



SHEFFIELD CITY COUNCIL

Cabinet Report

Report of: Councillor Leigh Bramall, Cabinet Member Business, Skills and Development

Report to: Cabinet

Date: 23rd July 2014

Subject: Response to the Economic and Environmental Wellbeing Scrutiny and Policy Development Committee Cycling Inquiry Report

Author of Report: Richard Proctor, 273 5502

Key Decision: YES

Summary:

The Economic and Environmental Wellbeing Scrutiny Committee's Cycling Inquiry report proposed an updated vision and strategic approach to cycling in Sheffield. The report set out:

- An ambitious vision for the City
- A strategic approach based around the three themes of Strong Leadership, Getting the Right Infrastructure in Place and Getting People Cycling
- 19 specific recommendations intended to broaden and increase participation in cycling in Sheffield

The principles of this report are supported by the Cabinet Member for Business, Skills and Development.

Attached as Appendix A is a response from the Cabinet Member for Business, Skills and Development proposing that the Council:

- Incorporate the vision for cycling into the Council's overall Vision for Excellent Transport in Sheffield.

- Refresh the Sheffield Cycle Action Plan taking into account the three themes and 19 recommendations within the report, produce a plan of the strategic cycle network and a delivery plan.
 - Work with partners, organisations and others to implement the recommendations set out in the report.
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Reasons for Recommendations:

This report sets out the response to the vision, strategy and the 19 recommendations proposed by the Economic and Environmental Wellbeing Scrutiny Committee's Cycling Inquiry report from the Cabinet Member for Business, Skills and Development.

In order to deliver a number of the recommendations it is proposed that a refreshed Sheffield Cycle Action Plan with a plan of the strategic cycle network and delivery plan is produced and brought to Cabinet for endorsement. At this time it would also be appropriate to update Cabinet on the progress being made in delivering the Cycling Inquiry recommendations.

Recommendations:

Cabinet is asked to:

1. Endorse the response to the Economic and Environmental Wellbeing Scrutiny Committee's Cycling Inquiry Report from the Cabinet Member for Business Skills and Development.
 2. Agree that the vision for Cycling should be incorporated into the Council's overall Vision for Excellent Transport in Sheffield and the recommendations implemented as proposed.
 3. Request that an updated Sheffield Cycle Action Plan, plan of the strategic cycle network and delivery plan be brought back to Cabinet in June 2015 along with a progress report on delivery of the Cycle Inquiry Report recommendations. Subject to identification of resources to produce it.
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Background Papers: Economic and Environmental Wellbeing Scrutiny and Policy Development Committee Cycling Inquiry Report

Category of Report: **OPEN**

Statutory and Council Policy Checklist

Financial Implications	
NO	Cleared by: Gaynor Saxton
Legal Implications	
YES	Cleared by: Nadine Wynter
Equality of Opportunity Implications	
YES	Cleared by: Ian Oldershaw
Tackling Health Inequalities Implications	
YES	
Human Rights Implications	
NO	
Environmental and Sustainability implications	
YES	
Economic Impact	
YES	
Community Safety Implications	
NO	
Human Resources Implications	
NO	
Property Implications	
NO	
Area(s) Affected	
All	
Relevant Cabinet Portfolio Lead	
Cabinet Member for Business, Skills and Development	
Relevant Scrutiny Committee	
Economic and Environmental Wellbeing Scrutiny and Policy Development Committee	
Is the item a matter which is reserved for approval by the City Council?	
NO	
Press Release	
YES	

REPORT TO THE CABINET

RESPONSE TO THE ECONOMIC AND ENVIRONMENTAL WELLBEING SCRUTINY AND POLICY DEVELOPMENT COMMITTEE CYCLING INQUIRY REPORT

1.0 SUMMARY

- 1.1 The Economic and Environmental Wellbeing Scrutiny and Policy Development Committee has undertaken a Cycling Inquiry to review what we are doing in Sheffield and what we can do better, in order to improve the opportunities for cycling.
- 1.2 The Inquiry took a cross party approach and included cycling representatives on the task force. It reviewed the existing evidence on the impact of cycling on the local economy, health and environment, considered what is happening in Sheffield and other cities and talked to the people of Sheffield as well as external organisations. The Scrutiny Board set out a vision which if supported and incorporated into the Council's Vision for Excellent Transport in Sheffield would help to guide the future of transport in Sheffield.
- 1.3 Attached as Appendix A is a response from the Cabinet Member Business, Skills and Development proposing that the Council:
 - Incorporate the vision for cycling into the Council's overall Vision for Excellent Transport in Sheffield
 - Refresh the Sheffield Cycle Action Plan taking into account the three themes and 19 recommendations within the report, produce a plan of the strategic cycle network and delivery plan
 - Work with partners, organisations and others to implement the recommendations set out in the report.
- 1.4 The recommendations have been considered and are all supported by the Cabinet Member for Business, Skills and Development. However delivery of the recommendations and the associated timescales will in many cases be dependent on funding made available by national Government. In addition support will be needed from across the Council as well as from the Sheffield City Region Combined Authority and other partners.
- 1.5 A revised Sheffield Cycle Action Plan based on the 19 Cycle Inquiry recommendations and incorporating a plan of the strategic cycling network and delivery plan will be drawn up by the newly established Sheffield Cycle Group (a cross departmental working group) with Cycle Sheffield and in consultation with partners and the public and brought back to Cabinet for endorsement in June 2015.

2.0 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE

- 2.1 Delivery of the Cycling Inquiry Report vision, strategy and recommendations will get people of all ages and backgrounds cycling in both urban and rural areas. Cycling can provide an affordable, quick and efficient mode of transport for many residents and visitors of the City. 42% of all our trips are within two miles – less than the average length of a cycling trip. Cycling can provide travel choice and a vital link to our public transport systems.
- 2.2 Economic benefits extend across: the wider community, contributing to improved public health, reduced congestion and carbon emissions; individuals, with bike ownership being affordable to almost all without expensive fuel costs; and local businesses, with high quality green transport infrastructure supporting Sheffield's image as an attractive city for investment, helping to recruit and retain a talented, healthy and productive workforce, and tourism spending.
- 2.3 Cycling is also good for individual health. Around 60% of men and 70% of women are currently not physically active enough to benefit their health. Cycling offers the opportunity to build moderate, pleasant exercise into people's daily routines. This kind of exercise can help us to counteract problems of overweight and obesity as well as coronary heart disease, stroke, diabetes and cancer in addition to improving mental well-being. On average, people who cycle regularly enjoy a level of fitness of someone ten years younger and halve their risk of heart disease.

3.0 OUTCOME AND SUSTAINABILITY

- 3.1 Implementation of the Economic and Environmental Wellbeing Scrutiny and Policy Development Committee's Cycling Inquiry Report recommendations would result in the development of a coherent approach to cycling which makes the most of opportunities as they arise through working with partners and across boundaries, promoting cycling at the highest levels and working locally to broaden participation.
- 3.2 The response of the Cabinet Member for Business Skills and Development proposes that the Council implement the Report's vision, strategy and recommendations in order to improve opportunities for cycling for all people by building on successful work already being carried out by the Council.

4.0 RESPONSE OF THE CABINET MEMBER FOR BUSINESS, SKILLS AND DEVELOPMENT

- 4.1 The response of the Cabinet Member for Business, Skills and Development to the Economic and Environmental Wellbeing Scrutiny and Policy Development Committee's Cycling Inquiry Report is attached

as Appendix A.

- 4.2 The response supports the Report's ambitious vision and states that the Council should do all it can to help achieve this and make a real difference to cycling in the City:

"To realise the full potential of cycling to contribute to the health and wealth of Sheffield, and the quality of life in our local communities, and to play its part in a fully integrated transport network that will encourage reduced car usage, alleviate congestion and ease pollution across the whole of the city. We believe this is both possible and necessary.

We need to get the whole of Sheffield cycling: not just healthy people or sporty young males, but people of all ages and backgrounds, in urban and rural areas.

We need to change the culture of how we use our roads, so that people are no longer afraid to cycle or allow their children to do so. Our streets, roads and local communities, need to become places for people, where cycling and walking are safe and normal.

We endorse the aim of the Get Britain Cycling report to see cycle use increase to 10% of all journeys in 2025 and 25% in 2050."

It is proposed that this vision is incorporated into the Council's Vision for Excellent Transport in Sheffield to guide the future of transport in Sheffield.

- 4.3 To help achieve the vision 19 recommendations were made across the following areas:

Strong Leadership

- Political Leadership
- Working with others to develop and support cycling
- Making the most of opportunities

Getting the Right Infrastructure in Place

- A Long Term Plan
- Publicising the Cycle Network
- Integrating cycling with public transport
- Cycling and walking audits

Getting People Cycling

- Training
- Behaviour on our roads
- Cycle Tourism

- 4.4 Appendix A sets out the Cabinet Member for Business, Skills and Developments support for the 19 recommendations made within these themes and includes proposals for how the Council should implement them. In many cases this will be dependent on the level of funding

available which we will seek from external sources and also through the prioritisation of SCC resources. The Council will also need to work with partners, organisations and others to deliver the recommendations. Suggested milestones for the delivery of the actions are outlined in Appendix B.

- 4.5 Strong Leadership
- 4.6 The Cabinet Member for Business, Skills and Development fully endorses the recommendations set out within the 'Strong Leadership' theme.
- 4.7 Working with the Sheffield City Region is entirely consistent with the Council's approach to strategic transport planning. The Sheffield City Region Combined Authority was established on 1st April 2014 bringing together the South Yorkshire Integrated Transport Authority and an Economic Prosperity Board to align decision making. In addition working with the Health and Wellbeing Board to maximise the health benefits of cycling, with partners including voluntary sector cycle groups as well as across Council activity to make the most of opportunities all builds on good work already being carried out.
- 4.8 Sheffield's joint Health and Wellbeing Strategy includes the principles of tackling the wider determinants of health and partnership working, and supports the Move More initiative to encourage people to be more physically active as part of their daily lives. Support for the delivery of this initiative through Sheffield's Cycle Action Plan will help to maximise the health benefits of cycling.
- 4.9 Sheffield's Cycle Action Plan need to be refreshed to provide a common approach for the delivery of cycling interventions across the Council taking into account the vision and recommendations of the Economic and Environmental Wellbeing Scrutiny and Policy Development Committee's Cycling Inquiry Report. It is proposed that this will be drafted in conjunction with Cycle Sheffield who along with members of the Cycle Forum do a great deal of work to promote and encourage cycling in the City, consulted upon and brought back to Cabinet in June 2015 for agreement. Anticipated milestones for this process are set out in Appendix B.
- 4.10 Getting the Right Infrastructure in Place
- 4.11 The Cabinet Member for Business, Skills and Development fully endorses the recommendations set out within the 'Getting the Right Infrastructure in Place' theme.
- 4.12 A long term strategic cycle network plan will be produced. This, along with a delivery plan, will sit alongside the Cycle Action Plan providing a coherent and comprehensive plan of the cycle network that is in place and that we wish to develop. A great deal of work has already been undertaken planning the strategic corridors of a 'green' network. With the

addition of orbital links and strategic ‘on street’ routes this should provide the basis of the plan. By linking the strategic corridors to 20mph zones and public transport / cycle hubs a comprehensive network will be produced. The plan will be drafted in conjunction with Cycle Sheffield who along with members of the Cycle Forum do a great deal of work to promote and encourage cycling in the City, and consulted upon in parallel with the refresh of the Sheffield Cycle Action Plan. Anticipated milestones for this process are set out in Appendix B.

- 4.13 It is agreed that it is important to improve the promotion of the cycle network and this can be done in certain areas within the coming year. However there is an opportunity to work with the new South Yorkshire Cycle Co-ordinator and potentially the Universities to better understand how market segmentation could apply to cycle marketing to make the best use of the resources available and broaden participation amongst all Sheffielders whatever their age, gender or ethnicity. This will be taken forward again in parallel with the refresh of the Cycle Action Plan.
- 4.14 A cycle audit process has been developed and is already being applied to all new highway and development schemes. The roll out of this for all land use development proposals and changes to public space would build on this good work.
- 4.15 Getting People Cycling
- 4.16 The Cabinet Member for Business, Skills and Development fully endorses the recommendations set out within the ‘Getting People Cycling’ theme.
- 4.17 The Council’s ability to provide cycle training depends both on the level of revenue funding available and engagement / promotion with both schools and the public. In 15/16 this will be dependent on the Local Sustainable Transport Fund 2 bid and Cycling England grant. A great deal of engagement work has already been done with schools and this will continue however the number of child training places meets annual demand. Instead of targeting an increase in numbers it would be beneficial to extend the level of training offered to secondary school pupils in order to support continuation of cycling in the future.
Engagement with schools in relation to this has already begun.
- 4.18 Encouraging the Council’s contractors, drivers and partners including Amey, Veolia, Kier and Capita to undertake cycle awareness training is supported and will build on work already being taken forwards around improving the safety on our roads.
- 4.19 The Tour de France coming to Yorkshire, and Sheffield in particular, is a huge opportunity to promote Sheffield as a cycling city and encourage people to get cycling. Linking this with improvements to the promotion of cycle tourism in and around Sheffield will help support our economy attracting both people and businesses to the area.

4.20 In order to ensure a coherent approach across the region and gain maximum impact SCC is working as part of Cycle Yorkshire to deliver the actions that will meet the objectives of the approved 10 year Tour de France Legacy Strategy (<http://cycle.yorkshire.com/the-strategy>). As well as building routes to cater for all users, encouraging training, and free loans of bikes SCC is looking at introducing a Cycle to Work scheme and we will be promoting led rides, mass participation events and festivals with our partners British Cycling, erecting special signs along the route of the tour and extending facilities for bike hire and bike hubs. Facilities for mountain biking and BMX riding will also be improved alongside work with the Peak District National Park to develop leisure and sports cycling.

5.0 LEGAL IMPLICATIONS

- 5.1 The Transport Act 2000 as amended places a duty on the City Council to develop policies which will create safe, integrated and economic transport within Sheffield which meets the needs of persons living or working within the city. In developing these policies the City Council must have regard to government policies designed to mitigate climate change or the protection or improvement of the environment. Implementation of these recommendations will help to achieve this.
- 5.2 Where implementation of any of the recommendations requires further authority to take action this will be the subject of a further decision taken in the usual manner and in line with the Council's Constitution / Leaders Scheme of Delegation. For example, a refreshed Cycle Action Plan and network of strategic cycle routes and delivery plan will be brought back to Cabinet for approval.

6.0 FINANCIAL IMPLICATIONS

- 6.1 There are no financial implications at this stage. Financial implications will be linked to delivery of the recommendations via individual schemes. Delivery of the recommendations and the associated timescales in many cases will be dependent on the level of funding available which we will seek from external sources and also through the prioritisation of SCC resources. The Council will also need to work with partners, organisations and others to deliver the recommendations.
- 6.2 The response to the Economic and Environmental Wellbeing Scrutiny and Policy Development Committee's Cycling Inquiry Report is broadly based on the current allocation of resources. However, implementing the recommendations will require additional staff time and will be dependent on the level of both revenue and capital funding available. This will be fed into future Council budget planning discussions to ensure that delivery of the recommendations and refreshed Cycle Action Plan and delivery plan are considered. The delivery of an action plan will require future capital funding from external sources such as the Local Transport Plan.

7.0 EQUALITIES IMPLICATIONS

- 7.1 Fundamentally these proposals are positive for all Sheffield people regardless of age, sex, race, faith, disability, sexuality, etc. The Economic and Environmental Wellbeing Scrutiny and Policy Development Committee's Cycling Inquiry Report wanted to 'identify measures to broaden and increase participation in cycling in Sheffield.'
- 7.2 One of the recommendations focuses on cycle training and broadening participation 'Improved communication needs to be in place within the next year so that training can lead to broadening participation amongst all Sheffielders, whatever their age, gender or ethnicity'. The proposal is to start to implement this recommendation. However in order to make the most effective use of funding available it is proposed that a study including looking at market segmentation will be carried out to target promotion carried out in 2015/16 and onwards to achieve this.
- 7.3 As part of the implementation additional information regarding age, gender and ethnicity will be recorded in relation to adult cycle training so that the success of the above measures can be assessed.
- 7.4 Where implementation of any of the recommendations, or changes to budgets, requires further authority to take action this will be the subject of a further decision taken in the usual manner and in line with the Council's Constitution / Leaders Scheme of Delegation. For example a refreshed Cycle Action Plan, plan of the strategic cycle network and delivery plan will be brought back to Cabinet for approval. This would include an assessment of the equalities implications. Where implementation would not require further authority to take action this should use an existing EIA or build upon an existing EIA.

8.0 OTHER RELEVANT IMPLICATIONS

- 8.1 Cycling provides a 'no-emissions' alternative to motor vehicles and hence contributes to local and national bio-diversity. The Council's Air Quality Action Plan also recognises and supports increased use of more sustainable forms of travel. Economic benefits extend across: the wider community, contributing to improved public health, reduced congestion and carbon emissions; individuals, with bike ownership being affordable to almost all without expensive fuel costs; and local businesses, with high quality green transport infrastructure supporting Sheffield's image as an attractive city for investment, helping to recruit and retain a talented, healthy and productive workforce.

9.0 ALTERNATIVE OPTIONS CONSIDERED

- 9.1 An alternative option would have been to not support or implement the vision or recommendations of the Committee's Cycling Inquiry Report. The Committee spent a lot of time reviewing evidence and engaging with members of the public and organisations and as such have produced a set of recommendations which should improve the opportunities for

cycling in Sheffield.

- 9.2 Another alternative option would be to support the recommendations but not produce a refreshed Sheffield Cycle Action Plan, plan of the strategic cycle network and delivery plan or incorporate the vision into the Council's Vision for Excellent Transport in Sheffield. However this would not result in a coherent approach or enable Cabinet to approve specific actions and associated spend for delivery of the recommendations.

10.0 REASONS FOR RECOMMENDATIONS

- 10.1 This report sets out the response to the vision, strategy and the 19 recommendations proposed by the Economic and Environmental Wellbeing Scrutiny Committee's Cycling Inquiry report from the Cabinet Member for Business, Skills and Development.
- 10.2 In order to deliver a number of the recommendations it is proposed that a refreshed Sheffield Cycle Action Plan with a plan of the strategic cycle network and delivery plan is produced and brought to Cabinet for endorsement. At this time it would also be appropriate to update Cabinet on the progress being made in delivering the Cycling Inquiry recommendations.

11.0 RECOMMENDATIONS

- 11.1 Endorse the response to the Economic and Environmental Wellbeing Scrutiny Committee's Cycling Inquiry Report from the Cabinet Member for Business Skills and Development.
- 11.2 Agree that the vision for Cycling should be incorporated into the Council's overall Vision for Excellent Transport in Sheffield and the recommendations implemented as proposed.
- 11.3 Request that an updated Sheffield Cycle Action Plan, plan of the strategic cycle network and delivery plan be brought back to Cabinet in June 2015 along with a progress report on delivery of the Cycle Inquiry Report recommendations. Subject to identification of resources to produce it.

Simon Green
Executive Director - Place

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