

ECONOMY AND ENVIRONMENT OVERVIEW AND SCRUTINY PANEL 3 OCTOBER 2017

DELIVERING FOR CYCLING

Summary

1. The Economy and Environment Overview and Scrutiny Panel will receive an update on County-wide proposals aimed at supporting and promoting cycling.
2. Officers from the Economy and Infrastructure Directorate, along with the relevant Cabinet Members have been invited to the meeting.

Scrutiny to Date

3. The draft Local Transport Plan, fourth edition (LTP4), has been subject to extensive internal consultation including a series of Member meetings and discussions. The external consultation drew a very large response from the public, partner organisations and other stakeholders. Amendments to the Plan that address issues raised in this response are in the process of being finalised; once complete, the amended Plan will be put forward for Cabinet approval in November 2017.

Background

4. The update will include:
 - details of schemes delivered in recent years
 - details of schemes scheduled for delivery
 - details of schemes in development
 - details of schemes proposed as a part of LTP4.
5. Direct central government funding for Cycling (sometimes combined with measures for walking) has been restricted in recent years, largely focusing, through repeat funding, on those locations that were successful in 2014's original "Cycle City Ambition" bidding process (namely Bristol, Birmingham, Cambridge, Leeds, Manchester, Newcastle, Norwich and Oxford). The Department for Transport's "Cycling and Walking Investment Strategy", announced in 2017, sets-out a welcome commitment to the long-term, sustained funding and delivery of measures for cycling and walking, but unfortunately does not allocate any new funding streams to which Worcestershire can apply.
6. Consequently delivery of measures for cycling in the County has of late largely focused on feasibility studies, route planning and what it has been possible to fund through relatively small developer contributions.

7. However, significant planned-for growth and the infrastructure to facilitate this growth have both provided opportunity to factor-in potentially game-changing infrastructure, and LTP4 sets out an ambition to build still further on this.

8. Worcestershire County Council has submitted two bids to the Department for Transport's National Productivity Investment Fund; "Worcester City Centre Network Efficiency", which would deliver a package of measures to improve efficiency for all road users in the centre of Worcester (including measures for walking and cycling), and; "Bromsgrove Town Centre Network", which would deliver nine walking and cycling routes within Bromsgrove. The bids are for £3.2M and £3.4M respectively (matched in turn by £1.4M and £1.5M from the County's Network Efficiency Programme). The outcome of both bids is expected to be known in December 2017.

9. Cycling 'events' are an excellent way of showcasing the County and of bringing-in many visitors, at the same time encouraging up-take of the activity within the County. At the time of writing "Velo Birmingham" is set to bring 15,000 people onto some of Worcestershire's most beautiful roads, not long after the Tour of Britain made another hugely successful visit to the County and with Redditch further cementing its place in the Nation's pre-eminent domestic road racing series by hosting this year's opening round. Worcestershire County Council staff have assisted in the delivery of all three events. Some figures from this year's event in Redditch, the sixth time the town has hosted the Tour Series:

15,000 attendees

58% said they were inspired to cycle more often

250,000 people watched the event on ITV4

There were 350,000 twitter impressions

The positive economic impact for Redditch was £198,803

The positive economic impact for the County beyond Redditch was £196,329

...giving a total positive economic impact to Worcestershire of £395,132

By increasing business sponsorship, Worcestershire County Council has been bringing down its own financial contribution to the event; from £70,500 in 2016 to £46,000 this year and with an intention to bring it down further in 2018. Sponsors included AT&T, the Chamber of Commerce, Worcestershire Local Enterprise Partnership, Kingfisher Shopping Centre and Gtech.

10. Representatives from County cycling groups have been invited to the meeting to participate in the discussion.

Purpose of the Meeting

11. Following the discussion, the Economy and Environment Overview and Scrutiny Panel is asked to:

- agree whether any further information or scrutiny work is required
- agree any comments to be forwarded to the relevant Cabinet Member/s

Supporting Information

Appendix 1 – Details of schemes scheduled for delivery and in development

Appendix 2 – Details of schemes proposed as a part of LTP4

Contact Points

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Background Information

In the opinion of the proper officer (in this case the Head of Legal and Democratic Services) the following are the background papers relating to the subject matter of this report:

- Agenda and Minutes of the Economy and Environment Panel on 20 January 2017 available on the website [here](#)