

Principles

1 Fairness.

We say

The choice to cycle should be available to all, regardless of age, gender, financial circumstances, fitness, or need for non-standard bikes (e.g. trailers, tricycles, cargo). Many people and groups are currently denied this choice.

Bristol Strategy Says

CHALLENGES we have overcome

Making cycling accessible to all

“All the children and young people who have attended have got tremendous benefits, both physical and psychological, from the experience. Disabled children gain a wonderful sense of freedom from being able to travel at (relative) speed and propel themselves and they grow greatly in confidence.” Deputy Head New Fosseway School on the all-abilities cycling sessions 2011.p7

2 Create and improve cycle links from where people live to employment centres and other key destinations to ensure everyone can cheaply get around, reducing inequalities across the city. P8

Connecting citizens to reduce inequalities

What's the challenge?

There are a number of areas of multiple deprivation in Bristol and many that suffer from poor transport links to access employment opportunities. In addition, health inequalities exist across the city that we must tackle. P17

How are we going to achieve success?

Cycling offers an affordable and active way to travel to work and around neighbourhoods.

We will focus efforts and interventions to ensure residential areas are well linked to local employment centres by the cycle network. We will also encourage the use of cycling as an active way to travel to help increase physical activity levels to reduce health inequalities. We will target hard to reach groups and encourage cycling by offering grants and incentives. Essential to success will be the involvement of local communities in planning and delivery, particularly via the local neighbourhood partnerships. P17

2 Quality.

We Say

Bristol should be the benchmark city for outstanding and innovative cycling provision, with ambitious targets and committed resources. Pound for pound this will offer Bristol better value than any other public investment.

Bristol Strategy Says

Use innovative technology to help encourage new people to cycle and support those who cycle regularly, such as electronically assisted bikes and digital travel information.p8

3 Ensure quality facilities are in place to support people who cycle, including cycle parking and cycle hire.

4 Cycle trips will be made convenient and direct through well designed, high quality networks. P8

We need quality routes to easily and safely move around by bike p9

A comprehensive network of high quality, continuous and direct routes is essential to make cycling for everyone feel easy, safe and convenient. P10

Our plan is to expand our existing network to create a web of quality on-road and offroad links across Bristol. This will include high quality radial routes that provide direct links in and out of the city centre p11

ambitious plans to increase the levels of cycling across the city p19

3 Sustainability.

We Say

Bristol must become less dependent on imported energy, and is committed to a 40% reduction in carbon emissions by 2020. Achieving the cycling targets could contribute up to 25% of the necessary transport reductions.

Bristol Strategy Says

We visualise cycling as a way to help deliver sustainable growth with clean air as our prosperous city grows. P3

ECONOMY – 20% of commuter trips into the city centre made SUSTAINABLE by bike p3

SUSTAINABLE GROWTH

National research shows for every £1 invested in cycling over £4 is put back in to the local economy

The Cycling City programme from 2008–2011 showed that dramatic increases could be quickly achieved and that for every £1 spent as much as £20 of benefit came to Bristol.

An active city boost tourism and attracts visitors

Cycling benefits employers, since having a healthy workforce reduces sickness leave and increases productivity.

Cycling offers wider access to local shops and services in streets where car access is limited, providing support for local business. P5

Investment in sustainable transport infrastructure is critical

Alongside the investment in infrastructure is the need to communicate the sustainable transport options that are being made available to staff and visitors to the Zone. An Area Travel Plan is therefore being developed that will promote new travel opportunities and disseminate information on the options available. p17

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4 Wellbeing.

We Say

Cycling and sustainable transport bring prosperity to Bristol. Subsidies for car-use should be reversed so the city benefits from more people cycling. Reductions in congestion will benefit everyone, particularly those who really need to use motor vehicles. Everyone will experience improved health and wellbeing through more active lifestyles and better air quality. Bristol will attract new business as a fine place to live.

Bristol Strategy Says

Making cycling accessible to all

“All the children and young people who have attended have got tremendous benefits, both physical and psychological, from the experience. P7

Our aim MAKING BRISTOL A BETTER PLACE

Our aim is to bring life and vitality into Bristol by creating a street environment people will want to spend time in and help enhance the local economy. We will work with partners to ensure cycling plays a key role in delivering these benefits and ensuring that a sense of place is created and Bristol’s rich heritage is maintained. P17

5 Safety.

We Say

People on bikes should feel able to travel from where they are to where they need to go, comfortably, conveniently, directly, in attractive surroundings and in safety. Good infrastructure will encourage safe and considerate behaviour. Consistent enforcement must protect the vulnerable.

Bristol Strategy Says

we must improve existing routes with high traffic volumes and aim for cycle routes protected from traffic to help change negative safety perceptions of cycling p7

Make cycle safety training available to all citizens. P8

Lots of people in vehicles, on foot and on bikes in narrow city streets particularly at busy times, such as rush hours, can lead to confusion, conflict and safety issues.p11

Our aim MAKE CYCLING SAFER

There is no higher priority to us than the safety of our citizens. We are committed to road danger reduction to ensure people that cycle remain safe on our streets and networks. We recognise that more people cycling, the safer it becomes, as cycling creates presence on our streets. We must ensure that the environment is safe to encourage more cycling and reduce the risk and perceptions of risk. P12

Elements

1 Encouragement

We Say

...a sustained and well branded city-wide programme...

Every primary school pupil should receive Bikeability to Level 2, with Level 3 available to every secondary pupil. Adult cycle training should be easily available and affordable. Encouragement programmes of events, marketing and promotion will work in particular with employers, community groups, schools and universities.

Bristol Strategy Says

Target cycle promotion at those at a point of life transition e.g. new job, new school year, new university students. P9

We currently carry out Bikeability cycle training in our schools and we will continue to offer it to all schools in Bristol. We also provide Bikeability training to adults as well as all-abilities cycling sessions for children and adults and will continue to do so to ensure cycling is accessible to everyone p14

targeted marketing and promotion to encourage cycling for all ages and abilities p19

Integration.

We Say

Excessive and inappropriate motor vehicle use must be made less convenient, and fairly priced, e.g. through congestion charging and parking management schemes. Integration with public transport must be made as easy as possible. Development control policies must provide for high levels of cycling, and must be rigorously applied. A danger reduction strategy to make our roads free from fear and harm must be followed. Transport planning models must ensure cycling is properly valued. Enforcement measures must protect the vulnerable. Integrated signing, mapping and online tools must make the city easy to navigate by bike. All measures should also support walking.

Bristol Strategy Says

We are committed to road danger reduction to ensure people that cycle remain safe on our streets and networks. p12

and we will work closely with key partners such as the police and community groups to ensure the safety message is spread. p 14

the network must be clear and simple to understand for those getting around by bike, including mapping for journey planning and signing when travelling p9

Ensuring protection and enhancement through the spatial planning process p10

To provide protection for those who cycle from motorised traffic on streets with high volumes, as well as creating a permeable centre allowing access to work, shops and leisure. p 11

Integrating cycling

What's the challenge?

Creating a better place will require cycling infrastructure and the needs of those who cycle to be fully integrated within the wider transport network and raising awareness of the value cycling has on the City.

How are we going to achieve success?

This strategy is accompanied by Bristol's cycle design guide, which takes principles from the 'Making Space for Cycling' design guide published by Cyclenation to ensure that space for cycling is applied wherever possible.

We will ensure cycling is integrated at public transport hubs by providing secure cycle storage at train and bus stations and stops, as well as improving the environment at key network junctions.

Cycling will be designed into every development from inception to ensure cycling is integrated into new developments.

Cycling will be integrated into the wider transport network by designing to minimise conflict between road users and encourage mutual respect. Intelligence led marketing will be used to ensure the value of cycling is recognised by all so that it is seen positively as a normal transport option. p 18

Cycling Neighbourhoods

We Say

Every neighbourhood should have a walking and cycling plan linking residential areas and local hubs such as schools, parks, retail and leisure centres. The 20mph areas should be made more effective through use of 'traffic cells' to restrict through traffic while improving access for walking and cycling. Plans should set out to make every street a cycling street and must include cycle parking at destinations, workplaces and in residential areas with restricted indoor space.

Bristol Strategy Says

Cycling offers an affordable and active way to travel to work and around neighbourhoods. We will focus efforts and interventions to ensure residential areas are well linked to local employment centres by the cycle network. We will also encourage the use of cycling as an active way to travel to help increase physical activity levels to reduce health inequalities. We will target hard to reach groups and encourage cycling by offering grants and incentives. Essential to success will be the involvement of local communities in planning and delivery, particularly via the local neighbourhood partnerships. P17

Cycling Freeways

We Say

The most direct route with the best gradient for cycling in Bristol is usually along a main road and they already carry the largest number of cyclists. They must be comprehensively adapted to become high quality, continuous routes for cycling. A Dutch-style matrix of infrastructure responses for each road type and condition should be used to determine suitable provision, with segregation on busy roads and junction treatments that favour cyclists. Priority must be

given to preventing obstruction of the flow of cyclists. All measures must provide for future high levels of cycling.

Bristol Strategy Says

The Bristol Cycling Manifesto maps out 200 miles of Cycling Freeways and Quietways connecting every area, enhanced by local links. P10

A comprehensive network of high quality, continuous and direct routes is essential to make cycling for everyone feel easy, safe and convenient. P10

Our plan is to expand our existing network to create a web of quality on-road and offroad links across Bristol. This will include high quality radial routes that provide direct links in and out of the city centre to access employment, shopping and leisure and connecting routes that create safe links between the radial routes to connect residents to key destinations in their community. We will ensure that street space is used intelligently and effectively and protection from traffic will be implemented where possible in a way that enhances public space and is sensitive to the needs of pedestrians.

The proposed network is a long term strategy to influence planning and investment decisions and makes best use of resources. The network will allow us to take advantage of opportunities, linking incremental investment into the bigger picture as well as ensuring everyday management and maintenance is implemented. p11

Cycling Quietways

We Say

Pleasant traffic-free routes that extend through the city and surroundings with clear signing. Significant progress was made in this area during Cycling City with routes such as Concorde Way, Frome Greenway and Festival Way joining the Bristol Bath Railway Path, Malago Greenway and Whitchurch Way. The network must be improved, integrated and extended.

Bristol Strategy Says

See above under "Cycling Freeways"

The Bristol Cycling Network

We Say

A comprehensive network of high quality, continuous and direct routes is essential to make cycling for everyone feel easy, safe and convenient. The Bristol Cycling Manifesto maps out 200 miles of Cycling Freeways and Quietways connecting every area, enhanced by local links.

Freeways: direct and continuous routes on main roads with extensive segregation

Quietways: pleasant and well signed traffic-free or low-traffic routes

Bristol Strategy Says

To match our ambitions, by 2020, we are committed to achieving:

... NORMALISING CYCLING – Progressing delivery of an attractive, safe, 8-80 cycle network p3

- 1 Create a comprehensive network accessible for everyone ages 8-80.
- 2 Adopt a simple and intuitive approach to cycle maps and signs.
- 3 Ensure quality facilities are in place to support people who cycle, including cycle parking and cycle hire.
- 4 Cycle trips will be made convenient and direct through well designed, high quality networks. p8

Actions

We Say

Set a target to quadruple cycling to 20% of all trips by 2025, and 30% of those to work

Bristol Strategy Says

20% of commuter trips into the city centre by bike p20

We Say

Fix a plan to deliver a comprehensive cycling network by 2025

Bristol Strategy Says

Progressing delivery of an attractive, safe, 8-80 cycle network. p20

We Say

Commit investment to deliver the plan (£16 per head each year minimum)

Bristol Strategy Says

£16 invested per head of population (£7 million) every year to deliver transformational cycle change p3 (also see spreadsheet p 21)

We Say

Implement the plan through a multi-skilled team for action across all areas

Bristol Strategy Says

Intensive support through dedicated officers (schools)
specialist business engagement officers
Dedicated community active travel officers p16

We Say

Engage an inspirational Cycling Commissioner to lead the transformation.

Bristol Strategy Says