

# Bicycle Account 2015

Leicester Cycle City Action Plan

2015 - 2024

# Aims

To deliver the Governments Cycling Delivery Plan and establish Leicester as the UK's leading cycling & people-friendly city

- Deliver 10% cycling modal share to the city centre and double everyday cyclist numbers by 2018 then again by 2024
- Develop a network of high capacity, quality cycle tracks along main roads
- Create a plan for strategic cycling infrastructure and neighbourhood plans to address missing links, pinch points and safer cycling
- Review existing schemes and work with the Department for Transport and other partners to attract additional resources and skills
- Extend cycle and mechanic training to enable inclusive cycling for all communities and abilities`
- Work with delivery partners, stakeholders, business and social enterprises to enable increased capacity for growth
- Build a mainstream, inclusive citywide cycling culture and specific promotions
- Implement workplace, residential and city centre cycle parking options to reduce cycle theft
- Consider action & fixed penalty notices to reduce disruption by utility providers
- Broaden Adult Cycle Training to include vulnerable road users, fleet drivers and businesses
- Share this Strategy widely and create a clear schedule of meetings and engagement to support Action Plan objectives

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Leicester Cycle City Action Plan 2015-2024

# Summary

2015 has been a busy, dramatic and breakthrough years for cycling and the whole city. The Reinterment of King Richard III provided an unprecedented showcase for Leicester and Leicestershire. Media from across the world showcased the event as a dignified celebration in a historic and people-friendly city. Continued changes to the built environment with the Connecting Leicester Project have created new and improved streets and public space for people on bicycle and on foot.

In March the first stage of the cycle track along St Nicholas Circle (South) and Peacock Lane was completed. Cycling-friendly refurbishment of Greyfriars, St Martins and Hotel Street were completed by July. The re-election of Sir Peter Soulsby as City Mayor signalled completion of the St Nicholas Circle (North), removal of and Harvey's Walk redundant footbridge and initiation of Connecting Leicester Phase 2 improvements along Rutland Street in October. Public consultation for Belvoir Street and Welford Road cycle track proposals were carried out in December and proposals we were well received.

Leicester women cyclists were also celebrated throughout the year. Cycling trainer - Maryam Amatullah was awarded the Unsung Hero Award by the British Ethnic Diversity Sports Awards. Janet Hudson Leicester-based Regional Cycling Manager for British Cycling was named by BikeBiz as one of their Women of The Year. New club - Leicester Women's Velo's was praised with a four page spread in Cycling Weekly for blazing a trail across the county. Professional cyclists from Leicestershire Road Club - Lucy and Grace Garner were named in the World Championship Great Britain squad.

In June, Leicester were represented by the Cycling Co-ordinator – Andy Salkeld - at the UK's national Cycle City Active City Conference and a decision was announced to host the event in Leicester in May 2016. In September, Cllr Adam Clarke received 'Best Cycling Infrastructure' Cycle Planning Award for the Leicester Cycle City Action Plan.

Just-e-bikes was established on Hinckley Road. The 'Places for People' street improvement project for Braunstone Gate was initiated in partnership with Sustrans and The People's Health Trust. Ride Leicester Festival engaged over 15,000 active participants. It was a bumper year for mobile bike park demand at city festivals and events including the Rugby World Cup in October. An announcement was also made in December that New College had submitted a bid to British Cycling to construct a new traffic-free cycle track with support of the City Council.

# Monitoring

Annual Cordon Counts are carried out around the Inner and Outer Ring Road. Up to 2014 these were carried out in April. In 2015 the counts were rescheduled to May to avoid clashing with Easter, Term time fluctuations and the impact of extreme weather. Recorded cycling numbers continue to grow at an average rate of 10%+. Citywide numbers are approximated from cordon counts, census returns, automatic 24/7 monitors and scheme specific monitoring.

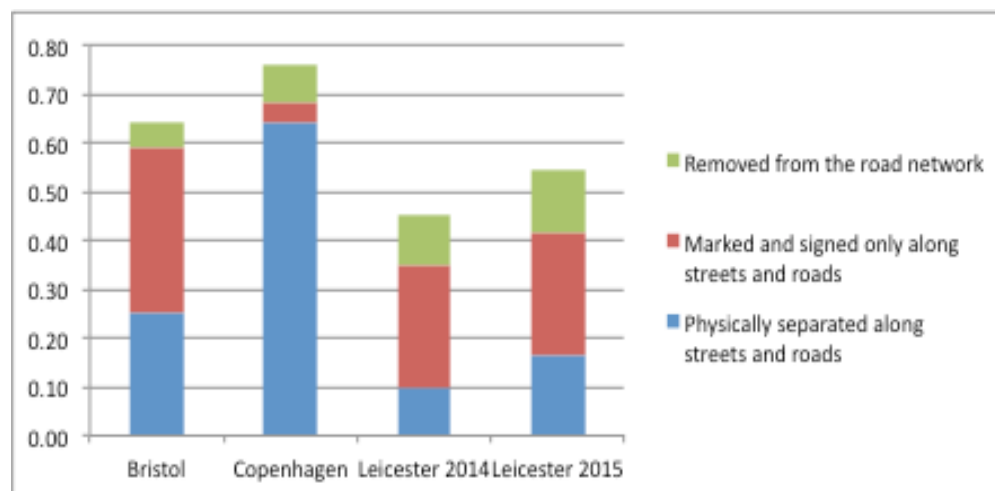
Infrastructure is calculated by length of designated cycle route per inhabitant. The improvement in Leicester in 2015 is partly due to a more accurate measurement following the creation of a more accurate digital infrastructure map. There have also been significant increases in the length of physically separated cycle tracks at St Nicholas Circle, Southgates, Jubilee Square and Greyfriars. In Leicester, Like Bristol, 40% of journeys to work under 5km are made by car. This is significantly higher than 12% in Copenhagen. Regular and short distance trips are a target for modal shift to cycling.

## Annual Cordon Court Surveys - Cycling



There are an estimated 13,000+ daily cyclists and numbers are growing 10% per year

## Cycling Infrastructure - Best Practice comparison

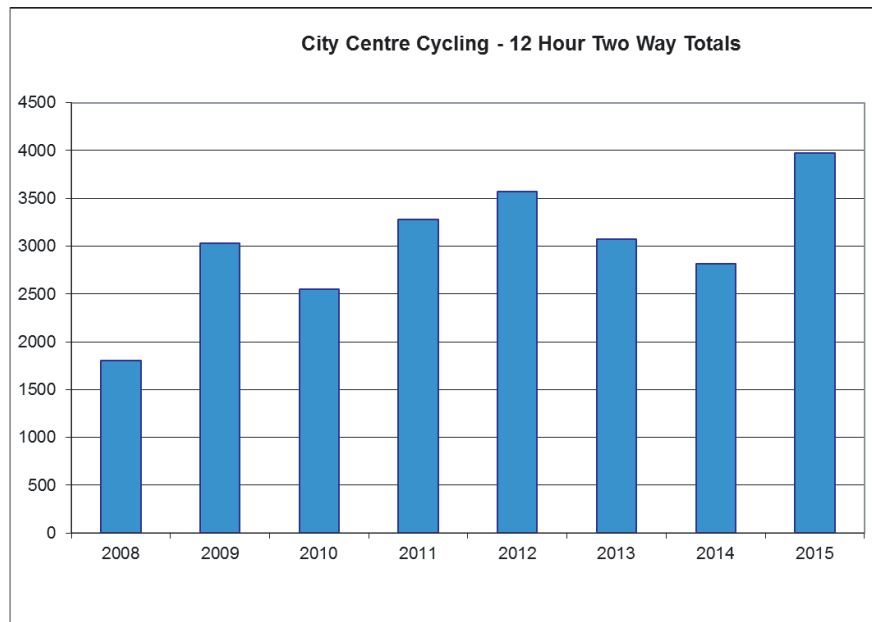


To match best practice examples like Copenhagen and Bristol we need to invest in safer cycling along main road corridors

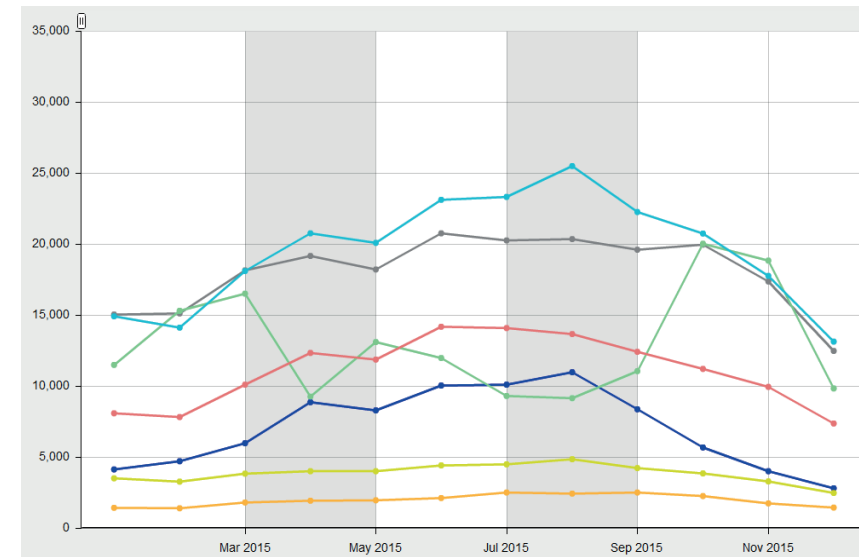
# Monitoring

The City Council introduced a new Eco-Counter automatic monitoring system for vehicle-free paths in October 2014. Cycling and walking numbers are now counted on a 24/7 basis. 7 initial sites have provided a baseline dataset in 2015. The data will be made publically available in 2016 and new sites will be added for strategic and scheme-specific sites. Summary counts (left) show 50-90k monthly two-way cyclists pass monitoring points.

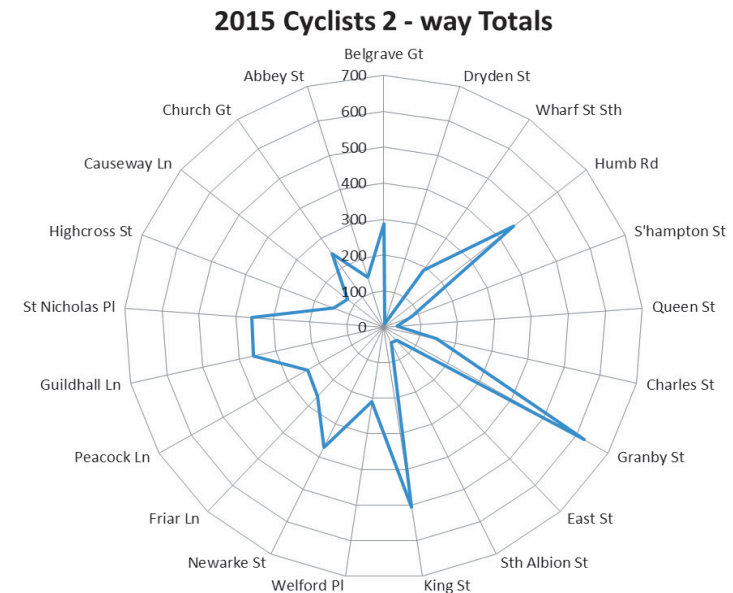
City Centre cycling numbers monitored by 12-hour cordon count surveys show steady growth form 2008 to 2015 Bottom left). Distribution is illustrated below.



## Citywide automatic Monitoring sites



## City Centre Monitoring by Direction



# Progress

## Infrastructure

### Main Road 'Corridor' Routes

St Nicholas Circle Cycle track from High Street & Peacock Lane to NCN 6/63 & Harveys Walk bridge removal

A50 Groby Road NCN 63 track improvements & ongoing design consultations with stakeholders.

Connecting Leicester Wave 2 Belvoir St. consultation & design completed.

North City Centre Memory Lane, Charter St & Archdeacon Lane substantially complete .

Hamilton Way Link Developer funded preliminary design, Victoria Road East, Barkby Road & Soar Valley College.

### 'Pinch Point', 'Missing Link' and 'Safer Cycling'

20 mph zones 6 Neighbourhood schemes completed (9,955m Knighton Fields Road West, Manor Farm, Aylestone Village, Onyx Crescent, Strasbourg Drive & Woodstock Primary School)

RILL Bike Route Initial site visit with John Grimshaw (DfT) & route investigations with County colleagues.



# Case Studies

## Infrastructure - St Nicholas Circle

The scheme is a key part of the Connecting Leicester Programme with a budget of £1.137m. It provided 825m cycle track and path improvement linking the city centre and NCN6&63/Grand Union Canal via High Street, Jubilee Square, Peacock Lane, Jewry Wall and Castle Gardens.

Initial work has included 8 new shared use crossings and removal of Harvey's Walk. 2 additional at-grade shared-use crossings are proposed.

St Nicholas Circle was a key junction of the 1964 Traffic Plan for Leicester and a significant barrier for cyclists and pedestrians accessing the city centre.



# Progress

## Training

	Opportunities	Delivered
Balanceability Training	10 Nurseries offered	96 pupils & 14 staff trained
Bikeability for Primary School pupils	43 schools participated	1962 pupils
Adult Cycle Training	3 sessions delivered	26 adults trained
Mechanic Training	6 Adult courses & ongoing training for young people	60 Level II & 42 Non accredited trainees
Social Enterprise support for bike projects	6	2
Open Ellesmere College cycle track	200 metre track (dirt & tarmac)	Opened October 2015
Open New College cycle track	1000 metre track (tarmac) Planning Application submitted Dec 2015	



# Case Study

## Training

Bikeability cycle training is offered free to all 61 primary schools. In 2015, 43 schools took part and 1962 year 5/6 pupils had 6-8hr of Level II tuition.

Free cycle training was offered to adults at 3x 6hr sports centre sessions and a weekly drop-in session at New College with Get Healthy Get Into Sport. There is now a 50+ waiting list for training.

Mechanic training is delivered by Cycle Works at Wellington Street FE College. 60 people received accredited Level II certificates and 42 were non-accredited. Casual classes took place too.

11 Wheels for All volunteers received disability & special needs training with Wheels for All. Over 250 riders joined 10 free public monthly try-out\* hosted at Braunstone Leisure Centre.



**GET HEALTHY, GET INTO SPORT**

**Adult Cycle Training**  
Want to learn to ride a bike, or looking to improve your confidence on the roads?  
Come along and meet our trainers at the New College Sports Village.

**No Ability No Bike No Problem!**  
All equipment can be provided for the sessions including bikes and helmets.

**Every Saturday between 10am - 12 noon**

**SESSIONS ARE FREE**

New College, Greencoat Road, Leicester, LE3 6RN

LOTTERY FUNDED SPORT ENGLAND www.isport.org/ghgis



**LASALS cycleworks**  
Leicester Adult Skills and Learning Service

**Level 2 Cycle Maintenance**

This course focuses on giving you the skills and knowledge to be able to gain employment in the cycle industry.

**Cycle Maintenance**

**Course Details**  
Code: 043001SE3  
Start Date: 13 July 2015  
Start Time: 09:00  
Duration: 6hrs 30mins  
Day: Monday-Friday  
Lessons: 10  
Fee\*: £0.00 to £700.00  
Venue: Cycle Works At Leicester Adult Education College, 2 Wellington Street, LE1 0HL

For further information and to enrol  
**Tel: 016 454 1900**

\* This may be eligible for reduced fees or even free courses if you are on certain benefits, please ask for details.

www.leicesterlearns.co.uk



**LEICESTER WHEELS FOR ALL**

Friday 23rd January  
**BRAUNSTONE LEISURE CENTRE**  
2 Hamelin Road, Braunstone, Leicester LE3 1JN  
10.00am - 3.00pm and 5.00pm - 8.00pm

**LEICESTER WHEELS FOR ALL** **FREE ACTIVITIES**

A new initiative and nationally recognised programme embracing children & adults with disabilities and differing needs.

- Learn to Ride - For adults & accompanied children with disabilities and differing needs
- Adapted bike try-out and skills challenge
- One-to-One or group tuition
- Dr Bike - Bike check & fix
- Information - Find out about training, rides and events

Using specially adapted cycles for fun, physical activity and mentally stimulating cycling events.

For information and updates visit:  
cycle-city@leicester.gov.uk  
@RideLeicester

Partners: RIDE, Sustrans, Leicester City Council, Leicester Leisure Centre, Leicester City FC, Leicester City Women's FC, Leicester City U18s, Leicester City U19s, Leicester City U20s, Leicester City U21s, Leicester City U23s, Leicester City U24s, Leicester City U25s, Leicester City U26s, Leicester City U27s, Leicester City U28s, Leicester City U29s, Leicester City U30s, Leicester City U31s, Leicester City U32s, Leicester City U33s, Leicester City U34s, Leicester City U35s, Leicester City U36s, Leicester City U37s, Leicester City U38s, Leicester City U39s, Leicester City U40s, Leicester City U41s, Leicester City U42s, Leicester City U43s, Leicester City U44s, Leicester City U45s, Leicester City U46s, Leicester City U47s, Leicester City U48s, Leicester City U49s, Leicester City U50s

# Progress

## Engagement - Social Media

Engagement	Frequency	Meetings
City Mayor's Forum	Quarterly	3
Cycle City Workshops	Monthly	10 plus 2 extra A50 meetings, 2 site visits & Belgrave Golden Mile consultation
Public Health Active Travel Inequalities	Monthly	4
Delivery Partnership Project Meetings	Fortnightly	

	Meetings	Action Plans
Establish Park & Open Spaces Groups	2	0
Establish Bike Theft Prevention Group	1	0

# Case Studies

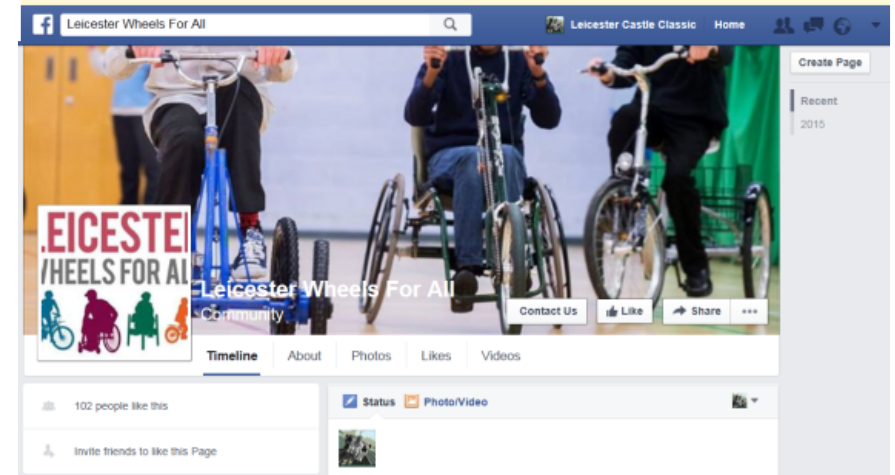
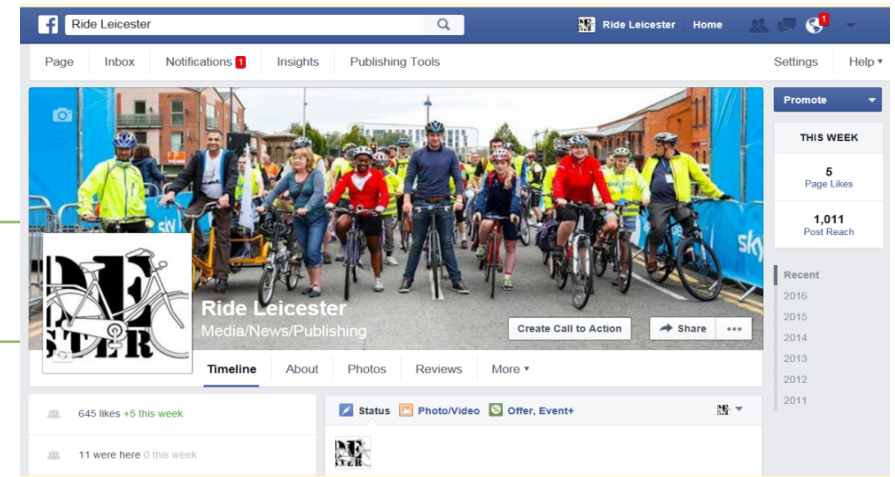
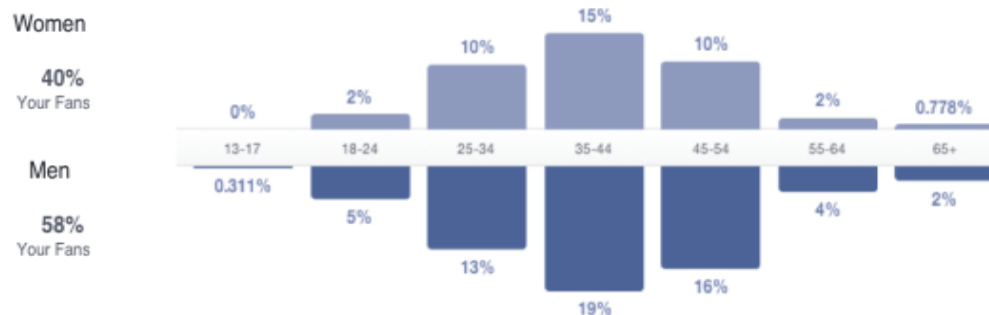
## Engagement - Social Media

Ride Leicester is the promotional partnership for the Cycle City Workshop stakeholder groups led by the City Council.

Since 2011 it has had a social media focus of the Ride Leicester facebook page. It provides a public noticeboard for shared initiatives, promotions, cycling strategy and cultural events. The page currently has 645 Likes (Up from 450 at the start of 2015). 58% of these are 'male' & 40% 'female' (Left). Ride Leicester Twitter feed has 1,490 followers. Posts to the social media pages are average 2-3 per day and provide a networking opportunity and public archive for cycling promotions across Leicester.

Supplementary pages are provided by Castle Classic (550 Likes) & Wheels for All pages (102 Likes). The City Council also provides a social media platform via the Choose How You Move, Visit Leicester & Leicester City Council facebook pages. Cycling clubs, social ride groups, bike projects, programmes and specific events increasingly have a social media presence.

The people who like your Page



# Progress

## Promotions



Promotions	Opportunities	Attended
CURVE Schools Ride - schools	15 schools	461 pupils
Led Ride participants	1,924	855 participants
£300 Bike Challenges	20 submitted	20 granted
Mobile Bike Parks - Events & days	26 event days	1,000+ parked

	Contacts	Participants
Ride Leicester Festival	6,500	15,000

	Meetings	Action Plans
Castle Classic	6	630 Riders & 2,500 Spectators
Sky ride 'Open Streets' family event for	1	11,000
Neighbourhood Cycling Events	18 + 178 School Sessions	

# Case Studies

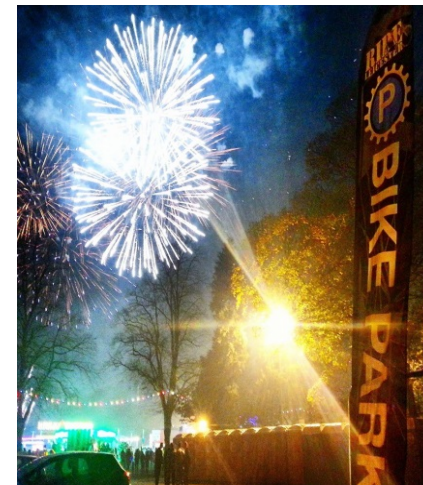
## Promotions - Festival Bike Parks



Ride Leicester Bike Parks were provided at 26 days of high profile public events 2015. Regular events included; Abbey Park Bonfire, Schools Ride, Riverside Festival, Simon Say's Music Festival, Leicester Marathon, Christmas Light Switch-on & Diwali. There were one-off events that paid for the bike park service at Richard III ReInterment, Rugby World Cup events and the first two LCFC Premiership football games.

Over 1,000 bicycles (& buggies) were securely parked. Branding at events and associated social media provides a unique opportunity to promote bike use to a non-cycling audience.

Funding for Bike Parks is provided from the Promotion of Cycling budget and facilitated by British Cycling Ride Leaders.



# Contacts

**New partners and delivery ideas are welcome...**

**To be added to the Cycle City Workshop contacts list send us an email...**

## **Leicester Cycle City Action Plan Contact:**

Transport Strategy Section  
Planning, Transportation and Economic Development  
Leicester City Council  
[cycle-city@leicester.gov.uk](mailto:cycle-city@leicester.gov.uk)



# Partners

- Sustrans
- British Cycling
- Future Cycles
- Cyclist Touring Club
- Leicester Forest Cycling Club
- Leicestershire Road Club
- Western Park Free-riders
- Leicester Women's Velo
- De Montfort University
- University of Leicester
- Friends of the Earth
- City Council BUG
- County Council BUG
- Leicestershire County Council
- Leicester Triathlon Club
- Leicester Cycle Campaign
- Leicester Spokes
- Evington Bicycle Club
- Ride Leaders
- NCN Rangers
- Leicester City Football Club
- Centre for Integrated Living
- Hope Against Cancer Club
- Curve