

Bristol Cycling Campaign is very supportive of the production of a Cycling Strategy and we look forward to ongoing involvement in its development. The Campaign has commented at high level and in detail on earlier drafts of the Strategy but there are still areas where we feel that the strategy should be strengthened.

1. General Points

- a. We understand that the Strategy document is intended to support funding bids and has been designed as a “sales” document – however, in so doing, we feel that the document lacks necessary detail and impact. A more structured partner document focussed on delivery is required with clear statements on strategic policy, funding sources, delivery mechanisms and governance, and a much longer timescale.
- b. The Strategy also aims to address the issues raised in our Bristol Cycling Manifesto “Freedom to Ride” – however some issues are not clearly addressed in this strategy, as outlined below
- c. Our estimate of £100m to build the 200 mile Bristol Cycling Network would take 15 years at the strategy’s £7m pa expenditure rate – and not all of that money would be destined to infrastructure – the Strategy needs to show opportunities for increased investment over time and for reliable funding sources.
- d. We strongly recommend including the outlines of a phased delivery plan as in the [Cycling City Stakeholder strategy](#). The Key Actions needs to be clearly identified as existing funded projects and don’t meet this need, nor do the ‘priority investment areas’ on p11.
- e. There is a welcome use of the term 8-80 cycling but we feel that needs explaining along with an explicit statement that Bristol is aiming for a single, integrated network meeting the needs of all people cycling.
- f. We would like to see a commitment to producing and implementing local community sustainable transport plans. These are a necessary complement to the city-wide strategic network outlined in the document because without them local decisions will be made that are not in keeping with the cycling vision.

2. Document Structure

- a. The document structure and design looks quite dynamic but unfortunately sometimes hides a lot of the good content – a more straightforward layout with simple, clear statements would be helpful and make the Strategy more impactful. Alternatively a way of drawing out key points may help.
- b. Endorsement for the Strategy should be broader – to include Police, Business and Health. Specifically an endorsement by Sustrans adds little - of course they’d endorse it. In order to move the strategy to a more strategic level the endorsement needs to come from the Chair of the LEP and from the PPC or Chief Constable
- c. The “Challenge”/“How we are going to achieve” approach does not work well. It picks out specific points whilst not covering the bigger/broader issues.

3. Fit with Bristol Cycling Manifesto

A detailed analysis of the fit is attached – summarised below.

- a. Actions
 - i. **Targets** – Good to see targets for commuting and cycling to school but further targets need to be incorporated and measures of overall cycling

take-up to include leisure, sport and most importantly every-day cycling to shops etc.

- ii. **Plan** – good to see the Cycling Network incorporated but the other plans are either short-term projects that are already underway or lack detail. An implementation strategy is required that will show how the various measures will be implemented, ideally with some phasing over 3 to 5 year time periods (as per the Cycling Stakeholder Strategy)
- iii. **Budget** - £16 commitment is great start and it can be seen how much can be delivered with this level of investment in current years – however more is going to be needed in order to accelerate development, complete the more challenging developments and respond to the growing numbers of people cycling. This spend should be at least proportionate to the volume of users of other modes of transport. 70% of the budget should be committed to infrastructure – without well-designed, convenient, safe infrastructure there will not be a step-change in the numbers of people cycling.
- iv. **Team** – it is essential that a team is established to drive the programme forwards. This cannot be done successfully with existing structures and resource. The strategy mentions schools officers and business engagement officers but there is no mention of establishing an implementation team or strengthening the cycling expertise within the Council. We strongly urge a firm commitment to professional development and competence in implementing the strategy across council departments.
- v. **Leader** – we have recommended the appointment of a Cycling Commissioner. The Mayor has been supportive and yet there is no mention of this key role in the Strategy. We see this as being likely to be a councillor acting in an advocate and scrutiny role supported by stakeholders. We would like to see the role of the Bike Forum made more meaningful.

b. Principles

We have made some quite simple and straightforward statements in our Manifesto covering Fairness, Quality, Sustainability, Wellbeing and Safety. Policy statements on these principles would add significance to the Strategy. Whilst these factors are covered to some extent in various areas of the Strategy their significance is lost as they appear in “snippets” scattered throughout the document.

c. Elements

Our Manifesto also introduces Encouragement, Integration, Cycling Neighbourhoods, Freeways and Quietways. The Strategy covers the Network elements, but Integration is particularly weak, continuing to focus on life transitions and schools. This will take a long time to reap the benefits – a much broader programme of interventions is required to cover the whole population along the lines of “Cycling is good for you – it’s good for Bristol!”. A step-change is required.

4. Missing elements

- a. The Draft Strategy avoids making a full commitment to integration of its cycling actions with its transport and broader activity in general.
- b. There needs to be more emphasis on transport interchanges – access and parking
- c. More emphasis on cycle parking – retail, residential, business and on street

- d. Something about standards – 5 best practice, gold standard schemes each year?
What progress in being made on the Design Guide?
 - e. Each neighbourhood should have a Sustainable Transport Plan
 - f. Clear statement on involvement of broad range of stakeholders, driven by a Commissioner with a clear governance structure.
 - g. The Strategy needs to show how Cycling fits with other modes of sustainable transport with reference to walking and public transport strategies, as well as Development policies, Road Danger Reduction, Movement Framework etc
 - h. Some clear statements such as “Every street fit for cycling” and ambition “Establish Bristol as the Cycling Capital of Britain” would give the Strategy greater impact and set the scene much better.
 - i. There needs to be a clear message along the lines of “whether or not you cycle, cycling is good for Bristol”
5. Detailed comment on content
- a. The strategy title should be “Cycling” not “Cycle” – it’s not about the machines but the people who use them, a mode of transport, a way of life that contributes to the well-being of the City
 - b. Still too many people wearing helmets in document – over 50% – an analysis is available
 - c. There is quite a bit of duplication eg in the Foreword that contains 2 mentions of the Bristol To Bath Railway Path
 - d. Page 3
 - i. The vision statement needs improvement eg “can play a part” change to “plays a key part”.
 - ii. A link to the Freedom to Ride Manifesto could usefully be added.
 - iii. “Laboratory for change” – this should primarily be about innovative, gold-standard cycling infrastructure but this gets little mention within the Strategy.
 - e. Page 4 seems out of place – whilst it supports the innovative infrastructure requirement mentioned in b. iii. this is not followed through in the main body of the document.
 - f. Page 5
 - i. duplication - environment and sustainable both mention cycling to local shops
 - ii. Convenience omits the all-important short-trips
 - g. Page 6
 - i. not as impactful as it should be.
 - ii. Could add Bristol Bike Project.
 - h. Page 7 – not clear what the message of this page is
 - i. Page 8 – The “Aims” need further work – some overlap, some things missing, some change in order – are they actually aims? Titles would be better as “make cycling convenient” rather than “simpler” and “Make cycling comfortable” rather than “safer”. There should also be a specific point on working with the police in the ‘Safer’ section
 - j. Page 9 – The new Network should be designed to be easy to navigate – that means that it should be direct/convenient and easy to follow, without reference to maps and numerous signs. The “desired network” is not “large and intertwined”.

- k. Page 12/13
 - i. Should avoid use of “make cycling safer” – name the problem in the context of the Bristol Road Danger Reduction Strategy (see also Page 8 “Aims”). Refer to cycling as a safe and normal activity.
 - ii. Needs to be more focus/attention on changing driver behaviour to protect pedestrians and cyclists. This can be supported by measures such as changing junction geometry, removing rat-runs, reducing motor traffic permeability in favour of walking and cycling and giving priority to pedestrians and cyclists at junctions and crossings.
 - iii. Could this include a statement on “Target Zero” – to design out road danger.
- l. Page 14 – This misses the more important and obvious points that routes need to be short, simple, direct and safe with good permeability, priority and continuity for cyclists to maintain their momentum – ie comfortable and convenient!
- m. Page 15 – targets are too narrow – we need to be targeting the population as a whole to get everybody changing now with different strategies based on geography, ethnicity, age, location, etc. The marketing to be supported by/in support of specific interventions and infrastructure schemes.
- n. Page 17/18 – needs to include good routes into and through city centre. (Page 18 has better picture of Mayor than in the Foreword!)
- o. Page 20 – what is the point of the “Shoppers’ choice” infographic? – There should be targets for this.
- p. Key Actions
 - i. these are all existing projects – we need a plan that looks further ahead – what happens next?
 - ii. “maintain Cycle Network - £1m per year – needs definition. Is this the present level of budget?