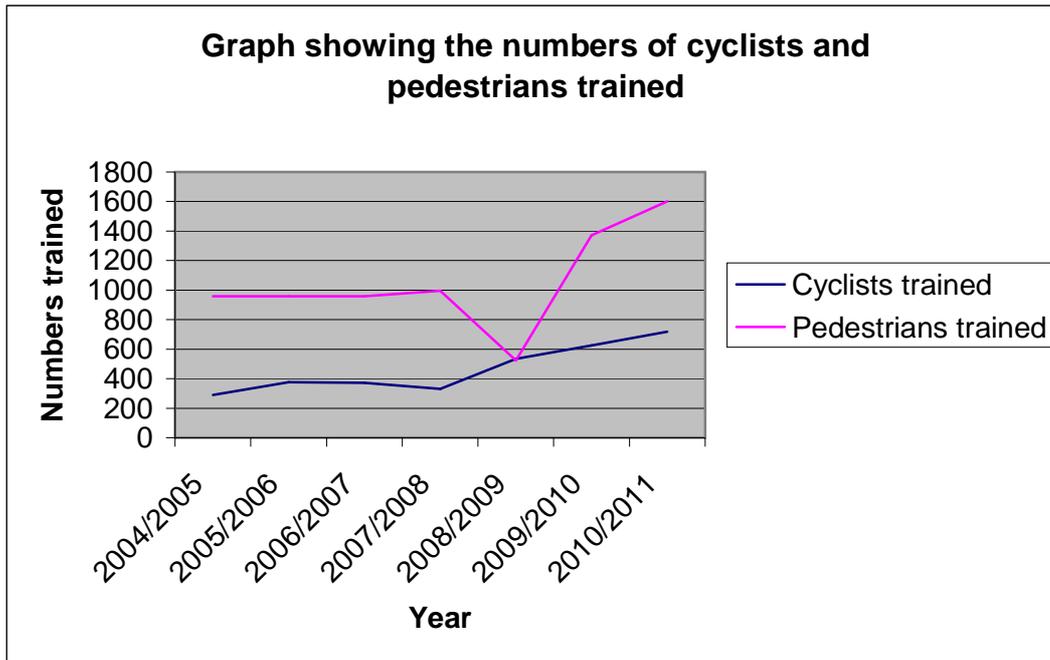


Figure 5.2: Actual numbers of children trained in road safety 2004/05 to 2010/11

Given the actual, and predicted increase in the total number of cycling trips within the Borough, as detailed under Mandatory Indicator **LTP3**, the progressive roll-out of cycle training in schools and across the community as a whole, will also play a key role in ensuring that this rise in cycling, does not lead to a corresponding rise in road casualties. The Council values the role that cycle training plays, and has subsequently secured National funding to deliver this to all eligible school children.

National policy dictates that Bikeability training can only be offered to children in years 5 and above. Therefore, there will be fluctuations in the amount eligible to receive training per year, based upon population, and the numbers are likely to alter each academic year. The outsourcing of Bikeability training has resulted in a larger number of cyclists trained. The aim is to engage with 100% of mainstream Primary Schools and conduct cycle training to every eligible child. As part of the Healthy Towns programme, over 850 Bikeability training sessions, along with cycles and safety equipment were distributed to pupils upward of year 5, to primary and secondary schools. The pupils attended sessions in order to access a vastly subsidised cycle and safety equipment, and agreed to cycle to school once a week. The scheme proved popular, and increased the number of cycle trips in the Borough.

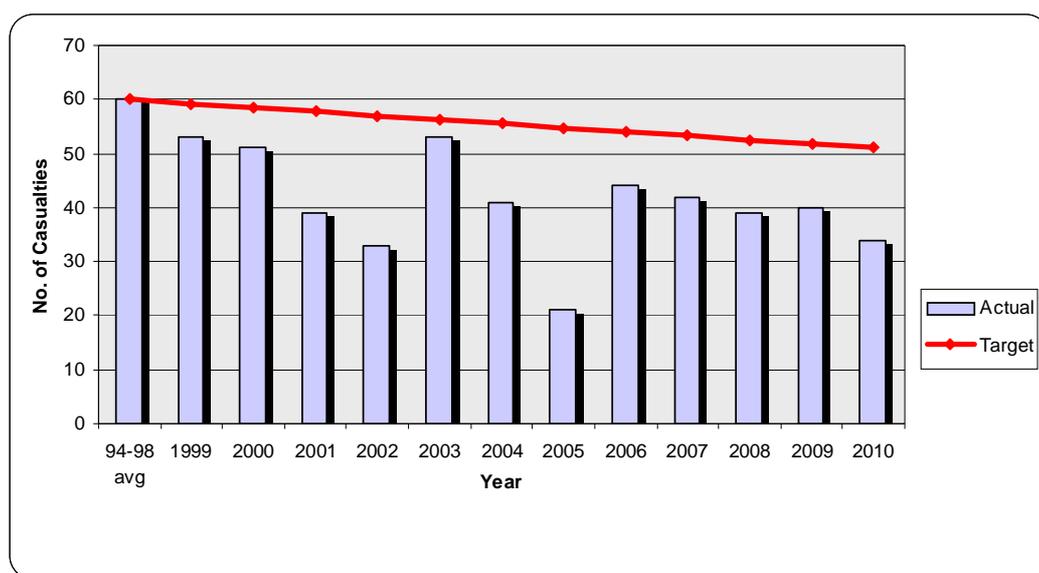
In conjunction with the Integrated Transport Unit (ITU), it is proposed that the Independent Travel Training Centre will be used in order to train suitable pupils from Special Educational Needs schools and Pupil Referral Units in Bikeability. The pupils would receive a subsidised cycle, similar to the package outlined in the Healthy Towns programme bike scheme. The pupils undertaking this scheme, once passed successfully, would then be required to travel to school using the bike. This provides an innovative alternative to traditional home to school transport arrangements - enabling participants to become independent, whilst also offering an opportunity for savings potential within the local authority transport provision. By training pupils from these schools, we are also increasing the numbers of annual trainees.

## Road Safety / Accident Statistics

As vulnerable road users, cyclists are susceptible to being involved in a road accident. The Council's Road Safety statistics have improved significantly, and this is replicated throughout cycling. Given that there have been over 2,000 bikes distributed via the Healthy Towns programme, and that cycling figures have increased, it is testament to the quality and level of training offered to cyclists within Middlesbrough, that the figures remain low.

Year	Base line	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Target	60	59	59	58	57	56	56	55	54	53	53	52	51
Actual	60	53	51	39	33	53	41	21	44	42	39	40	34
Difference		-6	-8	-19	-24	-3	-15	-34	-10	-11	-14	-12	-17
% difference from baseline		-12%	-15%	-35%	-45%	-12%	-32%	-65%	-27%	-30%	-35%	-33%	-43%

Table showing the decline in number of accidents involving cyclists from a base line data point in 1994/1998.



Graphical representation on the number of cycling casualties within Middlesbrough

## Local Cycling Target

### Cycle Tourism

The Regional Cycle Tourism Strategy (see [Chapter 2](#)) contains a number of recommendations and targets for the development of cycle tourism in the Tees Valley, in order to 'develop attractive and accessible recreation cycling opportunities for local people and their visitors'. To achieve this, cycle tourism will be actively promoted on the Council website, via the leisure and tourism section and other communication channels. We will continually work with our partners in this area to develop increasing levels of cycle tourism.

### **Further documents**

For further details as to how the Strategy will be implemented and goals achieved, please refer to the 'Cycling Strategy Themes' and 'Cycling Network Improvements' and 'Cleansing strategy' documents. These are also available on the Council website, or obtained from [cycling@middlesbrough.gov.uk](mailto:cycling@middlesbrough.gov.uk) / 01642 728196.

An online strategy is also available from the following website; <https://www.google.com/calendar/embed?src=peteriddell%40britishcycling.org.uk&ctz=Europe/London>, which pools together all of the resources and roles available within Middlesbrough that can contribute to the success of this cycling strategy. This will be a dynamic document that will be constantly updated to show day-to-day plans and progress that is being made within cycling in Middlesbrough. It will act as a further contact point for all organisations and interested parties working with, promoting and using facilities in Middlesbrough to help realise the strap line of the cycling strategy ***"More people cycling, more often, and more safely"***.