

Cycle City Ambition Grants



Department
for Transport

Applicant Information

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Please specify the weblink where this bid will be published:

<http://www.birmingham.gov.uk/bcr>

SECTION A - Project Description & Funding Profile

A1. Project name: Birmingham Cycle Revolution

A2. Headline description:

Birmingham Cycle Revolution is a 20 year strategy to enable cycling to become a mainstream form of transport across the city. The Cycle City Ambition Fund will accelerate its realisation through the creation of **a deliverable city-wide strategic cycle route network** along radial corridors extending 20 minutes cycling time from the city centre. It will **encompass improvements to 95-kilometres of existing routes and 115-kilometres of new routes for everyday cycling.** Measures include segregated facilities, lower speed limits, off-road routes using canals/green spaces, bicycles and secure cycle parking. The bid area and overview plans demonstrating how this strategic cycle network will develop from now to 2023 are provided in Section B1 Figures A1 – A3.

A3. Geographical area:

The bid area has been divided into five sections taking in the most densely settled areas (over 600,000 residents) and major journey attractors:

- The City Centre – mainline rail stations, educational, commercial, retail and cultural attractions;
- The North Quadrant – residential suburban centres with green spaces connecting to the North Birmingham LSTF project;
- The East Quadrant – major industrial employment areas, the Cole Valley green space and residential areas;
- The South Quadrant – the historic Rea Valley, University and Hospital, significant local centres and complements the A38 LSTF corridor schemes; and
- The West Quadrant – commercial employment areas along Hagley Road, Calthorpe Estate and Five Ways, residential suburbs and green routes.

A4. Total DfT funding contribution sought (£m): 17.0

A5. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty? Yes No

The Equality Analysis is provided in Appendix B. This indicates that there are no adverse impacts or discrimination arising from the proposed Cycle City Ambition Grant Bid Submission with positive impacts for all sections of the community.

A6. Partnership bodies

We have worked closely with an extensive number of internal and external partners in the development of the bid and will continue to work closely with these partners throughout detailed design and scheme delivery.

The involvement of our key project partners is detailed in Table A1 below and letters of support confirming their commitment to the Birmingham Cycle Revolution can be found at Appendix A.

Table A1: Birmingham's Cycle City Ambition Bid – Key Project Partners & Supporting Organisations

| Project Partner | Involvement in Scheme Development | Involvement in Scheme Delivery |
|--|--|---|
| Amey | Input into the development of infrastructure schemes for inclusion in the grant application. | Key delivery partners for the development of infrastructure schemes and maintenance thereafter. |
| Canal & River Trust | Design of infrastructure improvements in canal and riverside locations. | Key delivery partner – input into detailed design and responsibility for procurement and delivery of infrastructure works at canal and riverside locations. |
| Centro | Input into the development of infrastructure schemes and supporting measures for inclusion in the grant application, with particular reference to where the measures overlap with the delivery of other schemes, such as the West Midlands LSTF programme. | Consultation and engagement on detailed designs and development of supporting measures, with particular reference to where these overlap with Centro projects. |
| CTC | David Cox (Chair) has been a key partner in the development of the schemes that are included in the grant application. | Key delivery partner for supporting measures, especially those centred on community outreach activities and the provision of training, advice and support. |
| Cycle Forum | Used as a channel through which feedback was obtained on the emerging schemes during the scheme development process. Special Cycle Forum meeting held on 16 th April 2013 at which the project proposals were welcomed. | Continued engagement as a public feedback mechanism to assist in developing scheme proposals. |
| Health and Wellbeing Board | Liaison at officer level to ensure alignment with the forthcoming Health and Wellbeing Strategy. | Provision of support in the delivery of supporting measures, primarily through BeActive (led rides, cycle training, bike hire, maintenance training) and the integration of cycling into the Health Trainers programme (supporting local communities in leading healthier lifestyles), GP exercise referrals and Prescription4Exercise. |
| Marketing Birmingham | Advice on marketing and promotion activities, particularly in relation to tourism and canal use. | Partnership working on promotion and marketing activities. |
| Network Rail & London Midland's | Input into the development of infrastructure schemes for inclusion in the grant application. | Key delivery partners for the development of infrastructure schemes which interface with key rail interchanges. |

| Project Partner | Involvement in Scheme Development | Involvement in Scheme Delivery |
|--|---|---|
| Pedestrian Taskforce | Input into the development of infrastructure schemes and supporting measures for inclusion in the grant application. | Continued involvement in scheme design and the development of supporting measures, particularly in the context of pedestrian and wider disabled groups. Continued engagement as a public feedback mechanism to assist in developing scheme proposals. |
| Sustrans | Input into the development of infrastructure schemes and supporting measures for inclusion in the grant application. | Input into route design and partnership body for the delivery of supporting measures e.g. linking in to Active Travel Champions. |
| Wider Cycling Organisations, Interest Groups & Businesses | Engaged regarding the development of supporting measures. | Involvement in the delivery of supporting measures, such as promotions, smarter choices and discounts on bikes and equipment. |
| West Midlands Police | West Midlands Crime Commissioner and various skilled Police Officers have provided advice of crime reduction measure. | Continued work to delivery anti theft measures, crime reduction and enforcement of anti-cycling behaviour. |

Further information on how we work with our partners is provided in Delivery and Governance Arrangements (see Section B10).

A7. Local Enterprise Partnership / Local Transport Body Involvement

Have you appended a letter from the LEP / LTB to support this case? Yes No

A letter from the Greater Birmingham & Solihull Local Enterprise Partnership Member for Transport is provided in Appendix A. This outlines full and strong endorsement of the bid.

SECTION B – The Business Case

B1. The Scheme - Summary

‘Birmingham Cycle Revolution’ – A Summary

We want to deliver an ambitious 20 year plan to support cyclists across our city. The Birmingham Cycle Revolution **will deliver a step-change in levels of cycling** and our Cycle City Ambition Grant application builds on key cycling projects such as Bike North Birmingham and our LSTF Smart Network, Smarter Choices project.

Working with partners across the city, our plan aims to **make cycling an integral part of our transport network with cycling part of everyday life and mass participation a reality**. We want to accelerate the pace of cycling growth, creating a visible ‘step-change’ in levels of cycling within our city. Our aim is to achieve a **cycle modal split target for the city of at least 5% over the next 10 years**, rising to levels of comparable European cities such as Munich and Copenhagen **at over 10% by 2033**. We want to improve our routes, making the city a safe and attractive environment for cycling and walking and delivering an inclusive network for all. Our transformational agenda will play a key role in taking Birmingham forward as an economically thriving city with sustainable, active travel at its heart.

Our application to the Cycle City Ambition Grant forms the first stage in the Birmingham Cycle Revolution. The application requests a **total funding contribution from the DfT at £17m with match-funding at £5.9m providing a total investment of £22.9m**. **This will deliver cycle infrastructure and enabling measures which is fit for purpose and designed to a high standard between now and 2016** with a clear strategy thereafter for future roll-out to 2023. The bid focuses on investment in **deliverable cycling infrastructure and facilities**, building on our existing cycle network, making the best use of our canal network and green corridors, developing a comprehensive on-road network and supported by wider enabling measures such as cycle parking and bike hubs, **offering significantly improved cycling conditions**. This, alongside our wider Smarter Choice initiatives, such as TravelWise Campaign, Top Cycle Location, Women on Wheels and Be Active, will: **improve the overall cycling experience resulting in increased participation; improved access to employment and training; improved health and activity; and decreased car dependency**.

The proposals to be delivered as part of this bid will result in a **27% increase in cycling** in the bid area with an **additional 2,000 cyclist per day by 2016**. **This will result in a reduction of 8,000 vehicle kilometres per day across our congested highway network** reducing the adverse impacts of road traffic. The Economic Case for this investment is sound and based on robust and conservative estimates providing a **Benefit Cost Ratio of 3.08**.

The bid has **vision, ambition, strong political leadership and cross-party support**. It is supported by the public, stakeholders and partners who have backed the bid and Birmingham’s Cycle Revolution.

The Bid Objectives & Measures

The development of the city-wide strategic cycle route network kick-started through this bid will initially concentrate on creating high quality and fit for purpose cycle infrastructure and facilities to and within the bid area and city centre linking strategic and local centres, key employment sites and regeneration sites, public transport interchanges and housing. The infrastructure improvements set out in this document will build on best practice and represent the beginning of a 20 year strategy period in which the city cycle route network will grow.

The primary objective of the bid is therefore:

- To create a strategic network of radial cycle routes and facilities that will support the economic growth of the city centre and its hinterland within a 20 minute cycling time from the city centre.

Sub-objectives of the bid include:

- Making improvements along major radial roads to demonstrate how segregated cycle facilities, on-road cycle lanes, advanced stop lines, bus lanes and traffic management measures can provide

continuous coherent measures for cyclists along multi-functional high volume roads.

- Creating new, quieter parallel routes, using roads with lower speed limits and traffic flows linking residential areas, green spaces and local centres to encourage short trips offering an alternative to busy A and B roads.
- Installing a high quality sealed surface and delivering access improvements along canal towpaths to improve the public realm and enable them to fulfil their potential as green transport corridors suitable for all-weather cycling and walking in everyday clothes.
- Incorporating cycling into the 'Interconnect' on-street wayfinding totems currently being rolled out across the city centre, and using improved direction signing to assist cyclists with navigation and to promote the convenience and the presence of cycling to other road users.
- Providing safer crossing points across the city centre ring road to address this major barrier to cycling into the city centre.
- Introducing and extending low speed zones/limits and filtered permeability for cyclists within the city centre and residential areas.
- Using segregated cycle contraflow facilities to create new links across the city centre to address severance caused by traffic management measures.
- Improving cycle security with upgraded parking and trip end facilities within the city centre and local centres.
- Increasing access to bicycles with cycle loan and hire opportunities.

The measures will ensure that:

- Improvements for cyclists in the north and south of the city being delivered through the Local Sustainable Transport Fund projects are linked into the city centre, enabling new cyclists engaged through the LSTF programme to access a city-wide network.
- A more extensive off-road network of canal towpaths and green routes is available for leisure and health promotion activities as well as for transport.
- Public realm improvements within the city centre deliver filtered permeability enabling pedestrians and cyclists to make safe, direct movements within the core area.
- Suburban rail stations and mainline stations are fully integrated into the cycle route network and offer safe and secure cycle parking.
- Residents of the most deprived wards in the city have access to affordable and sustainable transport to areas of employment growth.

The Proposals

The proposed measures to be funded through this bid between 2013 – 2016 and for a longer 10-year strategy to 2023 are outlined below and shown on a number of Figures A1 – A3 overleaf.

2013 – 2016

- Delivery of cycling network infrastructure within a 20 minute cycling time from the City Centre, providing improvements to 95-kilometres of existing route and 115-kilometres of new routes (See Figures A2). Key proposals are described in the following bullets.
- Main Corridors: Measures along eight of the main arterial routes into the city centre. These will generally be suitable for more experienced and confident cyclists who value fast direct routes with priority over side roads, and who are happy to mix with buses and other traffic in areas where separate cycle facilities cannot be provided within the space available. Typical measures will include marked cycle facilities (formal or informal) on the carriageway, shared use footways, improved cycle routes through subways (particularly at the ring road), bus lanes (with cycle lanes to link disjointed sections of bus lane), and short diversions to avoid particularly complex

junctions or other pinchpoints. Where facilities cannot be accommodated (for example in local centres) then general traffic management measures will be introduced to narrow traffic lanes and reduce speeds, to give cyclists more confidence in taking up a dominant position within their traffic lane. The bid includes approximately 36km of new routes and 8km of upgrades to existing routes on the main corridors.

- **Parallel Routes:** A network of generally quieter routes running parallel to the main corridors, but also linking to local schools, health centres, parks and other community facilities, and suitable for less experienced commuter cyclists as well as family trips. Many routes will be identified primarily by signing, but additional measures will be provided in many locations, including marked cycle lanes or shared-use footways, changed priorities at junctions, controlled crossings at intersections with main roads, and measures to reduce vehicle speeds (including traffic calming features and 20mph areas) in some places. There are approximately 57.5km of new and 12km of upgraded parallel routes in the bid.
- **City Centre:** A series of mostly minor measures within the city centre quadrant, including some contraflow cycle facilities and signing, to improve routes into and through the city centre. These measures will also make use of existing pedestrianised areas within the city core and provide more clarity on their availability to cyclists. There will be approximately 12km of new and 13km of improved routes for cyclists in the city centre as a result of this bid.
- **Green Routes:** Improvements and extensions to the existing network of ‘off-road’ routes such as Rea Valley, Cole Valley and Tame Valley, particularly suitable for family and leisure cycling but also available for commuter cyclists. There are about 8km of new and 27km of upgraded green routes in the bid.
- **Canal Network:** Extensive improvements to existing towpaths to provide a ‘sealed’ bituminous surface more suitable for all-weather cycling, with improved accesses at certain locations, and signing and wayfinding measures. This will cover about 37.5km of the canal network.
- **Supporting Infrastructure Measures:** introduction of Brompton Dock hire scheme into city centre at key interchanges and business centres; expansion of rail station cycle hubs in each quadrant. Introduction of on-street maintenance hubs, electric bike charging points and Interconnect enhanced on-street way-marking scheme for cyclists; capital funds to provide cycle parking and equipment to businesses and third sector organisations; roll out of 20mph limits/zones;
- **Birmingham Bikes:** building on the established 6 ‘Be Active by Bike’ hubs offering access bicycles and cycle training within disadvantaged communities, we will provide 5000 bicycles and 15 additional hubs as well as long-term loan options for beginner cyclists.
- **Smarter Choices:** A supporting package of revenue-funded promotional, marketing, mapping, educational and training measures to promote cycling to local residents and businesses building on existing programmes and those proposed through the Local Sustainable Transport Fund, Smarter Choices, Smarter Network.
- The package is supported by cycle infrastructure schemes delivered through Local Sustainable Transport Fund in the South Birmingham Quadrant on and around the A38 Bristol Road and A441 Pershore Road corridors, corridors delivered by the Bike North Birmingham area in the north of the city and cycle safety improvements at 3 key junctions funded by the Cycle Safety Fund.

2016 – 2023

The development of measures between 2016 – 2023 follows the approach set out above with packages of proposals taken forward for main corridors, parallel routes, green routes, canal network, supporting infrastructure measures, Birmingham Bikes and Smarter Choices. It also builds on the legacy impacts of the Local Sustainable Transport Fund projects.

Key measures include:

- New schemes within a 20 minute isochrone developed for consultation and implementation completing the cycle network within the bid area providing approximately 36-kilometres of new routes on key corridors identified in Section B4 (mainly main routes) and in excess of 100-kilometre of new

cycle routes on parallel/orbital routes.

- Development of connecting routes between key radials and extension of radial routes beyond the 20 minute isochrone. These seek to connect local centres and communities of the city as well as into and out of the city centre and increase the population catchment within easy access of the cycle network.
- Introduction of Cycle Point commercial parking hubs in the new Paradise Circus development and other opportunities as part of the Enterprise Zone and provision of a flagship Cycle Point in New St – Moor St ‘One Station’ hub.
- Review of the network to enhance the quality of provision by introducing greater segregation on busy routes and roll out of 20mph or low-speed zones within residential areas.
- Introduction of a City Bike on-street hire scheme to enable short cycling trips across the greater City Centre;
- New cross-city routes capitalising on opportunities through redevelopment, e.g. Paradise Circus.
- Infilling of subways at key junctions and replacement with surface level facilities and improved safety and security; ensuring cyclists have the support they need to cross busy arterial roads.
- Implementation of city centre Public Realm strategy to further restrict traffic in the core area and enable two-way cycling in pedestrian areas and unsegregated contraflow on low-speed streets.
- Enhance and increase the delivery of enabling Smarter Choice and BeActive packages to meet growing demand for services to support modal shift delivered.
- Deliver further cycling expansion of rail station cycle hubs, on-street maintenance hubs, electric bike charging points, cycle parking and equipment to businesses and third sector organisations.

2023 – 2033

Our vision for Birmingham in 2033 is a city where cycling is a mainstream mode of transport, integral to a low carbon, sustainable transport system underpinning an economically thriving urban city. From 2023 through to 2033 we expect to see the effects of a positive feedback loop whereby more people cycling makes it more acceptable to give over road space to cycling in a more radical way as seen in Denmark, the Netherlands and other leading European countries and now increasingly in London. As high-traffic shared spaces become more commonplace, such measures become acceptable to cyclists and other members of the public alike and can be used to tackle further problem locations.

Our long term vision for cycling in Birmingham will be to increase the geographical coverage of the cycling network to the entire City and open further connections with neighbouring authorities to ensure continuous provision for cyclists. We will also implement more radical provision for cyclists and refresh infrastructure measures to continuously improve quality. All of these projects will be designed with cyclists and pedestrians in mind, ensuring that their needs are catered for and that cycling is fully integrated into the overall transport network.

Figure A1: Map of Birmingham's Current Cycle Network

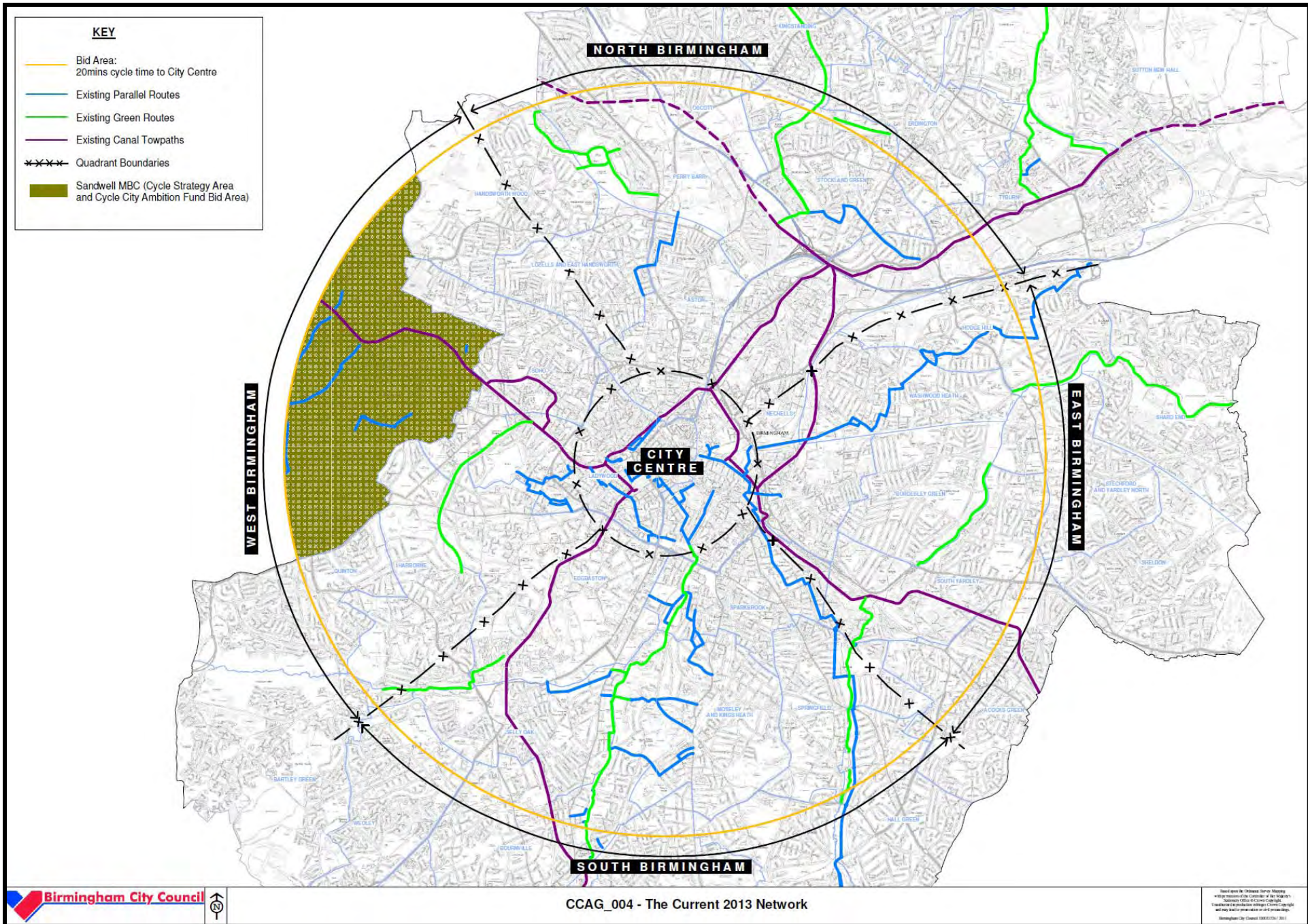


Figure A2: Map of Birmingham's 2016 CCAG Funded Route Network

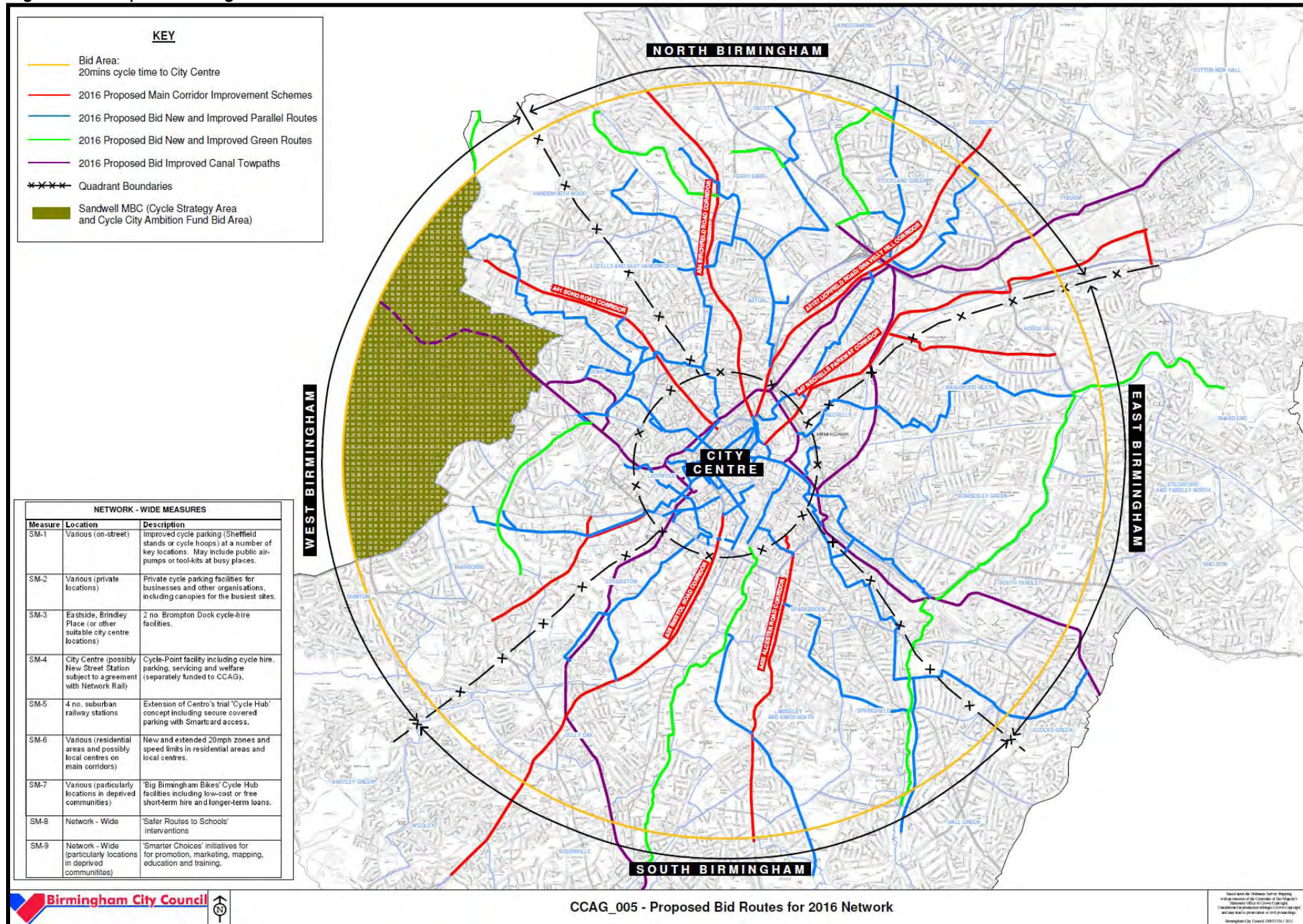
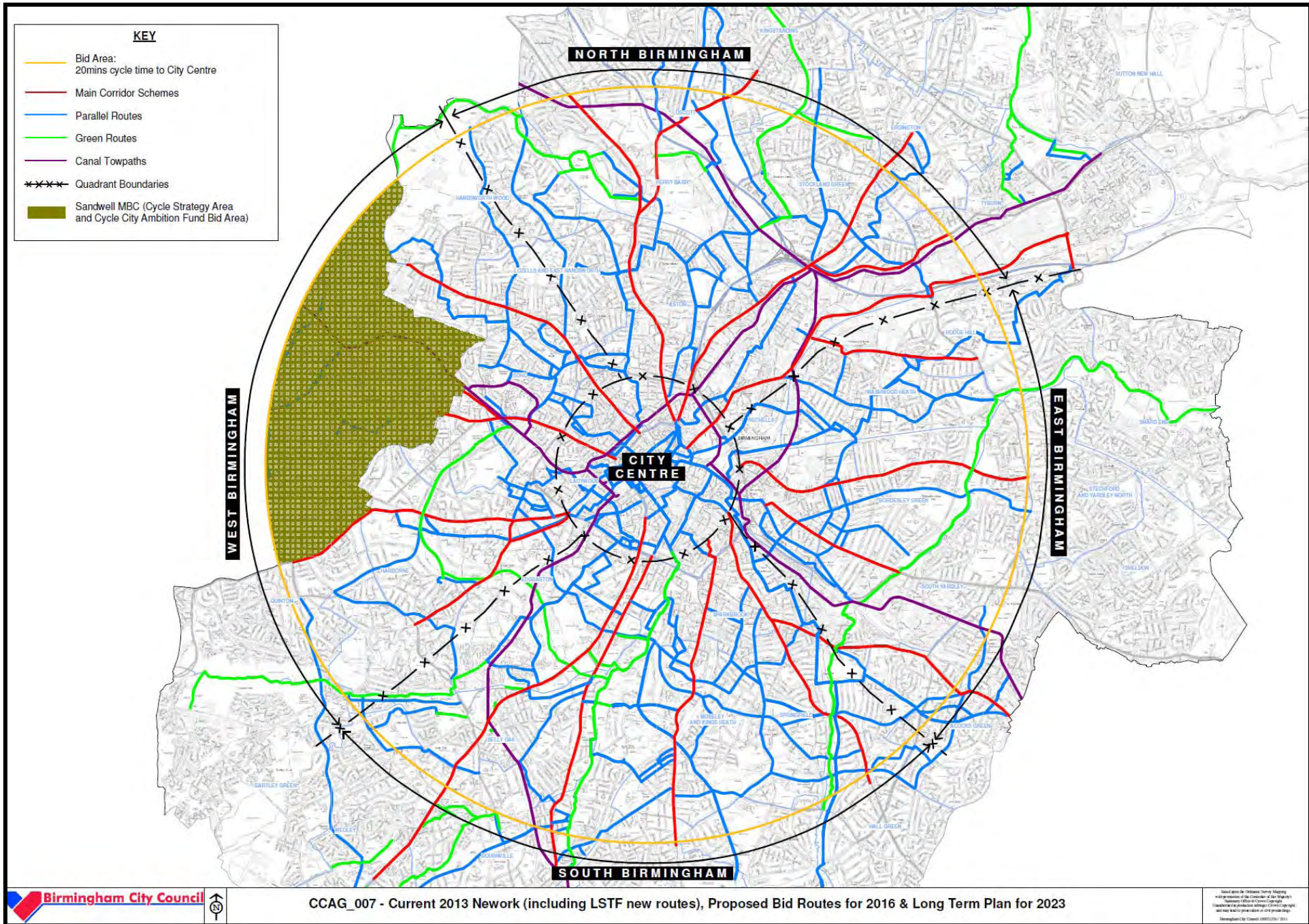


Figure A3: Map of Birmingham's 2023 Cycle Route Network



B2. The Strategic Case

The Strategic Case – Key Messages

- A clear cycling strategy with vision, ambition and strong political leadership and cross party support at all levels vital to the success of cycling;
- Wide ranging and vocal support from the public and stakeholders giving a clear mandate for the City Council to bring about the required step change in cycling provision;
- A foundation of cycling growth across the City and an appetite for acceleration;
- A culture of delivery with the key Smarter Choice and BeActive/Public Health building blocks established to support the bid;
- A clear understanding of how cycling supports a sustainable transport system and facilitates economic growth, investment and development;
- An understanding of key challenges across the bid area and their differences within the City Centre and Quadrants, including: high level of unemployment; significant challenges in transport affordability; high levels of health deprivation; and barriers to cycling due to poor infrastructure;
- An understanding of how our bid proposals can address these challenges and barriers;
- A bid area which focuses on the City Centre and surroundings which complements existing programmes of work, such as LSTF Bike North Birmingham and Smarter Network, Smarter Choices;
- A clear plan of how cycling will develop and support our aspirations for growth by achieving a cycle modal split target for the city of at least 5% over the next 10 years, rising to levels at over 10% by 2033;
- Cycle infrastructure that will enable access to healthy, affordable travel and leisure for communities facing the most acute economic deprivation and health issues;
- A city centre more permeable to cycling through increased traffic-free areas, cycle contraflow and exemptions from turning bans and road closures;
- Opportunities to cycle will be increased through Big Birmingham Bikes with a fleet of cycles for 'active cycling' and cycle hire;
- Green routes and canal towpaths will be made suitable for everyday cycling with a sealed surface and ramped access points;
- Main roads will be treated with cycle tracks, cycle lanes, junction treatments and bus lanes to provide continuity.
- Parallel routes will offer quieter alternatives along radial corridors and link local attractor; and
- Improved on-street wayfinding measures will help to promote and make cycling easier.

Introduction

The Strategic Case is provided over four sections:

- Part 1 - outlines our aspirations for cycling and the momentum building to deliver a step-change in cycling, it also introduces the concept of 'Birmingham Cycle Revolution' and our Cycling City Ambition Bid;
- Part 2 provides information on how cycling supports our economy and aspirations for regeneration and growth;
- Part 3 discusses our key challenges and barriers the role cycling and our bid can play in addressing them; and
- Part 4 introduces in more detail our developing cycling strategy, 'Birmingham Cycle Revolution', its key measures and predicted impacts.

Part 1 – Our Aspiration & Current Momentum

Cycling has increased by 73% in Birmingham over the last 10 years. The number of people cycling daily increased by 7% per year before 2008, accelerating to 11% per year from 2008 to 2011. However, despite this growth, we are starting from a relatively low base in the amount of cycling with approximately 1.4% of Journeys to Work in 2011 by cycle and less than 2% for all other trips. Birmingham is working towards the ‘tipping point’, a common pattern within cities, where a modest rise in cycling levels suddenly gathers pace. We want to accelerate the pace of growth further, creating a visible ‘step-change’ in levels of cycling within our city being part of everyday life and mass participation a reality. Our aim is to achieve a cycling modal share of all journeys of at least 5% by 2023, which research undertaken by the European Platform on Mobility Management (EPOMM) has shown is sufficient to generate the critical mass required to make it an attractive mode of travel. By 2033 we want this to rise to levels of comparable European cities such as Munich and Copenhagen at over 10%.

A ‘Clear’ Political & Policy Mandate

There is a clear political mandate under which the above aspiration has been shaped, this is a function of the developing **Birmingham Mobility Action Plan (BMAP)** and recent recommendations of the Transport, Connectivity and Sustainability Overview and Scrutiny Committee, ‘Changing Gear: Transforming Urban Movement through Cycling and Walking in Birmingham’ (See Appendix L).

The BMAP will provide a vision for the mobility needs of people and businesses in the City providing a sustainable transport system for the future. The Leaders Policy Statement has set out a vision on and key priorities under which an Action Plan for Urban Mobility should be developed, these follow:

- to tackle inequality and deprivation, promote social cohesion across all communities in Birmingham, and ensure dignity, in particular for our elderly and safeguarding for children;
- to lay the foundations for a prosperous city, built on an inclusive economy; and
- to involve local people and communities in the future of their local area and their public services - a city with local services for local people.

The BMAP is a strategic plan which seeks to tackle transport-related problems in urban areas more efficiently and seeks to foster a culture that aims to deliver a truly sustainable urban transport system for the future of the city with its people as the focus. The plan will be based on a long term vision for transport and mobility development for the entire urban area. It will cover all modes and forms of transport: Public and private, passenger and freight, motorised and non-motorised, moving and parking. The proposed vision for BMAP is to develop a transport network that:

- supports strong, sustainable growth and regeneration for the benefit of all parts of the City-region and strengthens Birmingham as the regional economic driver;
- supports the local economy, housing and regeneration priorities across the City;
- is connected, efficient and effective in meeting the mobility needs of the City;
- encourages sustainable travel creating an environment where the use of public transport, walking and cycling is commonplace;
- is inclusive allowing everyone who needs or wants to use it to do so safely, conveniently and equitably;
- improves the health, personal security and safety of those using it;
- considers and minimises any adverse impacts of the transport network
- contributes to enhancing the attractiveness and quality of the urban environment; and
- reduces the impacts of air and noise pollution, greenhouse gas emissions and energy consumption.

In consideration of the above the **Transport, Connectivity and Sustainability Overview and Scrutiny Committee**, '**Changing Gear: Transforming Urban Movement through Cycling and Walking in Birmingham**' published its report in April 2012. The report stated at its outset that:

'Cycling must sit at the very heart of our strategy for urban mobility and alongside consideration of walking and our canal infrastructure as a key to unlocking all of our city ambitions for levering economic growth, improved public health, social cohesion and environmental sustainability'.

The recommendations of the report are wide ranging and seek to deliver a transformational agenda, the Committee identified a number of key areas of change for Birmingham and options within those areas to encourage cycle use and improve accessibility by bicycle, these included:

- The development of an ambitious, target driven strategy for improving cycling and walking in Birmingham;
- That facilities and routes for pedestrians and cyclists are continuously improved, i.e. reallocation of roadspace, showcase/flagship schemes, provision for cycle hire, hubs and storage in the city centre and local centres.
- Enhancing the role of the canal in improving the sustainable movement of pedestrians and cyclists and removing barriers to their use;
- That public health programmes are integrated to develop walking and cycling dimension;
- That the City Centre is made safely accessible by pedestrians and cyclists, and that public transport hubs are connected by cycling and walking routes.
- That existing cycle routes are assessed and improved to join up the cycle network around the city.
- That there is a focus on improving cycling and walking within local centres and key economic areas;
- Confirmed a commitment to introduction of 20mph zones on residential roads is linked to local feeder routes for walking and cycling;
- Building on the role of Smarter Choices, working with schools/college, businesses, communities etc;
- Improved signage and wayfinding developing an clear strategy;
- That access to cycling is improved through working with third sector and social enterprises; and
- A new formal consultative role for the Cycling and Pedestrian Task Force and Cycle Forum to allow user led scrutiny of policies and proposals.

These key cycling recommendations, which have been accepted by the City Council and have full cross-party support, are underpinned by the appointment of a cycling champion to ensure that the city promotes and drives forward its cycling ambition. The Cabinet Member for Green, Safe and Smart City, Councillor James McKay, has been appointed as the Member Champion for Cycling and Walking, with a clear remit to promote and drive forward cycling and walking ambitions across all portfolios and directorates. He is supported by senior officers, with capacity to work with all partners to ensure that projects and actions are effectively implemented and milestones are achieved.

An annual update report will be made to the Transport, Connectivity & Sustainability O&S Committee, beginning April 2014 to report progress.

The recommendations of the Transport, Connectivity & Sustainability O&S Committee also accord within the recent findings of the **All Party Parliamentary Cycling Group's** review of cycling in the UK. The group calls for 'vision, ambition and strong political leadership' with cross party support at all levels vital to the success of cycling at a national and a local level.

In order to spearhead Birmingham's aspiration to become one of the world's leading green cities, the **Birmingham Green Commission** was officially launched in July 2012. The vision is to create a leading green city for a better life and make Birmingham more prosperous, healthier, fairer, resource-efficient and better for business. In doing this, quality of life and well-being for all citizens will be enhanced. A

new Green Vision pulls together work on carbon reduction, ecosystems services, adapting to climate change and the green economy. A key priority is to publish a new Birmingham Carbon Roadmap which will specifically focus on the actions to be taken to cut overall CO2 emissions, and a priority within this is to improve the way we travel and get around. This in turn links back to and further reinforces the development of BMAP and the recommendations of the Transport, Connectivity and Sustainability Overview and Scrutiny Committee.

From 1st April 2013 the City Council has formal responsibility for public health and takes the lead for improving health and coordinating local efforts to protect the public's health and wellbeing, and ensuring health services effectively promote population health. Through joint working with the Birmingham Health and Wellbeing Board and in the development of the **Birmingham Health and Wellbeing Strategy** we have a strong and timely opportunity for joint working and coordination. Improvements in provision for cycling will contribute to a range of outcomes relating to health improvement resulting from increased physical activity rates, including a key priority to reduce childhood obesity, plus additional indirect health benefits resulting from reduced environmental air pollution, especially from particulate matter. The scheme proposals in the bid have been developed in partnership with key partners from the Health and Wellbeing sector, and the Director of Public Health has offered his full support (Appendix A – Letters of Support).

On the basis of this clear political and policy mandate we have started the 'Birmingham's Cycle Revolution', a 20 year vision for cycling in Birmingham, which provides a strategy that will enable us to make cycling an integral part of our transport network.

West Midlands Regional Cycling Strategy and Charter

Galvanised by the recent TCS O&S there has recently been much dialogue with external groups such as CTC, Sustrans, Canals Trust and Centro as well as local authorities on a joined up approach to cycling and walking in the West Midlands. As part of this, there is a clear appetite to develop a regional strategy to increase levels of cycling across the Metropolitan Area which supports the wider Local Transport Plan objectives and targets. Birmingham with Centro, other metropolitan authorities and other interested groups met in March 2013 to discuss how we could collectively develop a West Midlands Cycling Strategy and Charter which would take a more strategic view on cycling and ensure coordination between partners in taking forward a shared aspiration to increase cycling.

Across the West Midlands Metropolitan Authorities, there are a wide range of initiatives being implemented to enable and encourage active travel, many of them outlined further in this Strategic Case – from Bikeability programmes in schools, local Sky Ride events to public health and road safety campaigns to name but a few. We want to build on this opportunity for cyclists across the West Midlands, working with Centro, other Metropolitan Authorities and other stakeholders

During the remainder of 2013 we aim to develop a joint vision for cycling in the West Midlands and develop a Cycling Charter – to which a range of delivery partners and stakeholders would sign up to. The Charter is envisaged as a simple ten-point plan for transforming Cycling in the region. This Charter will act as a shared vision, from which we then develop a West Midlands Cycling Action Plan, outlining clear targets, an implementation plan and the resources required to truly make cycling commonplace in the region.

The Cycling Charter will align with the five key objectives of the West Midlands Local Transport Plan (LTP): 1) To underpin economic growth and regeneration; 2) To reduce transport's emissions of carbon dioxide and other greenhouse gases; 3) To improve the health, personal security and safety of people travelling in Birmingham; 4) To tackle deprivation and worklessness, thus promoting equality of opportunity and social inclusion; and 5) To enhance quality of life and the quality of the local environment. The LTP has set a policy context to promote cycling and aims to increase cycling levels to 4% of all journeys made by 2026.

Our CCAG bid forms a key phase in this developing plan – it provides an approach to Cycle Network development which can be rolled-out across the wider conurbation and allows us to provide a lead role at the early stage of the West Midlands Charter development and supports the wider aspirations and targets set out in the LTP.

In developing our bid we have worked closely with colleagues in the Black Country who are developing a Phase 2 bid proposal which focuses on the existing canal network and various other National Cycle Routes forming the backbone of a network which links its' the strategic centres. The Birmingham Cycle Revolution also seeks to improve the Canal Network and the bids provided integrated and complementary infrastructure improvements with proposals on both the Birmingham – Black Country Canal and Tame Valley Canal. We have also worked closely with Sandwell Metropolitan Borough Council with regard to joint working in the West Birmingham Quadrant ensuring that proposals developed in this bid align with committed and proposed improvements developed as part of Sandwell's Cycling Strategy.

A Shared Vision for Cycling

Over the past ten years we have seen the beginning of a paradigm shift towards a more mainstream cycling culture in Birmingham. This groundswell of opinion in favour of cycling has manifested itself in an overall annual growth in cycling of 11% over the last three years.

Birmingham is a city with a rapidly expanding cycling culture - it is a city which hosted the BMX World Championships, has an annual Skyride, over 70 Sky ride locals, a Cycle Forum, Cycle Practitioners Group, proactive and engaged cycle groups and a number of key cycle focused projects, such as Bike North Birmingham.

These activities are also supported by the Cycling and Pedestrian Taskforce led by cross directorate officers, i.e. Highways, Transport and Planning, local councillors, pressure groups, Business Improvement Districts, Disability and Community Groups.

On projects like Bike North Birmingham, the level of take up and interest in the services on offer, and the wide range of motivations for doing so (from cheaper and more efficient commutes to health and fitness) demonstrate the extent of the synergy with the aspirations of the population as a whole.

In 2012 a Transport Survey with 1,000 residents was undertaken to understand residents views on transport and how they shaped our developing programmes of work. The survey was conducted via telephone interview and sought to capture residents' transport use, views and transport priorities. This included views on cycling. There was a high level of support for cycle infrastructure, with more than three fifths of respondents (64%) agreeing that congestion would be reduced if new cycle lanes were introduced on main routes with a small impact on general traffic. Over a third of respondents (36%) who were either likely to consider buying a bicycle within the next 12 months, or who already own or have access to a bicycle that is in good enough condition for riding but use it less than 5 days a week, said improved cycle paths would encourage them to travel by bicycle.

There is now a significant and growing level of both internal and external support for Birmingham Cycle Revolution, facilitated through various engagement activities. A large number of external groups and organisations have promoted the 'pledge' that members of the public and representatives from interested organisations can make via the Council's website. The scheme and the pledge have been promoted via various channels including website and social media (such as through 're-posting', supportive media coverage and discussion on web-based forums) and have formed a self-sustaining external promotion. This has resulted in a total number of pledges in excess of 1000.

In addition to the close working relationship and significant level of involvement in the project development process of key stakeholders such as Sustrans, CTC and the Canal & River Trust, a wider range of Birmingham partners and stakeholders have expressed their support. This includes a number of walking and disability groups. Over 47 letters of support have been received including: the Chamber of Commerce; the Police and Crime Commissioner; Centro; and the Greater Birmingham and Solihull Local Transport Board. Nineteen individuals, businesses and organisations were involved in the making of a 'vox pops' video to express their support including The Leader of the Council, Director of Public Health, Birmingham's Chief Executive, Birmingham Airport, Birmingham City University, Colmore Business District and participants of the Women on Wheels programme.

On 26th April, the Birmingham Mail newspaper launched a Cycle City campaign to support the

Birmingham Cycle Revolution, throwing their weight behind the bid, and acknowledging what the city already offers in terms of support for cycling.

This wide ranging and vocal support from the public and stakeholders give a clear mandate for the City Council to seek to facilitate the required step change in cycling provision in the form of the Birmingham Cycle Revolution, and provides the platform for future communication and engagement activities, as set out in the stakeholder management strategy and communications plan. Section B12 provides further details on engagement activities to date and how we plan to capitalise on widespread support.

The Birmingham Cycle Revolution & Our Cycle City Ambition Grant Application

As demonstrated above the political, community and business support we have for our vision for cycling will enable us to deliver a 'Cycle Revolution' for Birmingham. The City shares the Government's agenda for a transformational change in the amount of cycling over the next ten years and a commitment to promote cycling and walking. The launch of the Cycle City Ambition Grant, which supports the first two years of a transformational long-term cycling strategy and facilitates the development and implementation of infrastructure to comprehensively improve conditions for cycling will provide a catalyst to deliver our aspirations, making cycling an integral part of our transport network with cycling part of everyday life and mass participation a reality.

Our application to the Cycle City Ambition Grant forms the first stage in the Birmingham Cycle Revolution and will provide a catalyst for rapid development of our cycle infrastructure network and wider supporting measures. The bid builds on our current network and key strategic assets providing much needed investment to accelerate the provision of cycle infrastructure alongside our successful and expanding programme of a range of behavioural change interventions, such as Smarter Choices and BeActive/Public Health programmes, delivering a holistic approach to increasing cycling levels.

The bid area is illustrated in Figure B1 overleaf and provides an understanding of the key areas of development and how they relate to strategic and local centres, key employment sites, Universities, railway stations, Economic Growth Zones, Enterprise Zones, Schools and Hospitals. The figure also highlights the overlap between the Cycle City Ambition Bid, the Bike North Birmingham LSTF area and the South Birmingham LSTF Corridor, part of the West Midlands LSTF programme and the interface between Sandwell/Black Country proposals – these matters are discussed in more detail in following sub-section.

The initial investment will focus on delivering a cycling network infrastructure and supporting infrastructure within a 20 minute cycling time from the City Centre, this is regarded as an attractive cycle distance to encourage modal shift. It will assist people cycling to, from and within the city centre; the focal point for economic growth and transport interchange. It will also provide a cycle network and enabling facilities which improve people's access to workplaces, schools and other key hubs, improve mobility, improve health and well-being, and better connect people to public transport. The bid will deliver 'quick wins' that tackle discontinuous routes, problems crossing the ring road, the lack of signage and poor surfacing on canal towpaths that act as green arterial routes across the city, limited permeability and inconvenient routes within the City Centre, provide additional trip-end facilities and access to bicycles for the most deprived communities. The packages includes:

- Junction improvements, better street design and segregated or partially segregated cycle infrastructure alongside arterial roads for commuters;
- Segregated infrastructure to enable higher rates of access to schools;
- Better infrastructure to link up businesses, hospitals, shops, and key services people need to get to as well as links between green space and roll out of more 20 mph zones and limits (subject to consultation);
- Improved interchange hubs with better facilities to enable and encourage better door to door journeys; and
- Enabling cycling infrastructure through the provision of cycle parking, bicycle and hubs.

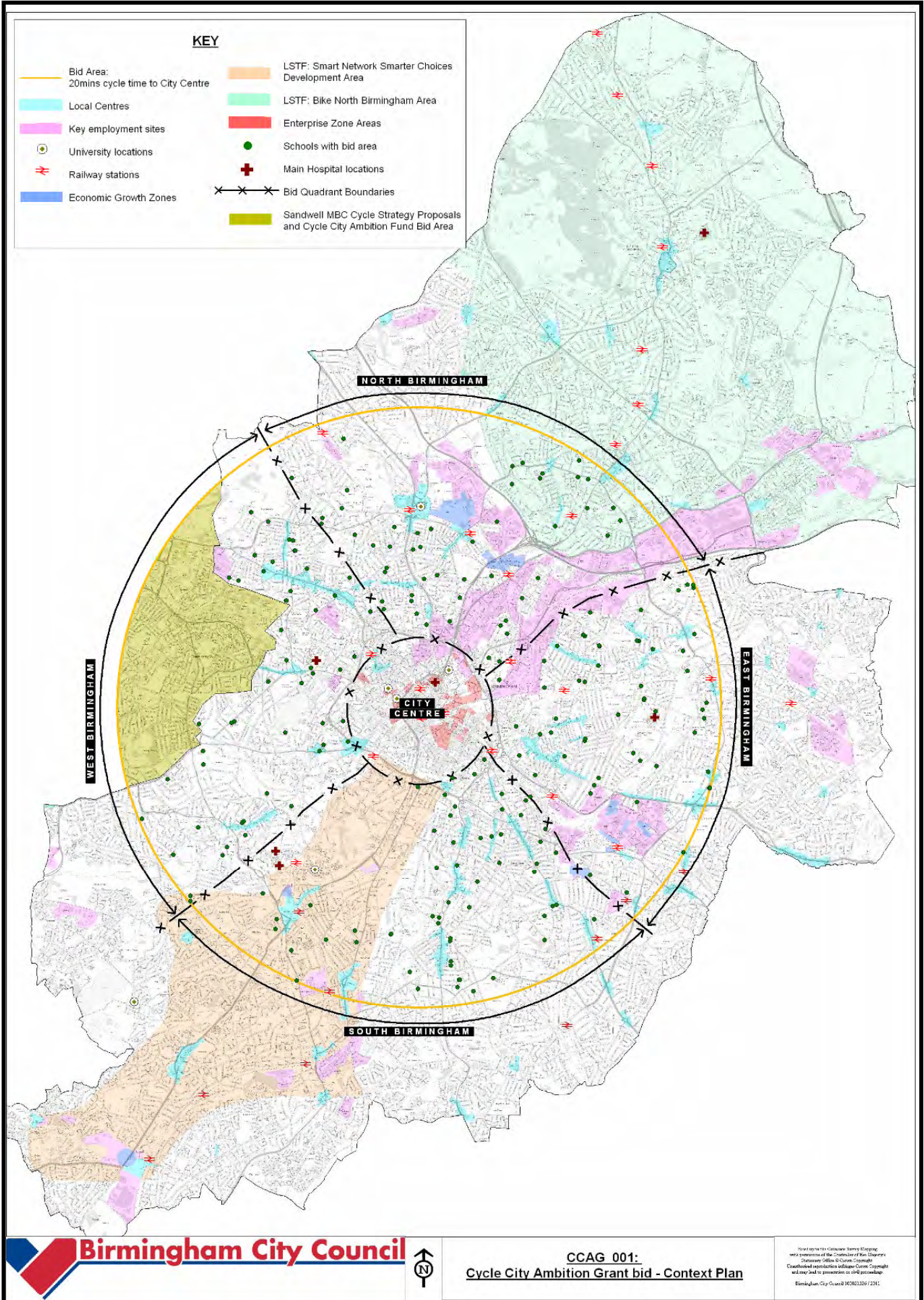
The measures proposed as part of the bid will significantly improve the conditions and scope for cycling across the City leading to modal shift. We have carefully selected proposals for incorporation into the bid to ensure they align to our aspirations and scheme objectives set out in Section B1, but are also deliverable in the funding period. Our long-term plan will build on this to develop a comprehensive network of routes covering the entire bid area by 2023 and remainder of the City by 2033.

The development of our infrastructure proposals will complement a range of wider initiatives which promote sustainability, active travel and public health/well-being. Smarter Choice activities will work closely with businesses, schools and hard to reach communities such as ethnic minorities, children, older and disabled people in order to raise the profile of cycling and active travel alongside infrastructure proposals. Projects such as Top Cycle Location, Women on Wheels and Safer Routes to Schools alongside facilities like Birmingham's BMX Park, these building blocks are covered below and provide strong foundations alongside the bid proposals to facilitate behavioural change toward ensuring that more and more people are encouraged and given the support they need to get on their bikes. These are discussed in greater detail in the following section.

Our proposals are complementary to existing policy drivers for the City, West Midlands and Greater Birmingham Solihull Local Enterprise Partnership. They support our emerging Development Plan, Big City Plan, emerging Health & Wellbeing Strategy and Local Transport Plan and a range of other strategies and policies.

Our aim is to build on our track record of success and move forward delivering a 'step change' in cycling building on our past activity and through proposals as part of our Cycle City Ambition Bid, reaching the 'tipping point' we discussed at the start of this section. The proposals are designed to complement measures that are delivering cycling infrastructure and smarter choice programmes throughout the rest of the city and region that form a part of our wider Cycle Revolution. These are discussed further in the following sections.

Figure B1: Birmingham's CCAG Bid Area, the BNB LSTF Area and the South Birmingham LSTF Corridor



Strong Foundations - Cycle Growth

Birmingham is a city with a rapidly expanding cycling culture - it is a city which hosted the BMX World Championships, has an annual Skyride, over 70 Sky ride locals, a Cycle Forum, Cycle Practitioners Group, proactive and engaged cycle groups and a number of key cycle focused projects, such as Bike North Birmingham. As a result it has an annual growth in cycling of 11% over the last three years. However, cycling still only accounts for less than 1% of commuter trips and less than 3% of all trips.

Overall, there has been an increase in cycling in Birmingham since 2003. Data recorded by 8 automatic cycle counters indicates that:

- Cycling has increased by 73% since 2003;
- Over recent years the growth has been greater. The daily count of cyclists increased by 11% per year from 2008 to 2011 (an overall 37% increase), compared to 7% per year before 2008;
- The greatest numbers were counted on the popular Rea Valley route, with up to 500 cyclists per day.

At locations where cyclists are counted continuously:

- Weekday counts of cyclists increased on average by 11% per year, whilst weekend counts increased by 7% per year; and
- On weekdays cycle flows tend to be greatest during peak hours and growth over time in the numbers of cyclists counted on weekdays is concentrated during peak hours – times of day when the majority of trips are for commuting.

Key Building Blocks – Cycle Delivery

We recognise that demonstrating the ability to deliver the proposed scheme as paramount to the success of our bid. Our broad range of existing project and initiatives provide context and are seen as the building blocks for our cycle revolution and illustrate our strong track record in implementing projects, both in terms of infrastructure and supporting measures, with a range of delivery partners.

Bike Birmingham Strategy

The Bike Birmingham Strategy was launched in 2011; the strategy sets out a comprehensive approach to take cycling forward to 2015 and will develop the foundations for cycling for years to come. Bike Birmingham has a range of targets which are achievable. The strategy specifically targets the “near market”; people who statistics tell us own a bike but do not necessarily use it or would cycle with the right incentives.

Bike Birmingham vision is “to get more people cycling more often, to reduce traffic congestion and improve our activity levels, our health and our environment”.

Bike Birmingham identifies key actions as: a need for a higher priority for cycling; a need for effective use of planning our canals and green spaces; to work closely on health issues; and to link effectively with public transport.

Partnership & Coordination

Bike Birmingham was developed with the input from local partners and stakeholders, hundreds of businesses involved with Company TravelWise, focus groups, Cycle Forums, Birmingham Sport and Physical Activity Partnership, British Cycling and so forth. This input has continued, providing a strong foundation to take forward cycling in the City and in developing this bid, as demonstrated in above.

In recognition of the need for improved coordination between the various workstreams, in 2010 the Cycling Coordination Group was established with officers from across the City Council. The Group was instrumental in finalising the Strategy and is now responsible for overseeing its implementation and monitoring.

There are a number of wider meetings recognised by the Transport, Connectivity & Sustainability O&S Committee. The Cycle Forum is open public meetings for anyone with an interest in cycling. The Pedestrian and Cycling Task Force to cover issues relating to improvements to infrastructure to improve accessibility and cycling. The Task Force originally dealt with walking related matters but extended in 2011 to include cycling. The Task Force includes City Council officers as well as representatives from Sustrans, Pushbikes, Walk-it, Living Streets and groups representing people with disabilities.

The aim of these groups is to increase the numbers of people contributing to the cycling debate by offering opinion and ideas.

Health & Wellbeing

The transfer of the Public Health duty to Birmingham City Council presents a real opportunity to embed industrial scale interventions to more widely encourage behaviour change and achieve health outcomes.

Cycling clearly supports the Birmingham Health and Wellbeing strategy and assists delivery against the following priorities:

- Improve the wellbeing of vulnerable adults and children;
- Increase the independence of people with a learning disability or severe mental health problem;
- Reduce the number of people and families who are statutory homeless;
- Support older people to remain independent;
- Improve primary care management of common and chronic conditions;
- Reduce childhood obesity; and
- Reduce infant mortality.

Cycling will be built into other existing commissioned health improvement services;

- Be Active Plus (GP exercise referral) - Support participants with specific chronic conditions through providing a structured physical activity programme in the community. Staff will be/have been trained as ride leaders and will offer led rides and encourage participants to cycle as part of the programme;
- Health Trainers - services that train local residents to support their local communities to lead a healthier lifestyle. Provide access to Physical Activity, Smoking, Nutrition and behavioural change support; and
- Prescription4Exercise - Online resource and training for GP's to prescribe physical activity to their patients.

Be Active by Bike – Big Birmingham Bikes

Be Active is Birmingham's groundbreaking free physical activity programme. Launched in 2009, the scheme is a partnership between Birmingham City Council's Leisure and Physical Activity Service and the local NHS. The scheme has been extremely successful with some 380,000 (1 in 3) Birmingham residents signed up to the scheme. The scheme particularly targets deprived communities, where health inequalities are at their greatest and where residents communicated that cost was the biggest barrier to exercise.

The scheme has been notable in being able to motivate hard to reach groups to exercise and to create jobs to handle the increased demand for classes. The scheme has won a number of awards for its impact on health and its effective social marketing.

With the rise in demand for cycling activities, Be Active formed a partnership with British Cycling in 2012 to provide free bike hire, led rides and training, again focussing on deprived communities where the cost of acquiring a bike is a significant barrier to participation and where car

ownership is low and modal choice and access to employment and wider services is limited.

Six cycle 'hubs' were set up in communities with health improvement needs, either at Leisure Centres or in partnership with 3rd sector organisations. A particular success of the scheme has been the Women on Wheels programme which has been successful in encouraging women to cycle, most notably from ethnic minority communities who are traditionally thought not to be motivated to cycle.

The transfer of the Public Health duty to Birmingham City Council presents a real opportunity to embed industrial scale interventions to more widely encourage behaviour change and achieve health outcomes.

A significant increase of Be Active cycling activity under the banner of Big Birmingham Bikes is proposed. This will see the number of hubs increased to 15, so offering city wide coverage, and the number of bikes increased to approximately 5000.

Workplaces & Top Cycle Location

Birmingham recognised that working with major trip generators such as hospitals, Business Improvement Districts, universities, leisure facilities, key buildings and retail centres can maximise support to cycling from the location itself, but also provide good returns for officer involvement, increase cycling and training levels. Through the Company TravelWise initiative we have worked with key employers on travel plans and sustainable transport promotion and as part of this developed the Top Cycle Location concept which was launched in 2012.

Through the Company TravelWise scheme the City Council in partnership with Centro and National Express work with organisations across Birmingham on sustainable transport including cycling and walking. Launched in 1998 the scheme still works effectively in the city and currently has over 380 organisations affiliated covering over 220,000 employees. Company TravelWise provides support to 7 NHS Trusts, 2 private hospitals, 3 universities, 14 colleges (various types), numerous government offices (Highway Agency etc.) and major employers such as Jaguar LR, Cadbury, Aston Villa FC, Warwickshire Country Cricket Club and across the Council.

The Company TravelWise process has also been effectively adapted for one of the city's Business Improvement Districts (BIDS) as a Sustainable Transport Partnership Plan which offers a smarter choices focus for their members through actions for both the Council and the BID. Colmore BID has shown the positive effects to promote and develop cycling and walking aspects of this plan, which is currently being adapted for all BIDS in Birmingham.

The Top Cycle Location concept offers a tailored approach, based on an existing 'menu' of interventions. The process starts with an audit of existing facilities and access and barriers to the location, after which an action plan is developed. The City Council and the company or organisation then work together to implement – with the ultimate goal of becoming a Top Cycle Location. There are already twenty five major employers who have agreed to take part in this initiative, with the first Top Cycle Location status being awarded to Interserve Construction, based in Erdington, in March 2013.

Working with Business Improvement Districts (BID), with Colmore Business District (CBD) taking the lead has resulted in the approval of a Sustainable Transport Partnership Plan which details actions to develop and promote sustainable transport in the CBD area. This gives cycling promotional opportunities to 500 businesses and 36,000 employees by offering access to journey planning, cycle training, led rides, bike breakfasts, improved parking and infrastructure. Their commitment to sustainable transport and cycling is extremely positive and has led to significant take-up of smarter choice options. The City is now working with other BID's in the City and within the bid area, i.e. Kings Heath, to roll out this approach.

Through putting together a sponsorship package we are also encouraging businesses to contribute money or resource for smarter choices measures through corporate social responsibility activities. One large Birmingham Company provides two members of staff for one day a month who have been trained to undertake road safety education at school. This is something we want to explore and extend as part of our bid.

Bikeability and Bike It

Birmingham City Council adopted the National Bikeability Standard in 2007 and since then has been delivering Bikeability Level 1, 2 and 3 training, with targets to train 2,000 children and 500 adults per year. In 2013 the DfT Bikeability Bid has been increased by 30% to increase targets to 3,000 children and 1,000 adults.

Sustrans Bike has worked with schools in Birmingham since 2008. Bike It officers, funded jointly by the City Council and Sustrans work intensively with a selected number of schools to focus the necessary resources to bring about a change in travel behaviour. Bike It schools in Birmingham have shown an average increase in cycling of 216%.

Birmingham Cycling and Walking Map and Route Planning

Since its launch in 2006 over 80,000 Walking and Cycle Maps have been distributed across the city through email request, shops, events, Company TravelWise and Information Offices. In July 2012, the Walking and Cycle Map was updated.

A Night Map version has just been commissioned that will detail walking and cycling routes that are lit to pre-agreed high standards to allow journey planning to encourage safer cycling and offer alternative routes in hours of darkness.

Birmingham is covered by the national Transport Direct on-line cycle journey planner. The system provides users with door to door route plans, being able to choose quietest, most direct and recreational options. Centro is launching a one stop online portal for Network West Midlands journey planner to offer route options for people who wish to cycle for all or part of their journey. The Cycle Journey Planner has been adapted to support Travelwisewestmid.org unique website that provides cycling travel information, routes and journey planning support amongst other information directly to businesses, schools, community groups and residential developments.

Bike North Birmingham

Bike North Birmingham aims to get more people cycling in and around the Erdington and Sutton Coldfield areas by working directly with schools, local workplaces, rail stations, community groups, leisure facilities and dedicated bike hubs. In July 2011, £4.1M was awarded from LSTF for a four year programme of new cycle routes and supporting cycling activities aiming to take cycling to a new level and help improve the environment, the local economy and health and fitness in the process. This supported ongoing infrastructure investments as part of the North Birmingham Walking & Cycling Route.

One year in to the programme, the Bike North Birmingham team has delivered 150 workplace events reaching over 1700 employees, worked with 18 schools, including funding cycle storage at 14 schools, delivered a programme of led rides, cycle training and maintenance courses, including partnership working with a range of community groups and has made significant progress in improving and joining up an existing local network of cycle routes.

Pershore Road Smarter Choices Pilot

From April 2011 to March 2012 Birmingham City Council officers supported Centro in the Smarter Choices pilot project for the Pershore Road. This project was an ongoing programme to promote Smarter Choices along the corridor through personalised journey planning, information provision to over 16,000 households, cycle training and doorstep cycle maintenance on request, as well as focussing work with schools, businesses and community groups. The City Council provided support on working with 10 major employers, developing 18 School Travel Plans, cycle training and Road Safety Education. Over 5,000 households took part in the Personalised Travel Planning process and the follow up work highlighted that 40% of the participants who took part in the after surveys changed their travel behaviour with a further 12% indicating they would in the future.

Hard to Reach Groups

Birmingham City Council's Women on Wheels training programme successfully focuses on hard to reach BME communities in the city. This scheme supports the aims of British Cycling's Breeze programme. We have trained 200 women in the last 12-months, post implementation surveys demonstrate that these women continue to cycle with a number becoming cycle trainers. This programme will be expanded this year given its success and level of demand.

Birmingham City Council are also making concerted efforts to work with other harder to reach members of the community, such as disabled residents and senior citizens, to whom cycling as a mode of transport may not be quite so obvious. Alongside working with the Birmingham Advisory Council of Older people (BACOP), we are also in the process of developing a strategy for engaging these residents in cycling and uplifting cycling levels

Smarter Network, Smarter Choices

In July 2012 the West Midlands secured £33.2m from the Local Sustainable Transport Fund for the Smarter Choices, Smarter Network bid to enable the delivery of sustainable transport solutions that support economic growth while reducing carbon, to major corridors in the area. Ten corridors are identified for either Smarter Choices delivery with or without levels of infrastructure improvements of which the five corridors in all or part in Birmingham and support our bid.

The programme is led by Centro and will include a high level of support from the City Council to deliver the capital programme and Smarter Choices elements in particularly in schools, workplaces and community groups. The project will aim to improve and make better use of our existing transport networks and has specific targets to increase cycling by more than 2 million trips per year by improving cycling routes, improving cycle access to rail stations and public transport interchanges and through tailored marketing, information and promotion. The package will focus on key corridors to make cycling easier and safer, and enable better connections for local residents to employment and educational sites, local facilities and the public transport network. To maximise the benefits of the infrastructure improvements, these will be supported by Smarter Choices measures to people living, working and learning along the ten LSTF corridors. LSTF will offer a range of tailored cycling support to local employers, educational sites, commuters and local residents including:

- Provision of grants to enable sites to implement measures within their travel plans that will have the greatest impact on modal shift (e.g. cycle storage and training);
- Creation of Top Cycling and Walking locations based on the Birmingham initiative, providing one to one support to promote and facilitate a culture of active travel and create a legacy beyond the LSTF period;
- Development and support for Cycle Champions in workplaces and educational sites;
- Free adult cycle training Bikeability Level 1 to 3;
- Dr Bike Sessions / bike checks;
- Cycle route planning and Cycle Buddies;
- On site cycling promotional events and incentives;
- Cycle Instructor training for Cycle Champions at workplaces and educational sites;
- Assistant Instructor training for students;
- Bike Maintenance training;
- Cycle to work scheme advice and support;
- Bike loan/hire for WorkWise clients starting new jobs; and
- Discounted cycle equipment and accessories.

Sky Ride

In August 2012 Birmingham held its third annual Sky Ride led by Sky in partnership with British Cycling and the City Council. Up 20,000 cyclists enjoyed a route out to the University of Birmingham and back into the City Centre. The City Council will continue to build on this event in the years to come and support Sky Ride wherever possible.

As part of the Sky Ride event, Birmingham hosts a number of small local led rides called Sky Ride Locals. These are free rides and cyclists can select a ride according to

cycling ability or choose a family or women only ride. Starting with around 50 Sky Ride Locals in 2010 these rides have grown to 75 in 2012, with high levels of take up. Birmingham has recently provided commitment to British Cycling and Sky for Skyride and Locals to continue for further two-years.

Elected Members participating in a city centre bike ride to promote cycling and healthy lifestyles



Source: www.birmingham.gov.uk

Sky Ride Birmingham – a large annual event held to promote cycling



Source: www.goskyride.com

The Route Maps produced as part of the Bike North Birmingham project provide route information, 'top tips' on riding and cycle maintenance and information on events and activities



Source: <http://bikenorth.birmingham.gov.uk/>

The Bike North Birmingham launch event, which marked the formal opening of new walking and cycling routes in North Birmingham and which included a day of cycling activities



Source: www.flickr.com

Planning Process

Travel Plans and planning conditions have contributed to major improvements in cycling by giving opportunities to ensure cycle planning, promotion, training and other appropriate levels of support are included in Travel Plans and that consideration is given to cycling facilities in planning applications regardless of whether a Travel Plan is required. Effective monitoring is a vital component of this process.

Road Safety - Large Vehicles

A recent area of work has been in relation to larger vehicles working with the Freight Transport Association and the West Midlands Freight Quality Partnership.

In July 2012 the City Council hosted a successful "View from the Cab" event at the Lorry and Coach

Park for cyclists to sit in cabs and appreciate the sight lines drivers have and for drivers to appreciate cycling issues. It is proposed that this event will be repeated in the future. It is proposed that this event will be regularly repeated at locations across the City. In September 2012, 5,000 warning stickers were produced for HGV's and buses, to warn cyclists of the dangers of travelling on the inside of large vehicles. The FTA and National Express are playing a part in ensuring that these are placed on the backs of all large vehicles in the city.

We are currently working with the Freight Transport Association and the Freight Quality Partnership to ensure that cycling awareness is introduced into the annual training of large vehicles drivers.

The Birmingham Smarter Choices Team are in the process of developing a strategy to improve Cycle Safety, focusing on large vehicles, but also undertaking a wider remit in due course.

Young Persons

With a growing proportion of children within the local population of Birmingham (children up to the age of 15 make up 22.8% of the population; this is projected to increase by 33% to 2030) and a lack of clubs for children and teenagers across the city, it is imperative that we build upon the success of Birmingham's BMX park to ensure children are introduced to cycling at an early age. Opened in 2011 the track is considered to be one of the outstanding tracks in the world and boasts over 550 members making it the largest club in Europe.

Birmingham BMX funded by City Council will soon be independently run and self-financing. There are plans to develop a high standard mountain bike course on land next to the track and to develop parts of Perry Park where it is situated into a course for Bikeability, Women on Wheels and bike maintenance training creating a City Cycle Park.

City Centre Cycling Strategy

The development of a City Centre Cycling Strategy is underway. This will envision cycling as an essential component of the liveability and sustainable transportation offer within the successful, vibrant, healthy and green city that Birmingham will become in the 21st century. The strategy will set out a priority network of routes for cyclists, set out design requirements and highlight links and opportunities with wider developments.

Cycle Parking

There is an ongoing city wide cycle parking programme currently enhanced by Bike North Birmingham provision. Currently there are approximately 1500 publicly available cycle parking spaces city wide (generally grouped in 4's over approximately 500 locations). The ongoing programme currently seeks to introduce 10 new locations per year (expanded to 20 including Bike North Birmingham funding) with priority locations being local centres and other key destinations.

Over the past five years Centro have invested over a quarter of a million pounds in cycle parking at Metro stops, train and bus stations across the Network West Midlands area and are working in conjunction with operators to ensure the needs of cyclists to take their bikes on to public transport are best met.

Infrastructure

The City and its partners has a proven track record in delivering on and off-road cycling infrastructure improvements and working with a range of partners to this end. Recent, current and imminent key infrastructure schemes and proposals include:

- National Cycle Route 5 runs from the Worcestershire border south of the city at Waseley Hills Country Park into the city centre and then out to Sandwell along the Birmingham Mainline Canal This route has had considerable investment with dedicated infrastructure providing on and off-carriageway provision and long sections of green routes away from traffic;

- Regional Cycle Route 533 follows the largely unimproved Birmingham and Fazeley Canal towpath to Kingsbury Water Park in Warwickshire to the north east of the city;
- Regional Cycle Route 534 provides a route between Tyburn in the east of the city and Sutton Coldfield to the north along green routes and quiet streets, with further links and improvements being developed through the Bike North Birmingham programme funded by LSTF;
- Regional Cycle Route 535 follows the Grand Union and Tame Valley Canals to the suburban area of Witton and then follows a green route corridor through the northern suburbs to the neighbouring Borough of Sutton Coldfield at Sutton Park;
- The 'Ward End' route offers a signed route along minor roads in the east of the city linking the Castle Vale housing estate in the east to the city centre via the Eastside regeneration area;
- The 'Stratford Road Parallel' offers a signed route along minor roads from the city centre through the south-east of the city to the residential area of Yardley Wood, avoiding Stratford and Warwick roads which are narrow and congested;
- 'Edgbaston Reservoir' offers a green recreation area within the inner city and has a dedicated signed route from the city centre via Ladywood developed through the Links to Schools initiative;
- There are signed on-road connections between the district centres of Moseley, Kings Heath and Selly Oak leading to the Rea Valley Route. A separate study has identified further orbital links between Bristol Road Corridor, the Rea Valley Route and residential areas in the south of the city to be developed as part of the LSTF works;
- The 'Cole Valley Route' offers a partially complete green route in the eastern suburbs linking local district centres and the Heartlands Hospital site;
- There is a signed off-road green route from Sheldon district centre leading towards Birmingham Airport via Marston Green developed in conjunction with the neighbouring borough of Solihull;
- There are existing on-street cycle parking stands throughout the city centre and district centres, typically arranged in clusters of 4 – 6 stands often with an integral information panel at one end. Cycle parking is also provided at mainline and suburban rail stations in the form of Sheffield stands;
- Within the city centre most vehicle restricted streets are available for 2-way cycling throughout the day, and wide shared footways have been developed by reallocating space formerly occupied by the inner ring road which has been partially dismantled to extend the city centre retail and commercial area. A 'City Ring' cycle route offers a signed alternative to the ring road using parallel quiet roads and cycle paths through public open space; and
- The Safer Routes to Schools programme supports five schools within Birmingham each year to deliver infrastructure that improves the walking and cycling experience to the school. All schools in Birmingham have been audited to establish what infrastructure needs implemented as part of this programme. Funding is allocated to schools within the bid area as part of our match funding. Following the implementation of a safer route, we have developed a package of measures to engage pupils, staff and parents, including Bikeability, Road Safety Education and public transport travel training to ensure benefits are locked in and sustained.

Part 2 – Cycling & Birmingham’s Economy

An Economic Overview

Birmingham is at the heart of the West Midlands region and is the regional centre of business, retail, leisure and culture. Birmingham is a driver of the regional economy, with an economic output of over £20bn, which accounts for 22% of total output in the region. Birmingham is a major centre of employment with half a million people employed in the city. A large number of these jobs (over 150,000) are taken by in-commuters from outside the city.

Whilst Birmingham still maintains some of its manufacturing heritage, over recent decades the city economy has undergone a transition from an economy mainly based on manufacturing to a service based economy. During this time the city has also undergone a massive physical transformation with large areas of the city being regenerated. This has enabled Birmingham to develop into a modern internationally recognised location for commerce with a thriving business, retail and leisure offer. The city has seen rapid growth in high value added sectors like business and professional services and is an internationally recognised conference destination. The financial services sector in particular employs around 21,000 people, a growth of 9% from 2005 to 2010, and represents 4% of the city workforce. Manufacturing and innovation still play a part; Birmingham now hosts an advanced manufacturing sector covering aerospace, automotive and medical technology and delivering a GVA of £604m. Research centres at Birmingham’s three universities, which sit alongside the canals support the sector, positioning it well for future growth. In developing this application we have spoken at length with our colleagues from across Birmingham’s business sector to ensure that our aspirations for the future meet and exceed their requirements.

The 2008/09 recession whilst global in nature has had a particularly damaging effect on the local economy. During the recession there was a sharp increase in unemployment in the city, resulting in the highest levels of unemployment for over a decade. Whilst unemployment in the city has fallen from its peak it is still at a very high level with the latest data for March 2013 showing 48,584 unemployed residents an unemployment rate of 10.6%, over double the national rate (4.8%).

A key challenge for the City Council and public and private sector partners will be to enable the private sector to deliver the necessary economic and employment growth in a period of diminished resources. In order to develop a modern successful knowledge intensive local economy the city will need to deliver improvements in infrastructure, facilitate development and business investment and to improve the skills base of the city’s working age population.

The emergence of the service economy has altered patterns of movement away from locally based manufacturing jobs in the suburbs towards a more centralised employment area around the city centre and key locations such as the University and Hospital. At the same time, former industrial sites have been redeveloped as residential areas. This changing pattern of economic growth supports the development of the proposed cycle route network and provides the basis for a more liveable city.

Cycling to Facilitate Economic Growth, Investment and Development

Birmingham lies at the heart of the UK road network, a strategic connectivity that underpins the city’s economy. However, this high quality strategic road network also facilitates short local car trips that could be undertaken by other modes. Birmingham is also highly accessible by rail with a comprehensive local network and access to the West Coast Mainline and several cross country routes. Economic and population growth has already increased pressure on the city’s transport system which operates over capacity at peak times. Positive economic growth and further developments such as HS2 will inevitably lead to increased demand for access into, out of, and around the city centre and wider environs. The challenge facing the city is therefore to ensure that increasing numbers of people (rather than vehicles) can move around the city efficiently and in an attractive, safe and welcoming environment. Cycling and walking are vital components of a holistic and sustainable public transport system. As Birmingham’s city core expands it will be critical that these space efficient modes are used to the maximum to relieve pressure on Birmingham’s roads and rail network. We see investment in cycling as a key aspect of our long term efforts to develop an efficient mobility plan for our city.

Only a sustained commitment to walking, cycling and public transport can deliver growth. A recent survey of businesses by the British Chambers of Commerce put the cost of congestion at £17,350 per business in Birmingham. Through discussion we have gained the support of our business community to develop a long term plan to raise levels of cycling in our city as a way of reducing congestion. By concentrating on a 20 minute isochrone from the edge of the city centre, taking in the most high density residential and commercial land use areas, the bid will offer safer cycling facilities (including access to suburban rail stations) to a huge proportion of the city population.

It is also crucial that people have the transport they need to find and retain employment. In a recent household travel survey in Birmingham almost a quarter (23%) of cycle trips were made for work purposes. Cycling offers an accessible, cheap and reliable form of transport that can connect people to jobs, linking areas of worklessness to areas of opportunity and supporting the most disadvantaged to access employment. With its pro-health, fun and fitness and low carbon attributes, cycling is increasingly a contemporary and aspirational means of transport that meets the needs of Birmingham 21st century residents.

City Centre

Birmingham's Big City Plan *Vision for Movement* recognises the importance of cycling and walking, promoting the need for a well-connected, efficient walkable and cycleable city. The Vision aims to deliver an outstanding environment within the city centre that is both pedestrian and cycle friendly and safe, as illustrated in Figure B2. It also looks to implement an appropriate hierarchy on the highway network to ensure cycling gets the support it requires. This is driven by significant changes in the City Centre landscape, with increasing population and regeneration plans as explored below.

The recent renaissance of city centre living has already brought an additional 30,000 people living within a few minutes' of the city centre, and is likely to stimulate greater demand for short cross-city journeys of one to two miles. Cross-city journeys are not always convenient on a radially-based public transport network, and short distance car travel is also undesirable, therefore walking and cycling can become the preferred modes in the greater city centre.

A number of initiatives, investments and developments are being implemented to support the growth of Birmingham's city centre. The Birmingham City Centre Enterprise Zone (EZ) is expected to deliver 40,000 new jobs over the course of its lifetime, 4,000 of those by 2015. It will provide 1.3sqm of new floor space and contribute £2 billion to the economy in GVA per annum over the next 25 years. The EZ will introduce measures such as business rates relief, improved digital connectivity and relaxed planning to provide flexible working spaces appropriate to different sectors. It is expected that of the 7,000 jobs created within the EZ by 2018 almost 61% will be managerial, professional or associate professional, and a further 15% administrative. These groups are likely to be highly predisposed to cycling.

Our challenge is to ensure that current and new employees are able to access these newly created jobs by safe and sustainable modes of transport. Our 'Cycle Revolution' will improve cycle routes to Enterprise Zones, Economic Growth Zones and wider regeneration opportunities.

As an economic entity it is imperative that Birmingham city centre, and the EZ in particular, is supported by fast and reliable infrastructure to support effective connectivity; both physical and digital. Cycling infrastructure is being integrated into emerging proposals; an example is the Paradise Circus redevelopment which lies at the junction of several routes used by cyclists to cross the city. The site, on the edge of the central business district, has £61.3m worth of redevelopment planned within the next few years. It will create a transformed environment linking the existing attractive public realm in Victoria Square and Centenary Square and will include a 'cycle point' secure parking and maintenance facility.

Figure B2: The Birmingham City Centre Enterprise Zone



Economic Growth Zones

To maximise opportunities for economic growth, Birmingham is targeting those sectors in which it has established that the city has a competitive advantage. Developing clusters of high-growth sectors is part of the City's strategy for economic growth.

To support this aim a number of key Economic Growth Zones have been identified, marrying the growth sectors with the city's spatial opportunities, these are shown in Figure B3 overleaf.

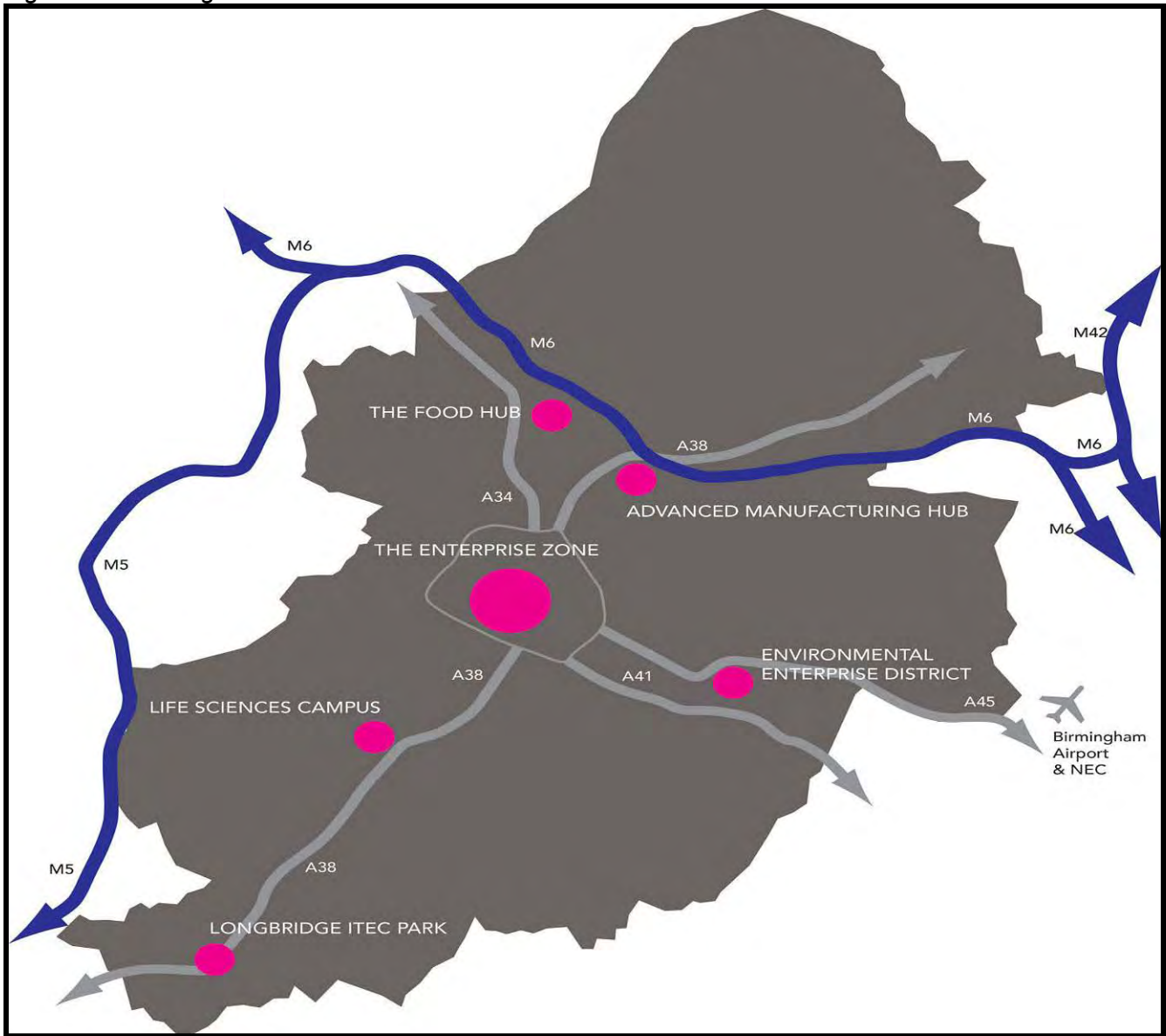
Located to suit the requirements of the sectors, the six Zones are:

- Advanced Manufacturing Hub, Aston:
- City Centre Enterprise Zone (as discussed above):
- Tyseley Environmental Enterprise District:
- Longbridge ITEC Park:
- Life Sciences Campus, Selly Oak / Edgbaston; and
- The Food Hub, Witton.

For these Economic Zones a range of measures to attract investment and promote business growth are available. These include: simplified planning; gap funding; access to finance; business development; and training and recruitment.

Our bid supports these zones in terms of improved access for cycling and walking, as they are all located within either the catchment area of 20 minutes cycling time from the ring road, or are served by one of the main arterial corridors. The City Centre Enterprise Zone will benefit from being at the centre of the network.

Figure B3: Birmingham's Economic Growth Zones



Cycling, Walking & Placemaking

High quality public realm attracts inward investment, economic growth and encourages walking and cycling. In the modern knowledge economy, 'place' is an increasingly important factor in attracting inward investment and in business location decisions. Birmingham has successfully demonstrated how to integrate attractive and modern public realm alongside its historic Victorian buildings and exciting modern designs such as the Bull Ring shopping centre and the new Central Library building. Public realm designed with pedestrians and cyclists in mind contributes to the general 'European' ambience of the city centre and results in reduced air and noise pollution. Unlike many towns and cities, cyclists are permitted to use most vehicle restricted areas in the city centre throughout the day giving them a real advantage over car drivers.

The quality public realm that can already be seen around the Bull Ring and High Street areas has completely transformed the area for pedestrians and cyclists by removing a section of the former inner ring-road, giving users a more attractive environment free from traffic as well as a time and convenience advantage.

This Cycle City Ambition Grant application aims to further integrate cycle routes into the public realm with supporting on street facilities for cyclists and pedestrians, and exemptions from turning bans and one-way systems in the city centre and edge of centre areas to increase permeability.

Within the city core, our efforts will focus on new forms of way marking for cyclists including surface treatments to ensure that cyclists are easily and quickly able to find their way around our city whilst at the time delivering local environmental improvements for all residents and visitors within the city, irrespective of their chosen mode of travel. The 'Interconnect' mapping system being rolled out across the city centre will be integrated with cycle parking areas to help to illustrate cross-city routes and the wider cycle network.

Cycling & Public Transport Interchange

Birmingham's three city centre stations, New Street, Moor Street and Snow Hill, are already major focal points for cycle journeys both to and from the stations. We are working with Centro and the Association of Train Operating Companies (ATOC) in developing a Cycle Hub at Selly Oak rail station, which will provide smartcard accessed cycle storage and be rolled out as part of our bid. However, trip-end facilities in the city centre are limited. In particular there is a lack of secure-access public long-stay cycle parking at central rail stations and limited existing capacity. We aim to capitalise on the evident demand for cycling to improve the integration of cycling and public transport and encourage more people to use the mode as part of their journey both within the City Centre and within the wider bid area.

Cycling also plays a key role as a feeder and distributor service for public transport. Integrating cycling with public transport provides a viable alternative to the private car for many medium and long distance journeys. Cycling England's 'Bike n Ride' demonstration project illustrated that improved cycle parking facilities attracted more rail commuters as well as encouraging existing travellers to access stations by bike thus supporting both active and public transport. Ensuring cycle routes to stations and providing safe and accessible cycle parking at stations therefore forms a key aspect of our bid and long term cycle strategy.

The £600 million redevelopment of New Street Station, a major gateway into Birmingham city centre, will transform the station over the course of the next year, delivering a bright, modern transport hub for the city. This Gateway scheme will increase capacity to support greater visitor and commuter numbers. Our long term cycling strategy seeks to enable cyclists to travel across Birmingham via rail and bicycle, utilising a 'mix' of sustainable modes to travel to work, home or for leisure purposes. This is achieved by the combination of routes, secure parking and opportunities for cycle hire. The first 'Brompton Docks' will be installed in June 2013.

The proposed High Speed 2 (HS2) station in the Eastside area will have a significant economic impact on the city. The HS2 terminal will sit adjacent to Moor Street Station and five minutes' walk from New Street Station, together forming a major international interchange. The high quality station plaza and recently opened Eastside Park will form continuous and improved pedestrian and cycle links from the City Core into Eastside and through the HS2 site. The proposed Cycle City Ambition Grant measures will deliver routes between the HS2 terminal and the neighbouring suburbs. Hire bicycles at the new HS2 terminal to enable travellers to seamlessly combine their rail journey with a bike journey.

Employment in the Cycle Industry

In the late 19th century, as bicycle riding became more and more popular Birmingham became increasingly involved in cycle manufacturing. A number of well-known cycle firms originated here, including the Birmingham Small Arms Company (BSA), Phillips, Reynolds Cycle Tubing, the Cyclo Tool Company and component manufacturers such as Adie. Through the twentieth century, many of Birmingham's bicycle manufacturers evolved into the motorcycle and car companies for which the city subsequently became famous. Several names live on however, such as Brooks Saddles which has seen a huge increase in business, keeping traditional skilled manufacturing jobs in the area, while Dawes Cycles continues to operate their head office from Tyseley.

Recent years have seen a resurgence in 'bespoke bicycles' with a growing number of small businesses taking advantage of the local engineering skills base to produce exclusive cycles and components, and charitable organisations providing employment and training in cycle repair and refurbishment. The growing demand for cycling has also enabled retailers to open up new premises in the city centre and local centres. Residents in Birmingham are proud of its cycling heritage and our elected representatives

are eager to see the city regain its position at the heart of the United Kingdom's cycling community.

An example of how employment in the cycle industry is growing is demonstrated through the opening in September 2012 of a cycle maintenance and parking hub by Cycle Chain in a converted canal barge in Brindley Place which is in the heart of the City Centre Canal network.

Part 3 – Our Key Issues

The City’s key issues and their relationship to cycling and this bid are discussed in a number of sub-sections covering:

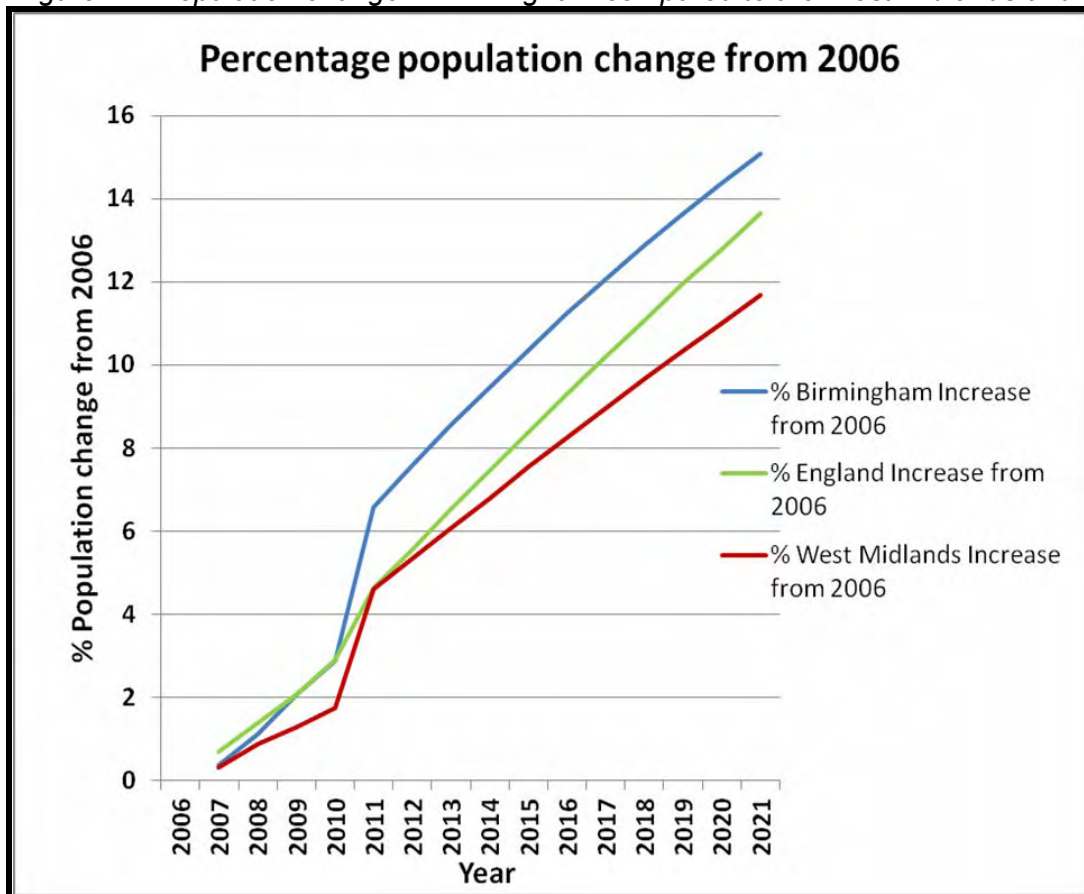
- A growing population;
- Accessibility and appropriate, sustainable access to employment and opportunity;
- Cycle Infrastructure & Usability;
- Levels of health and environmental well-being in our city and the role ‘active’ modes of travel play in supporting healthy lifestyles;
- Our desire to provide a safe and secure city for our residents; and
- An overview of these issues within the City Centre and Quadrants.

Figures within this section provide an indication of the proposed cycle network and type of route within the bid area and relevant City Centre/Quadrants. This allows an understanding of how the proposed network addresses key barriers and challenges. Further details on the measures proposed are provided in this later in this section, Part 4 and within Section B4.

A Growing Population

As we have noted above, Birmingham has seen an increase in population over recent years as new opportunities become available in the city. Since 2001, Birmingham’s population has increased by almost 90,000 (9.1%) to 1,074,300 people, the second largest local population in England behind London, and further significant growth is forecast. Between 2011 and 2031 population projections predict a growth of over 200,000, a 19.6% increase, significantly higher than the England average forecasted growth of 15.7%.¹

Figure B4: Population change in Birmingham compared to the West Midlands and England²



Accessibility to Employment and Opportunity

¹ Birmingham City Council (2012): ‘2010-based Population Projections’

² Office of National Statistics (2012), ‘2012 - Sub-National Population Projections’

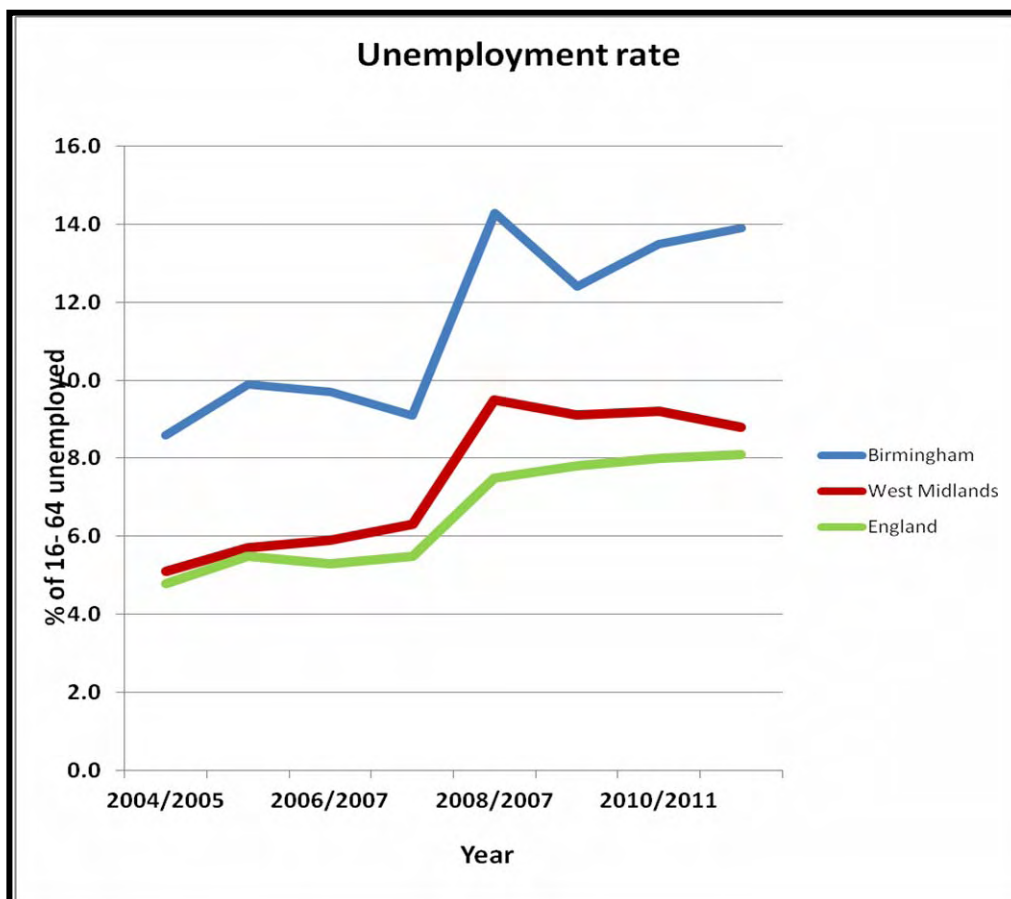
Our Key Accessibility Issues

- High levels of unemployment and deprivation
- The city has an IMD Score of 37.9 in 2010, making it significantly more deprived on average than England at 19.9
- Unemployment in February 2013 was 12%; compared to the England average of 7.9%.

Levels of deprivation within parts of Birmingham are particularly high and the city has the highest claimant rate of all eight English core cities, the average being 7.8%. We urgently need to support unemployed residents as they seek new opportunities by helping them to access affordable transport to work. The impact of the current recession has hit the skilled trades occupations connected with engineering and manufacturing in Birmingham particularly hard. Employment rates in Birmingham continue to fall despite steady increases across the West Midlands as a whole, and the graph below shows levels of unemployment compared to the West Midlands and UK.

The net result is that across all parts of the city there are high numbers of Job Seekers Allowance (JSA) claimants chasing a limited number of vacancies. The provision of city-wide cycle routes will help to make travel to employment opportunities more accessible and affordable. This labour mobility is important in a city where housing and employment in the past has often centred around a particularly large factory or group of industries leading to pockets of severe deprivation where manufacturing has declined.

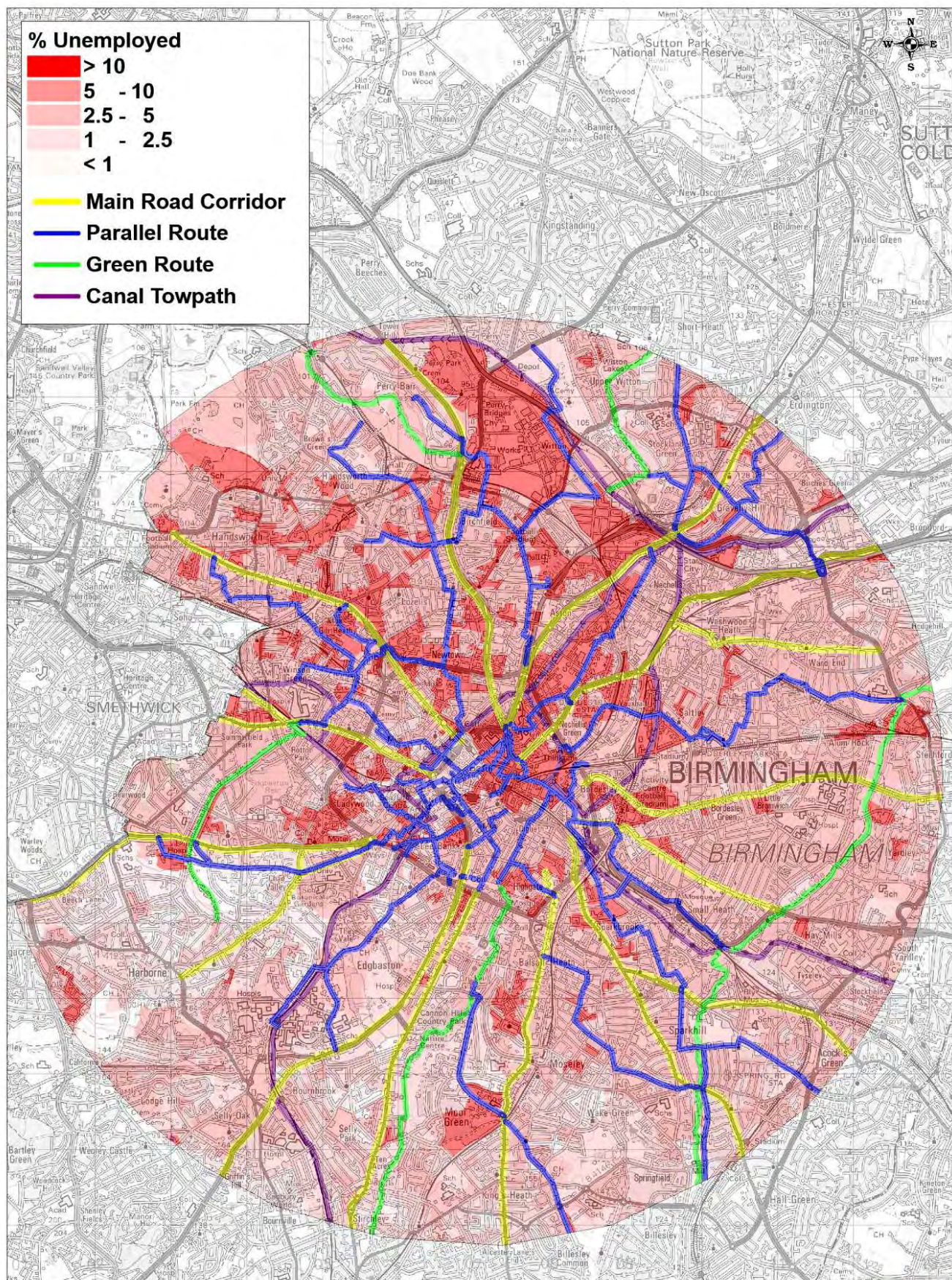
Figure B4: Birmingham Unemployment Rate compared to the West Midlands and England³



Within the Cycle City Ambition Grant area there are concentrations of unemployment to the north and north-east of the city centre. We have therefore identified potential routes for improved cycle infrastructure to connect residents with areas of employment growth in the city centre Enterprise Zone and key regeneration areas in the east of the city.

³ Office of National Statistics 2012 – ‘Unemployment Rate’

Figure B5: Percentage Unemployed within Birmingham's Cycle City Bid Area



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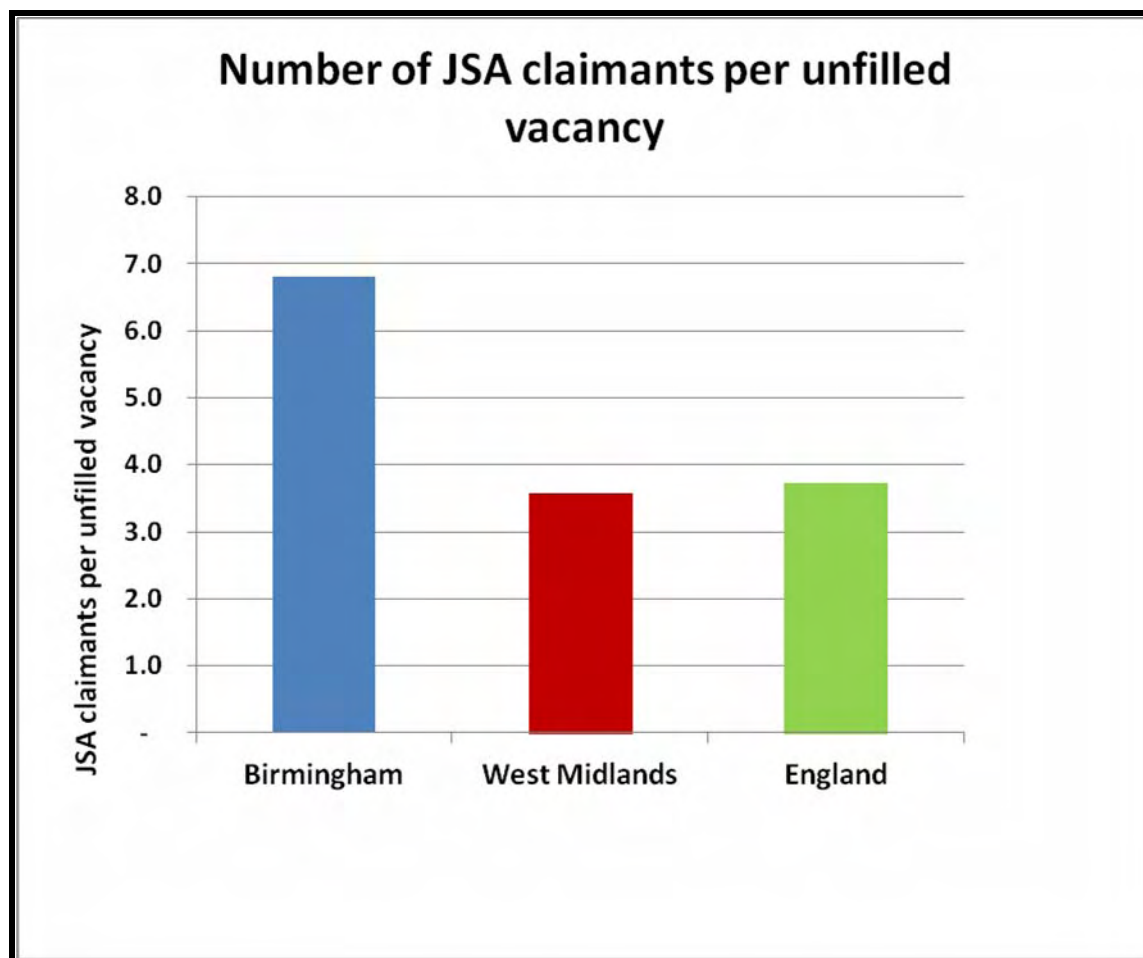


Whilst levels of unemployment in our city vary across the area it is also important to note that compared to England as a whole, our city continues to have a greater number of JSA claimants per vacancy compared to other parts of the country. The impact of this issue is two-fold:

- There are less vacancies for members of the public to apply for to gain employment; and
- The pool of available staff members is greater for Birmingham businesses to tap into compared to other areas.

The challenge for us is to provide improved access between potential staff and their future employers to support the continued growth of our economy. Investment in cycling infrastructure and supporting cyclists as they travel to employment forms a key part of our long term strategy for cycling.

Figure B6: Number of JSA Claimants in Birmingham compared to the West Midlands and England⁴



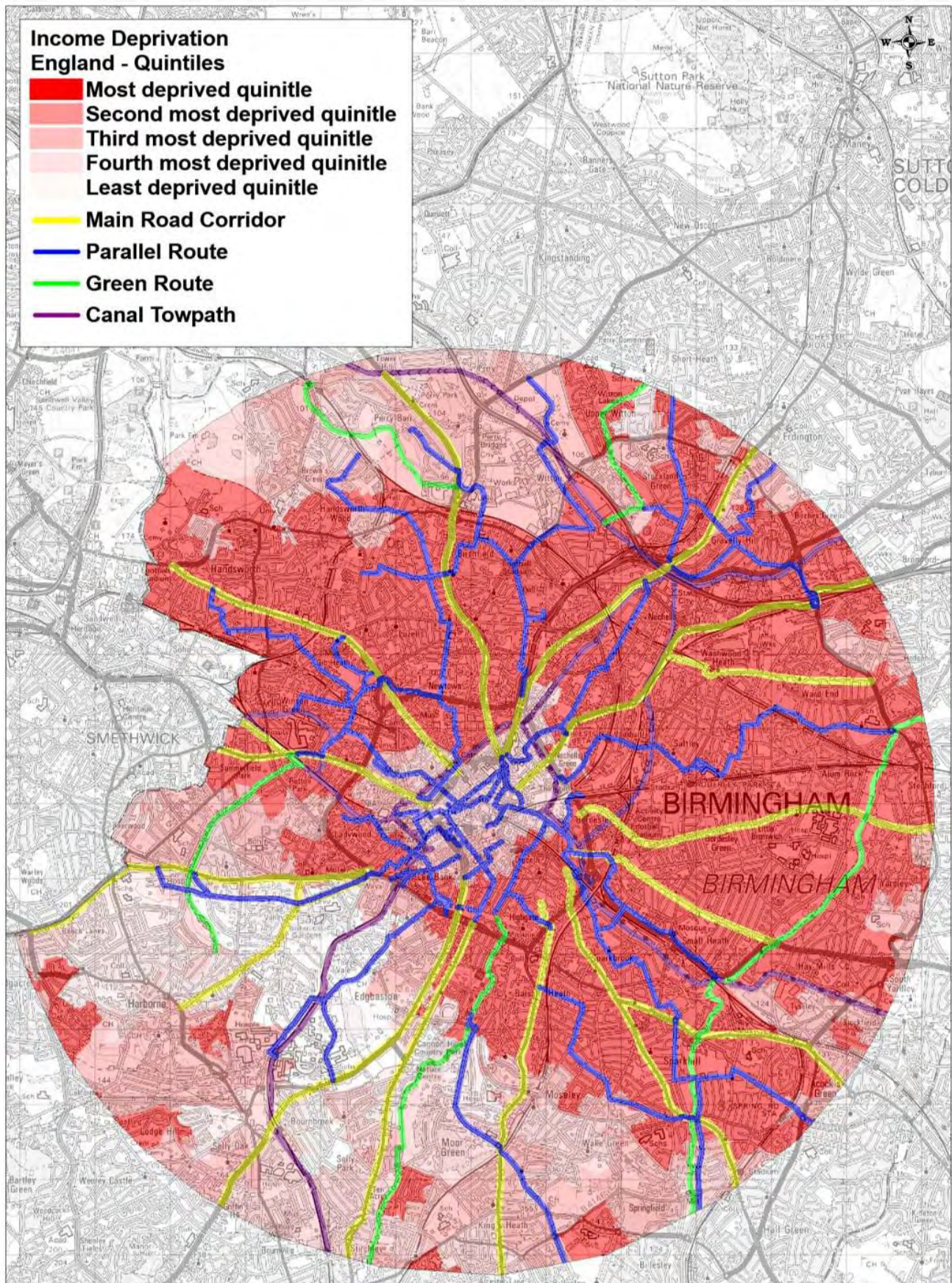
Of Birmingham's 10 constituencies, Ladywood situated in the centre of the city has the highest unemployment rate (18.4%) whereas Sutton Coldfield, the city's most northern constituency, has the lowest (2.8%). Overall, 23% of Birmingham's population live in the 5% most deprived Lower Super Output Areas (LSOA) in England⁵, and 40% live in the 10% most deprived LSOA in England. At a glance, higher densities of deprivation are largely concentrated in wards surrounding the city centre; however dispersed levels of high density deprivation are also found out of the city centre towards the south and east.⁶ Our Cycle Ambition Fund bid focuses on ensuring that residents in our most deprived communities surrounding the growing city centre are able to cycle to the areas where opportunities for work and education are being generated.

⁴ Office Of National Statistic 2012 – '2012 JSA's per Unfilled Vacancy'

⁵ Department for Communities & Local Government – '2010 All Deprivation Data'

⁶ Birmingham City Council (2010): 'Index of Deprivation 2010: An analysis of Birmingham local statistics'

Figure B7: Levels of Income Deprivation across Birmingham's Cycle City Bid Area



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Transport Affordability

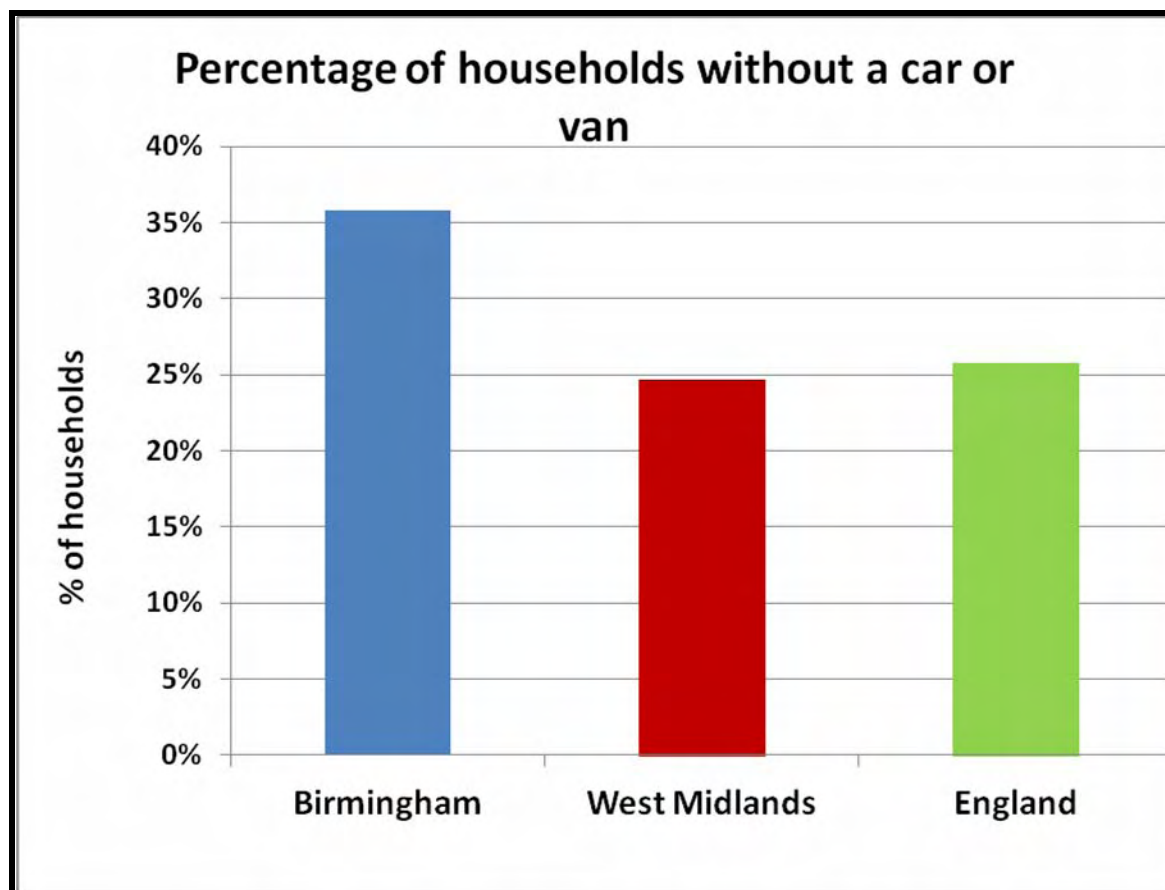
Transport poverty is the impossibility of being able to move from home to access work, education, healthcare or interact socially. It is a significant issue in Birmingham and has been identified as a key barrier to employment and economic activity in the city. The requirement to connect our residents with employment and social opportunity was evident during our recent work on social inclusion, led by the Bishop of Birmingham. This identified the cost of public transport as prohibitive to some families, resulting in a feeling of lack of connection and isolation from the city centre. His observations included the recognition that this has:

'... translated into a feeling that the opportunities being developed in the city centre and other areas of Birmingham are not for them.'

Our aim is to ensure that residents in our most disadvantaged communities benefit from our 'Cycle Revolution's' wider and safer opportunities for cycling, helping to alleviate transport poverty.

Car ownership in these disadvantaged communities is low; the percentage of households with no car reaches 50% and above in the majority of city centre and surrounding wards where levels of deprivation are high.

Figure B8: Percentage of Households without a Car or Van in Birmingham compared to the West Midlands and England ⁷



The rising cost of public transport has become a growing concern across the city, particularly for vulnerable groups such as young people and low income families.

In terms of levels of cycling across the City, there has been an overall increase in the proportion of cyclists within Birmingham. However, cycling remains at between 1% - 2% mode share and the average

⁷ Census 2011 – '2011 Percentage of Households Without Car or Van'

number of adult bicycles per household within Birmingham is the lowest across the West Midlands (0.4).⁸ The cost of buying and maintaining a bike continues to be barrier to increasing levels of cycling. Levels of cycling amongst school children are even lower and are below those across England and Wales; only 0.4% of primary school pupils and 0.6% of secondary school pupil's cycle to school in Birmingham compared to 1% of pupils across England. However where initiatives have been introduced to encourage and equip children to travel to school by bike, levels of cycling has noticeably increased.⁹ For example, through Sustran's Birmingham Bike It¹⁰ project, the proportion of pupils regularly cycling to school (where the project was in place) increased from 8.5% to 19.9%.¹¹

Historically it has been the more affluent areas of Birmingham, to the north and south of the city centre, that have higher levels of cycling (illustrated in the map below). However, cycling presents a cheap, quick and reliable mode of transport and it is important that we utilise it effectively to enable the most disadvantaged in Birmingham's communities to access the opportunities available.

Birmingham's Cycle Revolution presents a holistic approach to raising levels of cycling through providing the cycling infrastructure needed to link areas of worklessness to areas of opportunity. By 2016 within a 20 minute radius of the city centre the majority of residents/visitors will be no more than 500m from a dedicated cycle route, a similar metric to the existing standard for public transport access. The Cycle Ambition Grant will help to tackle transport poverty particularly in the more deprived north and east of the city through a pool of bikes that will be available for loan to jobseekers and as part of the 'Be Active' programme for health promotion activities. This should help to raise cycling levels in these areas. The capital will provide 5000 bikes, which will be focused for use in deprived communities on a sessional and loan basis. Together with the cycle route development these measures will alleviate some of the key barriers to cycling in these communities, helping to broaden the travel horizons of residents, engender greater identification with the City Centre and increase access to opportunity and employment. In addition to this a number of community led enterprise schemes are already springing up around the city to offer low-cost refurbished bicycles and training and work opportunities.

A Divided City – Cycle Infrastructure Provision & Usability

Physical accessibility and usability of cycle infrastructure creates a barrier to cycling. The majority of Birmingham's current cycle routes are fragmented and discontinuous and act as a significant disincentive to cycling. The situation is exacerbated by poor quality signage of cycle routes, particularly on important quiet routes that are used by cyclists to avoid main roads.

Within the city centre, cyclists are faced with limited permeability and legibility. The roads are not designed to support cyclists; inconvenient routes with high numbers of one way systems, diversions, limited access and complicated junctions mean cyclists cannot make quick, easy and direct journeys. There is no obvious route through the city centre, journeys take longer than necessary and navigation through the city is difficult. The shorter a trip feels the more attractive it becomes to cycle. Therefore cycle travel times must be improved if cycling is to provide a serious advantage over vehicles and become a mainstream, accepted mode of transport.

Cyclists in Birmingham experience problems crossing the ring road, a seven mile long dual carriageway that encircles the greater city centre. The ring road carries large volumes of fast moving traffic and many of its 19 junctions are large, multi-lane gyratory systems that can be both dangerous and daunting for cyclists. Entering the city centre from Birmingham's suburbs, there are limited opportunities to avoid the ring road which poses a key barrier to those cycling or thinking about cycling in the city.

Birmingham's Cycle Revolution will create a much more permeable city centre for cyclists, where they can move freely, access vehicle restricted areas and are exempt from turning bans and one-way restrictions as far as possible. This should help to ensure that there are no significant detours on one-way systems which have a disproportionate impact on cycle journey times and on the effort required to cycle around the city centre. We will also deliver improvements to cycle facilities to create safer crossings for cyclists to reduce this barrier

⁸ Mott MacDonald (2013): 'Cycle and walking trips analysis using PRISM Household Survey data'

⁹ Sustrans (2011): 'Cycling trends in Birmingham'

¹⁰ Bike It is a cycle to school project developed by Sustrans

¹¹ Sustrans (2011): 'Cycling trends in Birmingham'

Outside of the city centre, our proposed infrastructure and supporting measures will provide a more coherent level of provision along existing cycling routes as well as delivering comprehensive cycling infrastructure along new and continuous routes. The network will seek to consolidate and connect existing routes, improving the legibility of cross-city cycle journeys routes, improving the legibility of cross-city cycle journeys.

The Rea Valley Route in the south of the City illustrates how well-signed and continuous cycling infrastructure can support people to get on their bike, even when parts of the route are shared with buses and other traffic. It is well established as the major cycle commuter corridor in South Birmingham, attracting significant use compared to other less comprehensive routes across the city. Cycle counters along this route in Canon Hill Park regularly record over 500 cyclists per day. This area is also supported by Birmingham & Worcester Canal which offers a quiet and relatively level route to access the City Centre.

Figure B9 *Percentage of Residents that Cycle to Work across Birmingham's Cycle City Bid Area* shows how levels of cycling to work vary significantly across the bid area; this is a function of transport affordability, as well as the level of infrastructure provision.

Birmingham developed, at least in part, because of its canals which formed the highways of the industrial revolution. Through the years residents and visitors to Birmingham have utilised the canal towpaths for cycling and walking across the city. The city's canal network is one of the most intricate in the world with approximately 56-kilometres of canal remaining. The towpaths criss-cross the city, providing popular waterside restaurants, cafes, shops and offices in the vibrant city centre and leading out to residential suburbs and winding through quiet open spaces just minutes from the busy adjacent roads.

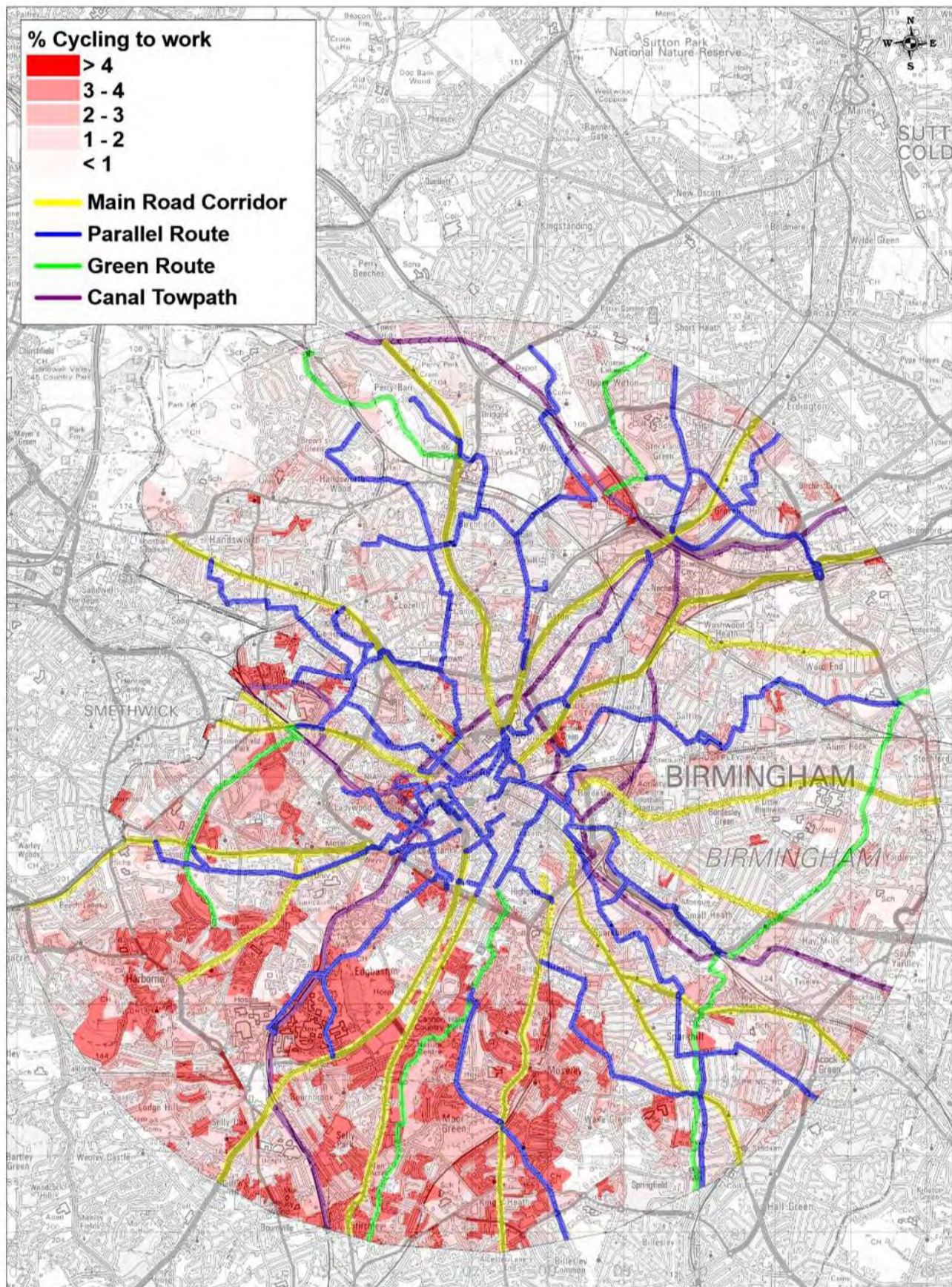
This provides an extensive network of routes where pedestrians and cyclists can escape the rush of traffic on the roads and travel safely in attractive surroundings for both leisure and utility trips. By using the canal for a short distance, it is possible to bypass many of the major junctions and busy roads that form barriers to cycling. However, they are currently 'hidden' and could offer so much more for our city. Our aspiration is to improve their condition and accessibility to enable us to make more of these key features within our city.

Improvements to these routes combined with improvements to other green routes will help to create longer distance and circular 'off-road' leisure routes formed by combining elements of the canal network and green routes together into legible leisure routes that link across the city. The use of towpaths as an active travel network offers both an historic and a very modern and creative response to the health, leisure, social inclusion, community safety, educational and growth agenda challenges Birmingham faces. However, poor surfacing on the canal towpaths makes cycling difficult, uncomfortable and dirty. Access is often via steps which are not easy to negotiate for cyclists, disabled people or pedestrians with a pram.

CCAG funding will enable our partners the Canal and River Trust to provide an all-weather surface on the canal towpaths and a number of ramped access points to realise their potential as a significant transport, leisure and tourism asset for the city that enables everyday cycling and safer, more comfortable access for people with limited mobility. We are also working to ensure new developments face the canal, facilitating "natural surveillance" and ensuring the towpaths are physically overlooked. By simply increasing the numbers of people using the canals perceptions of insecurity can decrease.

All of these plans are part of a bigger picture aimed at improving the local environment across Birmingham and creating a European ambience in the city. Public realm improvements will create wide shared surfaces; traffic-calming measures will deliver low-speed carriageways suitable for two-way cycle routes. Cycling and walking through the city will be a much more pleasant and attractive experience.

Figure B9: Percentage of Residents that Cycle to Work across Birmingham's Cycle City Bid Area



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A Healthy City

Our Key Health and Wellbeing Issues

- Birmingham's life expectancy for males (76.4) and females (81.3) is below the England average (2007/09)
- The infant mortality rate is 7.7 per 1,000 births (2007/09) compared to the England average of 4.7 per 1,000 births (2007/09)
- Smoking related hospital admissions of those aged 35 and over (1,591 per 100,000) is higher than the England average (1,494 per 100,000) (2008/09).
- Only 19% of adults in Birmingham are physically active.

Our Health & Wellbeing

The overall life expectancy for both men and women is lower in Birmingham than the national average. The health profile of the city is relatively mixed depending upon deprivation levels; in the most deprived areas of the city life expectancy is 10.8 years lower for men and 5.9 years lower for women in comparison to those in the least deprived areas.¹² Essentially, higher levels of health inequalities exist in areas with higher deprivation - in particular within wards surrounding the City Centre.

The map below illustrates the scale of the challenge we face. Large parts of our Cycle City Ambition Grant area are in some of the most deprived parts of the United Kingdom.

Levels of obesity are higher than the England average. There are significantly high levels of childhood obesity in some areas, with 23.4% of Year 6 children classified as obese and figures rising year on year. The proportion of people diagnosed with Type 2 diabetes (a condition which is often related to obesity) is also significantly higher than the all England average.¹³

Lifestyle is a key factor in determining quality of life; inactivity in particular has been identified as a key contributor to health issues such as obesity, diabetes and coronary heart disease.¹⁴ On a regional level, the West Midlands has the lowest physical activity and sports participation levels in England.¹⁵ This is also the case within Birmingham, in particular for young people with 54.8% of children participating in positive activity outside school in comparison with the England average of 65.8%.¹⁶

Why Target Health?

In line with the Public Health Outcomes Framework targeting poor health has become an important issue to reduce levels of health inequalities and facilitate a more sustainable future. Within the West Midlands Public Health Outcomes Framework the main objective is to:

*'Maintain, enhance, improve and protect the health and well-being of people in the West Midlands Region and to reduce health inequalities by 2020...so as not to compromise health life for future generations'*¹⁷

One of the key objectives of the West Midlands Health and Wellbeing Strategy is the promotion of improved transport accessibility and active travel¹⁸ by:

- Encouraging employers to have active travel plans, which will help to increase commuter activity;
- Creating safer conditions for physical activity such as cycling, which will help to encourage more people to take up active travel; and
- Increasing accessibility to employment, services and open spaces; this will be particularly significant for more vulnerable groups and will also help to boost levels of physical activity for all.

¹² Department of Health (2012): 'Birmingham: Health Profile 2012'

¹³ Data related to % of people on GP registers with a recorded diagnosis of diabetes 2010/11

¹⁴ World Health Organization (2002): 'World Health Report'

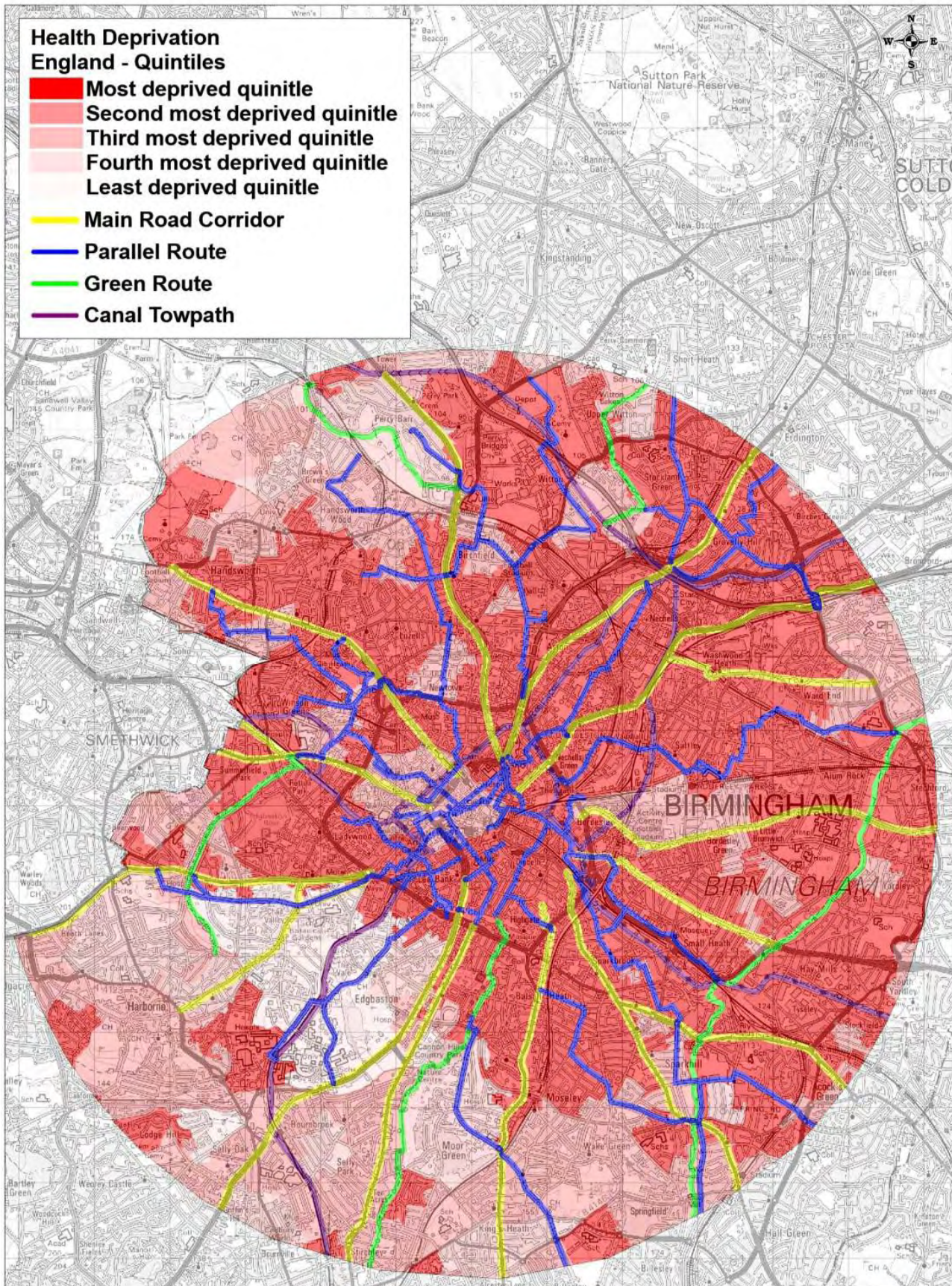
¹⁵ West Midlands Regional Assembly (2008): 'West Midlands Health and Well-being Strategy'

¹⁶ Birmingham Health and Wellbeing Board (2012): 'Health & Social Care in Birmingham: Joint Strategic Needs Assessment'

¹⁷ West Midlands Regional Assembly (2008): 'West Midlands Health and Well-being Strategy'

¹⁸ Active travel includes walking and cycling

Figure B10: Levels of Health Deprivation across Birmingham's Cycle City Bid Area



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Birmingham is piloting a global first; *Natural Health Improvement Zones*. These zones seek to target areas of the City where consistently high levels of poor air quality and environmental quality are coincident with poor public health statistics amongst the local population.

In conjunction with this, the development of Birmingham's Green Living Spaces Plan will also be significant to supporting the delivery of objectives for a healthier, more sustainable City. This plan introduces a new approach to valuing the city's natural spaces and features. It aims to secure, enhance and ensure the effective long term maintenance of the city's natural green and water spaces, which are so essential for a healthy city. The Plan provides a key ingredient in Birmingham's vision for a sustainable future, linking the issues of climate change, public health and spatial planning.

The approach will be to introduce greenery, via street trees, green walls and even green roofs. There will also include neighbourhood assessments of current active travel routes and local improvements to encourage greater active travel.

Impact of Cycling on Health and Wider Wellbeing

Anyone, at any level of fitness can start cycling. The major impact on individual health and wellbeing is a key motivation for starting cycling. This impact is greatest for people in their 40s and 50s who can start to reverse the effects of diseases associated with inactivity, reducing their chances of succumbing to strokes, Type 2 diabetes, coronary heart disease and some forms of cancer. However, health benefits apply to all ages, and even among schoolchildren a study found that those who cycle to school were fitter than those who walk or travel by other modes. Regular exercise is also known to help combat stress and depression, and there is increasing evidence to show that high quality infrastructure can contribute to this effect by helping to facilitate active travel and by providing an aesthetically pleasing and relaxing environment.

Improved health has a positive impact on wider well-being. Increased active travel such as cycling is directly associated with lower levels of all-cause sickness absence; essentially, the more often people cycle to work and the longer the distance travelled, the lower the average absenteeism within the workplace. In England, the costs of lost productivity have been estimated at £5.5 billion per year from sickness absence and £1 billion per year from the premature death of people of working age.

Increasing physical activity can also support other important agendas; for example, the Netherlands has shown how increasing active travel can benefit the wider economy. Journeys made on foot or by bike rather than car will reduce emissions and create a more pleasant local environment as well as increasing activity. Communities can benefit from safer and more pleasant streets, improved air quality, lower carbon emissions and reduced congestion.

Increasing cycling initiatives across the City will reduce absenteeism, increase productivity, ensure a longer working life through improved fitness and provide lower healthcare cost benefit both for the individual and the economy.

Exercise and Cycling for Pleasure

Leisure cycling is a 'way in' to more regular cycling, enabling people to try cycling at a time and place convenient to them. Cycling is an accessible form of exercise, requiring a small amount of additional investment in time and money and utility cycling – to work, shopping, visiting friends – is one of the easiest ways to build exercise into our daily routines. The City Council and its partners prioritise walking and jogging as an accessible sport and form of exercise.

Some 380,000 people in Birmingham (about 1 in 3 of the city population) have registered for a Be Active leisure card. Our Be Active scheme offers a range of free health and fitness activities across the city for all residents. The number of those registered represents a huge potential 'target audience' that are already interested in personal health and fitness and are likely to be receptive to the pro-cycling initiatives proposed in this bid. Birmingham has more parks and open spaces than any other UK city. Cycling forms an accessible and free of charge way for people with restricted income to travel to these leisure destinations and take exercise at the same time. Our proposed network for 2016 deliberately

links to green spaces, providing potential leisure cycling opportunities for low income groups.

Health and Transportation Partnership

The ongoing partnership between Birmingham Public Health and the transportation directorate within Birmingham City Council will ensure Birmingham's Cycle Revolution delivers against several key health priorities within the city, providing health intelligence, ward profiling and priority communities information. To date Birmingham Public Health has played a key role in developing the successful Bike North Birmingham Project and funded cycling development programmes as part of Be Active.

Birmingham Cycling Revolution will support the aims of the Birmingham Health and Wellbeing strategy to improve the health and wellbeing of the most vulnerable adults and children in need, while increasing the resilience of the city health and care system.

Public Health's continued involvement in the development of the Cycle Revolution will be critical. Their health intelligence and needs assessment will ensure the cycle city programme effectively targets the populations that will give the greatest return on investment. Public Health will build Birmingham Cycling Revolution into their existing PA commissioned health services such as Be Active and Prescription4Exercise, targeting patients at differing levels of risk to support them to access physical activity with cycling a key part of this offer.

Cycling, Noise Pollution and Air Quality

Birmingham faces some significant environmental challenges that make the move to a more sustainable transport system even more pressing. The population of Birmingham relies heavily on the car for urban travel. This reliance is a key driver in increased energy use and CO² emissions, as well as other environmental problems such as damage to and/or loss of biodiversity and increases in noise and air quality.

Air and noise pollution are significant problems in certain parts of the city, and improving the local environment ranked in the top five challenges facing the city identified in the 2007 Annual Residents' survey. The whole of Birmingham is declared an Air Quality Management Area (AQMA). Birmingham Cycle Revolution will help the transport network play its part in improving air quality in the city through reducing the use of modes that perpetuate high levels of Nitrogen Dioxide and particulate matter. The increased use of the bike as a mode of travel will also aid a reduction in noise levels.

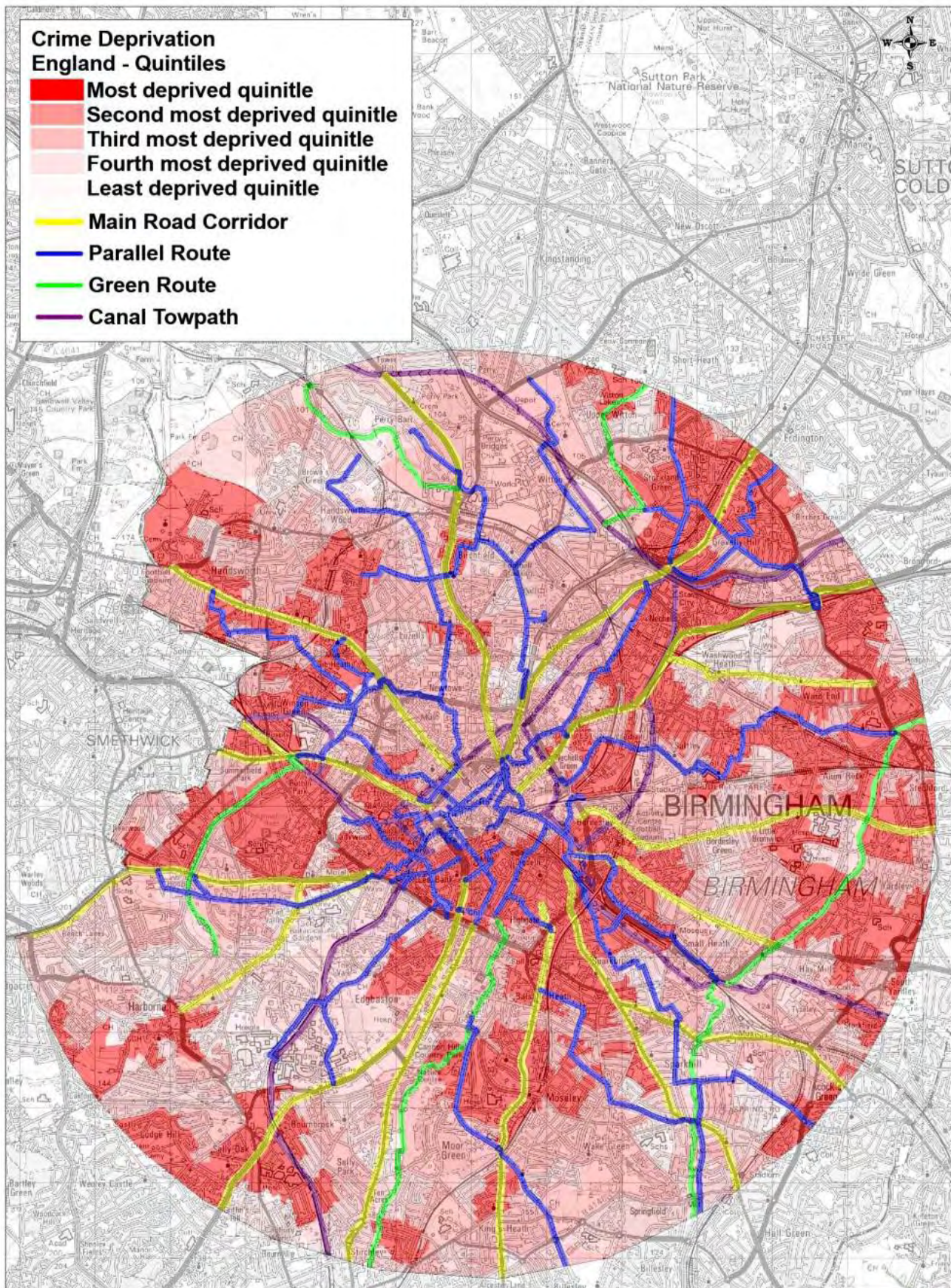
Theft and Personal Security

Birmingham suffers from high levels of crime deprivation as illustrated by the map below. People need to feel that their possessions are secure and therefore the provision of trip end facilities is critical to encouraging people to cycle. This can be a crucial factor influencing a person's decision to cycle. Without the ability to safely and conveniently park a bike, people are unlikely to take up cycling.

People also need to feel secure whilst riding their bike. It is in the dark that people feel at their most vulnerable which is why Birmingham City Council have recently commissioned Walk It to develop a night map of safe, well-lit walking and cycling routes. Many subways in the city centre have been filled in and replaced with at-grade crossings and this programme is set to continue at other locations across the entire city to help eradicate sites where people walking and cycling feel afraid of crime.

The Cycle Ambition Grant will offer a range of solutions to tackle cycle theft including secure cycle parks, greater on-street capacity and opportunities to install cycle parking equipment and locks for business and third sector organisations. The West Midlands Police have been consulted during the bid process and have provided a strong commitment to provide advice as part of their ongoing work with the Council to reduce theft and improve personal security relating to route design and cycle parking.

Figure B11: Levels of Crime Deprivation across Birmingham's Cycle City Bid Area



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Cycling Safety

The most significant barrier to cycling is safety, in particular the perceptions of safety whilst riding a bike. Between 2008 and 2011, the level of cycling rose by 38%, whereas the number of serious road accidents involving cyclists increased by only 21%. However, with 44 serious accidents involving cyclists in 2012, the number is still too high.

The majority of accidents take place at main road and ring road junctions. The junctions are complicated high speed, high traffic volume gyratories that are extremely hazardous and unsuitable for cycling. There is a critical need, recognised with Birmingham's Vision for Movement, to overhaul the highway hierarchy to ensure cyclists are given the assistance they need to cycle safely around the city.

Recently Birmingham was successful in securing a £155,000 grant from the Safer Cycle Fund to improve the safety of three hazardous junctions in the city with a measurable cycling accident record. Birmingham Cycle Revolution will ensure pedestrians and cyclists are considered first on our roads across the city.

For many non-cyclists it is the perception of danger that is the biggest barrier to cycling. The new infrastructure therefore will offer prominent segregated facilities at the most hazardous sites, green routes and canal towpaths away from traffic and reduced traffic speeds and volumes on minor roads where cyclists share the carriageway. There are already many alternative routes used by cyclists, but these are sometimes 'hidden' and improved waymarking will help to promote such routes to increase people's confidence in navigating around the city. To support this infrastructure, a programme of 20mph zones is being rolled out across the bid area. We will also be revising its training provision to ensure that driver education covers the needs of cyclists.

Birmingham Cycle Revolution will provide prominent and high quality cycling infrastructure that is clear to all road users and enables the amount of cycling to increase while the rate of accidents to cyclists decreases.

Key Issues in Each Quadrant

The bid area is divided into five areas, the City Centre and surrounding four quadrants, shown in the overview plans in Section B1. The following section highlights the key issues related to these areas, each of which have significantly different characteristics and key issues.

Headline Issues within the City Centre

The City Centre area lies primarily in Ladywood ward, incorporating the city centre Central Business District and the western inner city areas. The population of Ladywood is currently 30,133, a significant increase since 2001 (23,789) due to the renaissance in city centre living.

- *Young adult population* – The average age of residents within the City Centre area is lower than the Birmingham average, at 30.8 compared to 35.3. The City Centre population contains far fewer children compared to the other quadrants but almost half the City Centre's population are aged 20-29 years.
- *Deprived communities* – The Ladywood ward is within the top 10 most deprived wards in Birmingham with over a quarter (28%) of the ward population living within the 5% most deprived LSOA in England. The most deprived communities within the City Centre are located on the outskirts surrounding the city core as displayed in Figure B12.
- *Rising claimant rate* – The JSA claimant rate within Ladywood has increased steadily over recent years, from 17.3% in 2008; 22.9% in 2009; 23% in 2010; and 24.4% in 2011, which was just over double that of the Birmingham average (12.0%). Levels of long term unemployment are particularly high for Ladywood at 7% in comparison with 2.7% across Birmingham.¹⁹

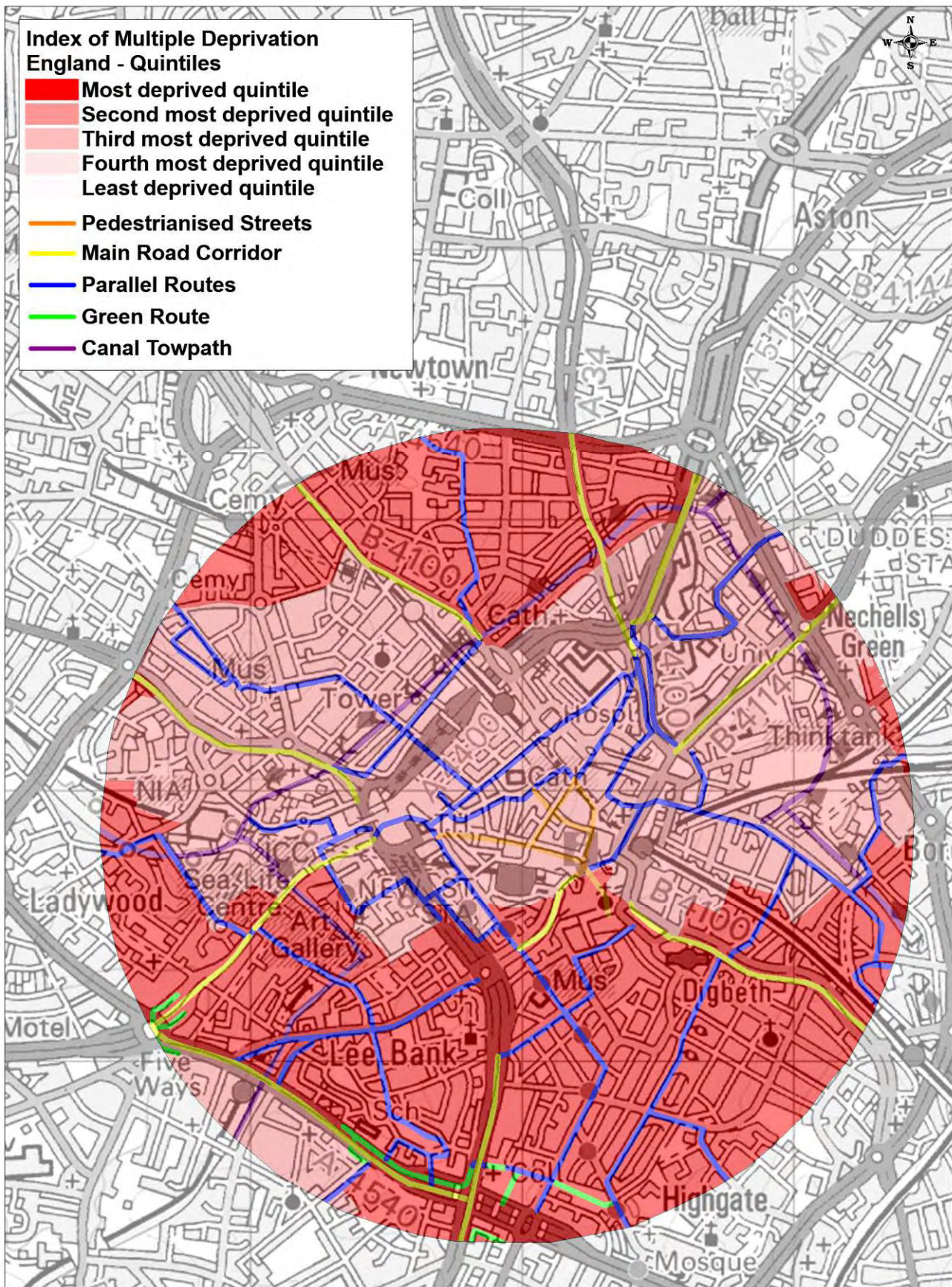
¹⁹ Birmingham City Council (2012): 'Ladywood constituency: Economic and employment profile'

- *High education levels* – Contrary to levels of deprivation and unemployment, 42% of the City Centre population have level 4 qualifications and above, higher than any other quadrant.
- *Good health but high childhood obesity* – The health profile of Ladywood ward is good, with the majority of residents (85.8%) in very good or good health, higher than Birmingham as a whole (79.4%). However, like many areas of Birmingham, childhood obesity levels within Ladywood are relatively high with 12.9% of Reception children (4-5 years) and 26.4% of Year 6 children (10-11 years) classed as obese.²⁰
- *Higher cycling and walking levels* – Less than half the population have access to a car or van. Over a third of people in the City Centre walk to work compared to 12% and below elsewhere. Cycling levels are higher than the North and East with 2% of people travelling to work by bicycle. This is still low and likely due to the area lacking good quality cycling infrastructure.

The socio-demographics of the City Centre suggest a distinct divide within the population with two particularly proliferate segments of non-car owners – ‘urban, low income without cars’ and ‘young urbanites without cars’. Both younger populations; the first has low income, low education and high levels of unemployment whereas the second comprises well-educated, city dwellers. These segments have very different needs but both rely heavily on walking, cycling and public transport to get around. The Cycle Ambition will help to deliver the necessary infrastructure and security measures to support walking and cycling.

²⁰ National Obesity Observatory (2013): ‘Electoral Ward and MSOA obesity prevalence’

Figure B12: Levels of Multiple Deprivation in Birmingham City Centre



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Headline Issues within the North Quadrant

The North Quadrant incorporates the wards of Aston, Lozell & East Handsworth, Oscott, Perry Barr and Stockland Green, to the north and north east of the city centre. It has a mixed population with high proportions of ethnic minority, young and old in specific areas and experiences the second highest JSA claimant rate of all Quadrants.

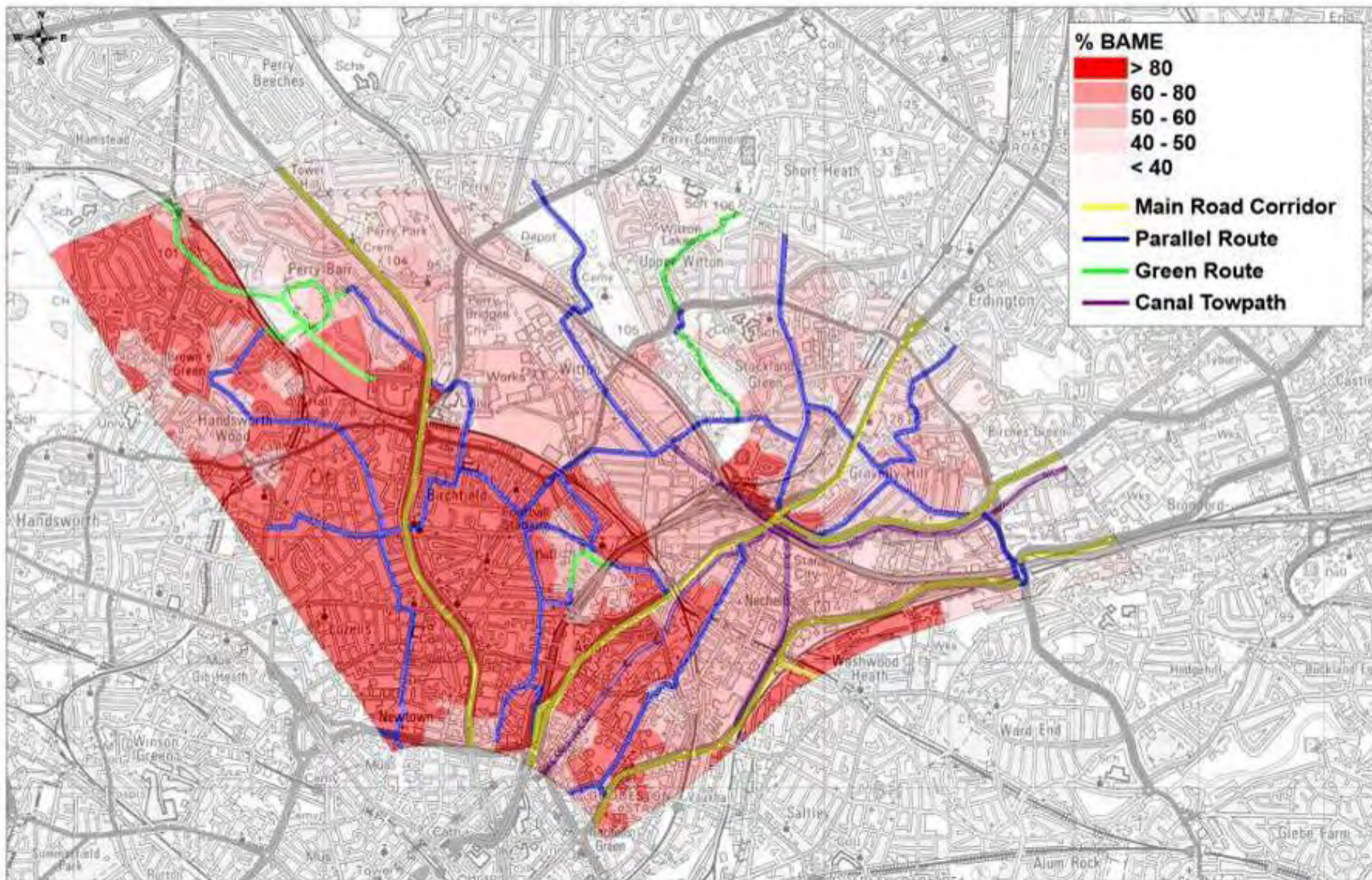
- *Concentration of young, old and ethnic minority populations* – The North Quadrant has high proportions of young, old and ethnic minority in different wards. 67.7% of the population are under 25 in Stockland Green to the north east (this is the highest proportion for any ward in Birmingham). To the north, Oscott has the highest proportion of older residents with 16.7% aged 65 and over, whereas Lozells & East Handsworth has a high concentration of people from ethnic minority backgrounds.
- *Significant deprivation* – Behind the East Quadrant, the North is the second most deprived Quadrant within the Birmingham Cycle Revolution bid area. The wards of Aston and Lozells & East Handsworth are amongst the top ten most deprived wards within Birmingham as a whole.²¹ 53% of the population of these wards live within the 5% most deprived LSOA in England, in comparison with 13% of the population in Stockland Green and 7% of the population of Perry Barr²². These levels of deprivation are reflective of the distance from the city centre, whereby the most deprived areas are situated closest to the core.
- *High JSA claimant rate* – Levels of unemployment across the north quadrant are also high, particularly within the Aston and Lozells & East Handsworth wards where the proportion of claimants is more than double that of the Birmingham average; 30.6% and 27.5% respectively compared to 12.2%. In comparison, the Oscott and Perry Barr wards have the lowest claimant rates within the north quadrant; 6.9% and 7.7% respectively.
- *Health profile* – The health profile of the quadrant area is similar to that of Birmingham as a whole with on average 79.1% of people with very good or good health. However, residents of Stockland Green have the lowest general health across the ward with 7.5% with bad or very bad health, which is above the Birmingham average of 6.2%.²³
- *Highest levels of childhood obesity* – At 13.6%, Aston and Lozells & East Handsworth have the highest levels of obesity amongst reception children (4-5 years) across all Birmingham wards. In Lozells & East Handsworth this figure rises to 28.3% for children aged 10-11 years, again the highest across the whole of Birmingham.
- *Low levels of active travel* – Levels of active travel are also relatively low across the quadrant; less than 1% travel to work by bike and only 9% walk to work. This is compared to 11% in the East and 12% in the South and West. Levels of cycling rise ever so slightly in Stockland Green possibly due to a younger population and existing green route. Cycling levels are lowest in the most deprived wards within the Quadrant.
- *Limited open space* – There remains limited open space within the North Quadrant area. In particular the wards of Aston and Lozells & East Handsworth, the most densely populated wards, fall below the minimum target for public open space. These areas are densely populated residential areas therefore the provision of new open space developments is limited.

²¹ Birmingham City Council (2010): 'Index of Deprivation 2010: An analysis of Birmingham local statistics'

²² Birmingham City Council (2010): 'Index of Deprivation 2010: An analysis of Birmingham local statistics'

²³ Census data 2011

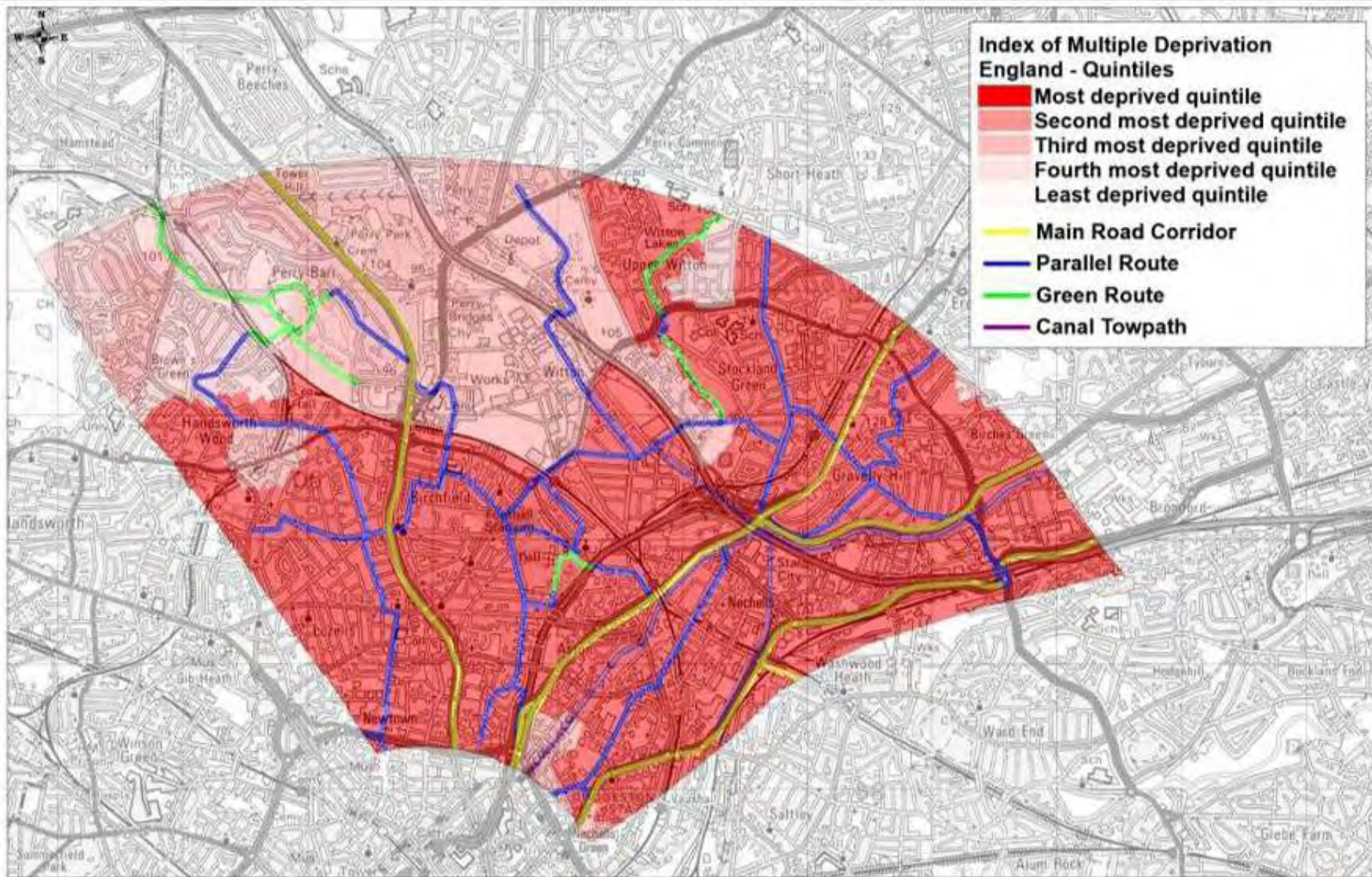
Figure B13: Percentage of Black, Asian and Minority Ethnic Residents in Birmingham's Cycle City North Quadrant



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Figure B14: Levels of Multiple Deprivation in Birmingham's Cycle City North Quadrant



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The development of an Economic Growth Zone focused on advanced manufacturing and a 20 hectare Regional Investment Site (RIS) in the North Quadrant will help to support a reduction in the proportion of JSA claimants within the quadrant. The RIS is projected to create 3,000 additional jobs; it will provide a valuable opportunity for local growth by increasing the economic and investment potential of the area, whilst facilitating easier access to employment opportunities.²⁴ In addition to this, the development and expansion of Perry Barr local centre will also support increased job creation and business development opportunities for the area.

The Aston, Newtown and Lozells Area Action Plan Open Space Strategy identifies objectives to maximise and improve links between residential areas and existing open spaces – such as developing green links to encourage movement to George’s Park, Handsworth Park and a new public open space at Villa Cross.²⁵

The Cycle Ambition proposals for this area will deliver access to the city centre employment zone, to local education and to the large parks and green spaces to the North West of the city,

Headline Issues within the East Quadrant

The East Quadrant incorporates the wards of Bordesley Green, Hodge Hill, Nechells, South Yardley and Washwood Heath; a collection of the most deprived wards in Birmingham and is the quadrant with the highest overall population (159,627). Nechells and Washwood Heath, the wards closest to the city centre have the highest proportion of young people aged under 25 within the quadrant area (49.9% and 49% respectively), the lowest number of British White residents (12.3% in Washwood Heath) and the highest unemployment levels, over double that of Birmingham’s average.

- *High levels of deprivation* – The East Quadrant suffers from the highest concentration of deprivation within Birmingham. Out of the five eastern quadrant wards, three fall in the top ten most deprived wards. Washwood Heath is the most deprived ward in Birmingham where 90% of the population live within the 5% most deprived LSOA in England (see Figure B15).
- *Highest unemployment rate* – This quadrant has the highest proportion of unemployed claimants in comparison with all study quadrants. Levels of unemployment across the quadrant vary as detailed in the table below; however across the quadrant unemployment is 5.5% higher than Birmingham as a whole²⁶.

Table B2: Unemployment Level and Claimant Rates within the East Quadrant per Ward

| Ward | Unemployment Level | Claimant Rate (%) | Birmingham Claimant Rate (%) |
|-----------------|--------------------|-------------------|------------------------------|
| Bordesley Green | 1,813 | 19.8 | 12.2 |
| Hodge Hill | 1,351 | 13.4 | 12.2 |
| Nechells | 2,342 | 26 | 12.2 |
| South Yardley | 1,462 | 12.4 | 12.2 |
| Washwood Heath | 2,185 | 29.1 | 12.2 |

Source: BCC Unemployment Briefing 2013

- *Low levels of education* – Education deprivation is high, resulting in 38% of the population having no qualifications.
- *Youngest population* – The population of the East Quadrant is the youngest of all quadrants, with 30% aged under 15 and an average age of 30.7 in comparison with 35.3 for Birmingham.
- *Large ethnic minority population* – The East also has the highest proportion of ethnic minority groups, accounting for over 60% of the population (highlighted in Figure B16).

²⁴ Birmingham City Council (2012): ‘Aston, Newtown and Lozells Area Action Plan’

²⁵ Birmingham City Council (2012): ‘Aston, Newtown and Lozells Area Action Plan’

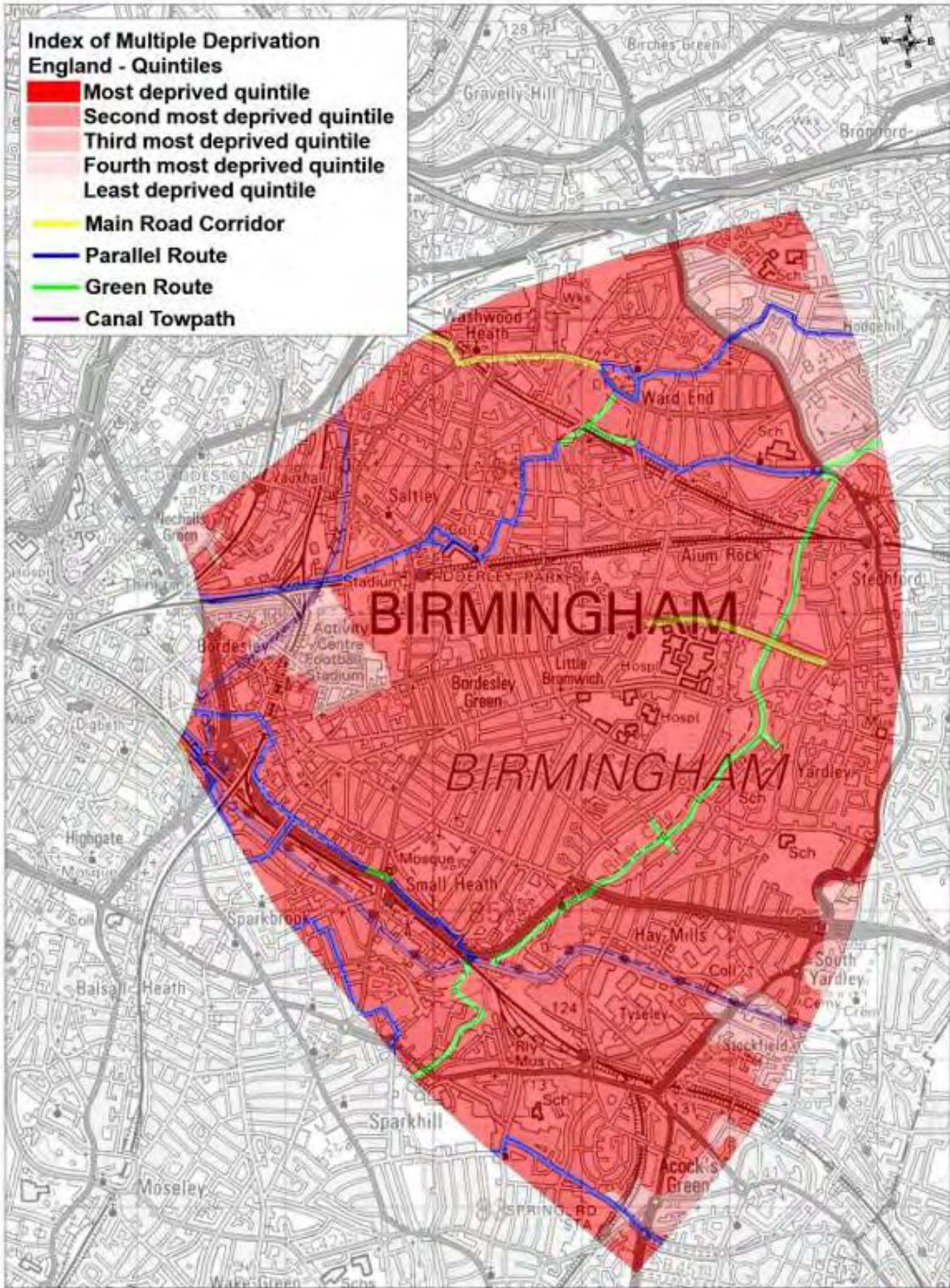
²⁶ Census, 2011

- *High levels of childhood obesity* – Overall health levels are similar to Birmingham as a whole, 79% have very good or good health. However, the East Quadrant has the highest average childhood obesity level of all study quadrants. Levels are similar across the wards; taking Bordesley Green as an example, 13.3% of reception children (4-5 years) are classed as obese rising to 24.2% in Year 6 (10-11 years).
- *Low cycling levels* – According to the Census (2011), less than 1% of residents choose to cycle to work. Washwood Heath has the smallest proportion of people who cycle to work (0.2%) and South Yardley has the highest (0.5%)²⁷.
- *Severance* – Although providing a high quality facility to the motorist, Birmingham's inner ring road has acted as a barrier to movement between the East Quadrant and the City Centre. Some work has already been undertaken to alleviate this issue, most notably at Masshouse Circus where radical changes including the replacement of elevated road sections and pedestrian underpasses with attractive pedestrian boulevards have opened up the area. The Eastside Masterplan seeks to progress further to produce a sequence of distinct yet connected places, providing a seamless link between the city centre and the East Quadrant, integrating the area into the city core and enhancing its redevelopment potential.

The cycle ambition proposals within this area include links to the Cole Valley green route and Heartlands Hospital together with a high quality segregated main road route through the industrial area connecting to the city centre through Eastside regeneration zone.

²⁷ Census (2011)

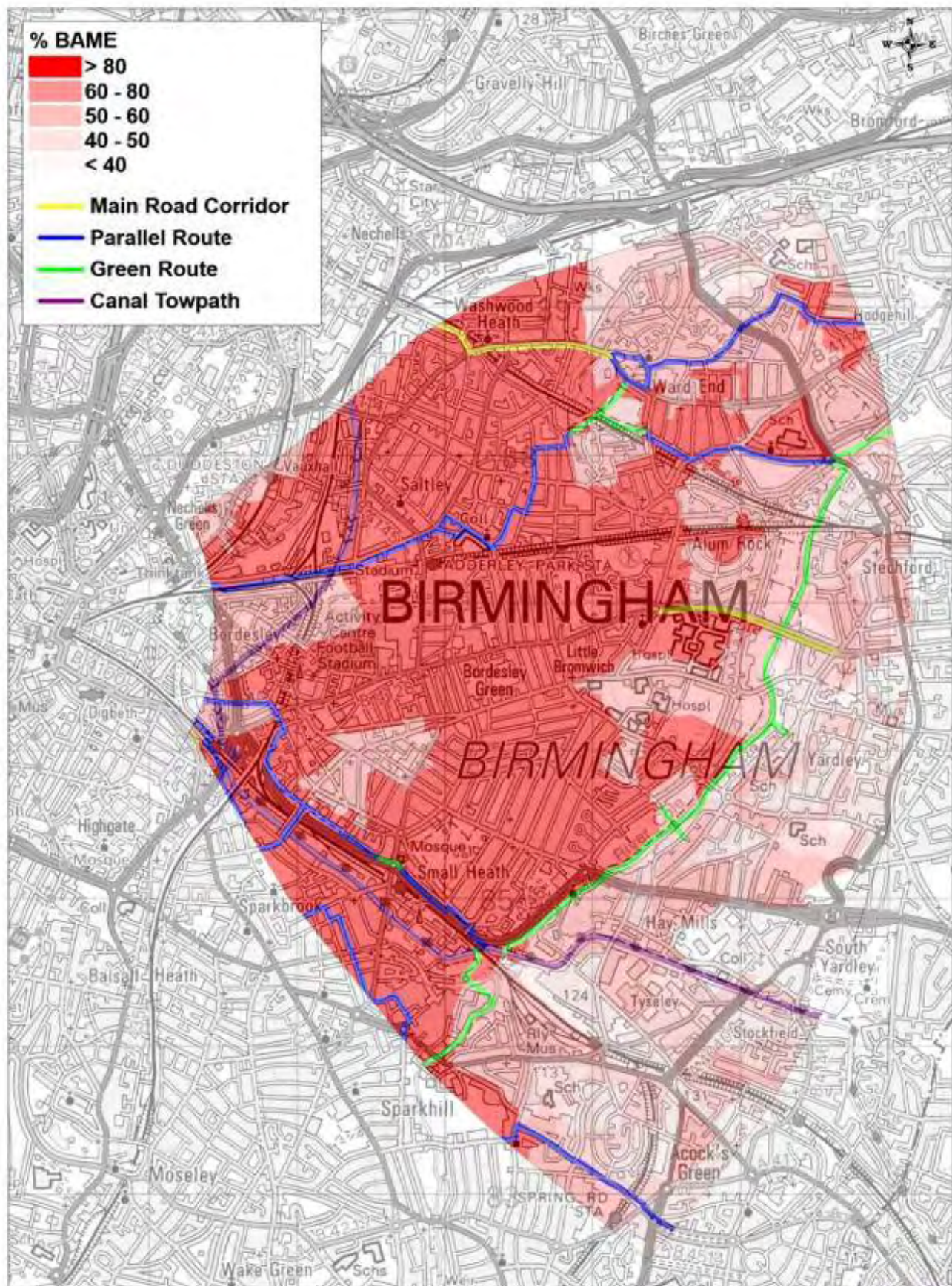
Figure B15: Levels of Multiple Deprivation in Birmingham's Cycle City East Quadrant



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Figure B16: Percentage of Black, Asian and Minority Ethnic Residents in Birmingham's Cycle City East Quadrant



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Headline Issues within the South Quadrant

The South Quadrant incorporates the wards of Edgbaston, Moseley and Kings Heath, Selly Oak, Sparkbrook and Springfield with an overall population of approximately 140,000. A predominantly residential area, it is the most affluent of all Quadrants and has by far the highest proportion of people who travel to work by bicycle at 3%.

- *Least deprived with low unemployment* – The South Quadrant is the least deprived Quadrant within the bid area. Levels of unemployment are, on average, slightly lower than Birmingham as a whole (as detailed in the table below) and the population has the highest car ownership of all Quadrants with 73% of households owning at least one car or van.

Table B3: Unemployment Level and Claimant Rates within the South Quadrant per Ward

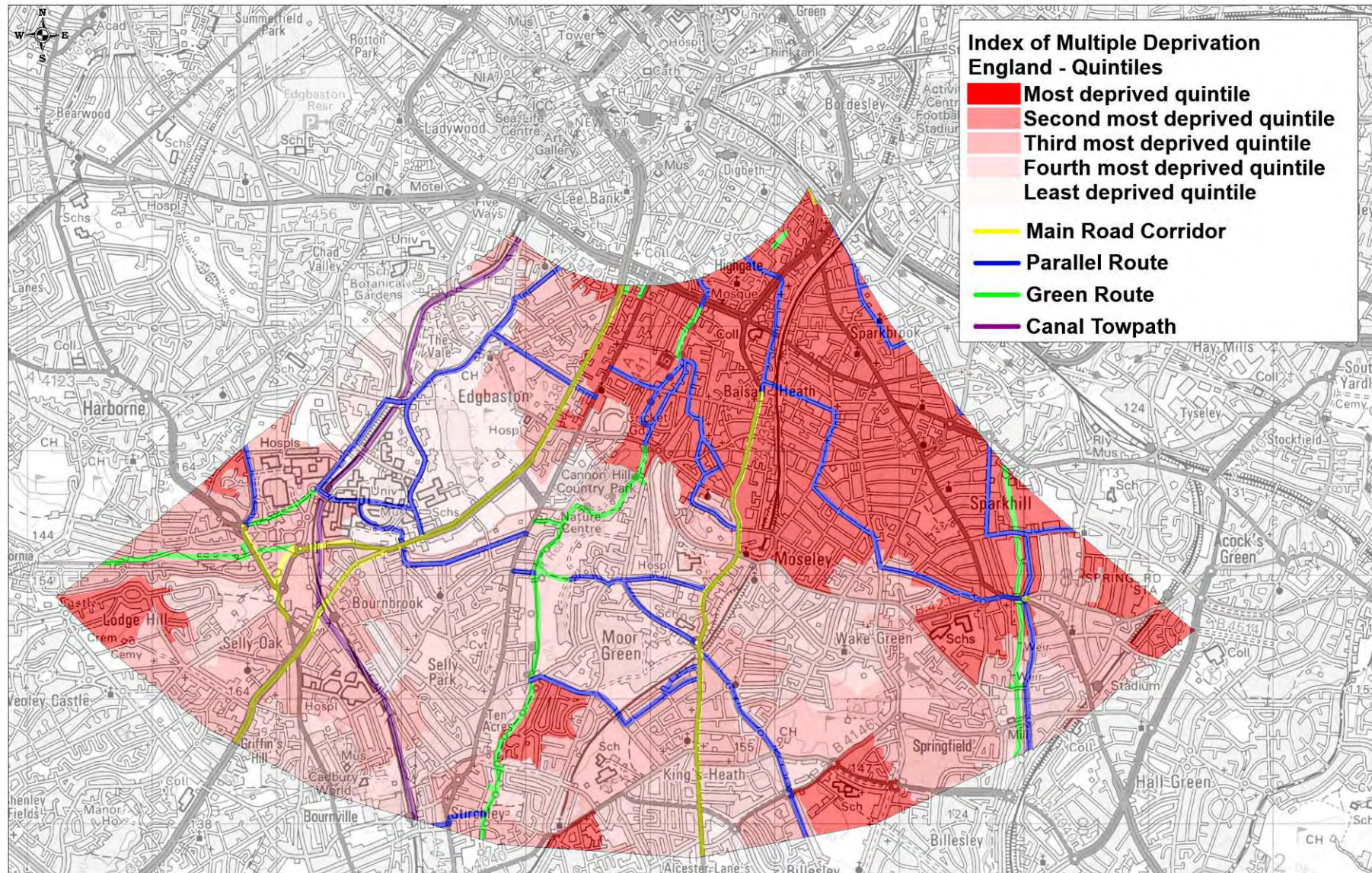
| Ward | Unemployment Level | Claimant Rate (%) | Birmingham Claimant Rate (%) |
|-------------------------|--------------------|-------------------|------------------------------|
| Edgbaston | 812 | 8.9 | 12.2 |
| Moseley and Kings Heath | 1,022 | 8.8 | 12.2 |
| Selly Oak | 580 | 6.4 | 12.2 |
| Sparkbrook | 2,218 | 25.7 | 12.2 |
| Springfield | 1,393 | 13.9 | 12.2 |

Source: BCC Unemployment Briefing 2013

- *Concentrated area of high deprivation* – The anomaly within the South Quadrant is Sparkbrook, the ward furthest to the east and bordering the City Centre, where deprivation is high as illustrated in figure B17. Sparkbrook is the second most deprived ward within Birmingham with 75% of its population living within the 5% most deprived LSOA in England. This is in stark contrast to 13% of the population in Springfield, 10% in Moseley and Kings Heath and 6% in Edgbaston.
- *Small ethnic minority population* – The South Quadrant has the lowest proportion of ethnic minority population, with 41% of residents being White British compared to 30% and below in the North, East and West. Again, Sparkbrook stands out as having a high percentage of ethnic minority population in comparison, alongside Springfield also situated to the East of the Quadrant.
- *Best health and childhood obesity levels* – Overall, the residents of the South Quadrant have the best health and the lowest rates of childhood obesity level in comparison with all other study quadrants. However, childhood obesity levels remain high in the deprived ward of Sparkbrook at 25.2% for 10-11 year olds.
- *High cycling levels* – Despite high car ownership the south quadrant has the highest proportion of people who travel to work by bicycle (3%). Cycling levels have historically been higher in this area of the city, in part due to the greater affluence of the area and also as a result of more comprehensive and continuous existing cycle routes, including the traffic-free National Cycle Network Route 5 (the Rea Valley Route) leading into the city centre.

Sparkbrook aside, the socio-demographics of the South Quadrant study area suggest a concentration of educated suburban families who are economically active, with a higher income and dependent children. This group are generally positive about cycling, reflected in recent cycling levels; however, they also cite safety as a major barrier. The Cycle Ambition proposals for this area concentrate on linking some of the more deprived communities in Sparkbrook and Balsall Heath to existing infrastructure and in making the improvements to further increase cycle levels among the most 'willing' populations through exemplar schemes

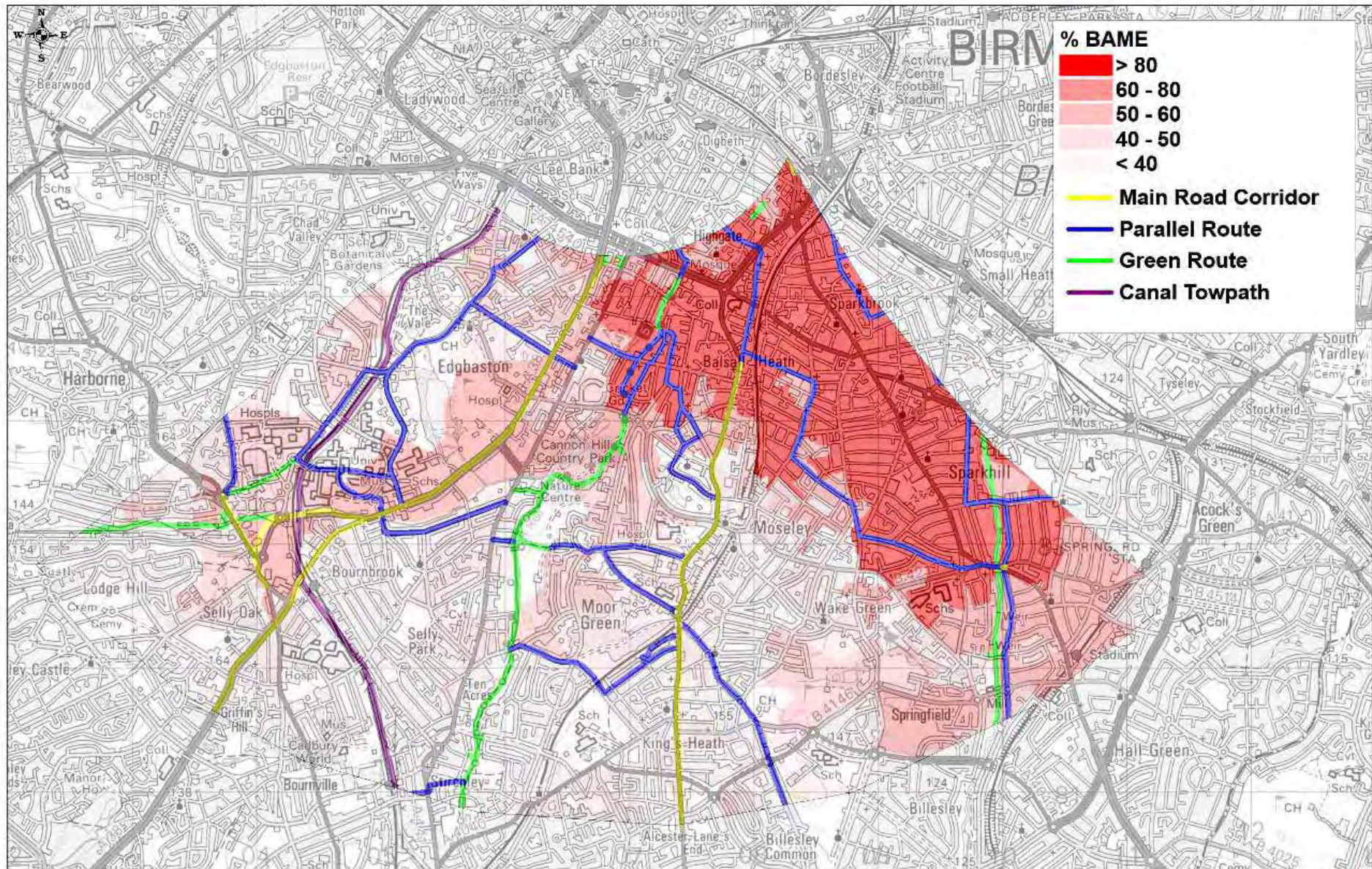
Figure B17: Levels of Multiple Deprivation in Birmingham's Cycle City South Quadrant



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Figure B18: Percentage of Black, Asian and Minority Ethnic Residents in Birmingham's Cycle City South Quadrant



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Headline Issues in the West Quadrant

The West Quadrant is the smallest of the four study quadrants, with a population of 78,463. It covers the wards of Harborne, Soho and Handsworth Wood, as well as a small section of Lozells and East Handsworth. The socio-demographics of the Quadrant are split with high levels of deprivation to the north and towards the city centre and very low levels of deprivation to the south.

- *Highest economic activity and lowest unemployment* – At 65%, the West Quadrant has the highest proportion of economically active across all study area and as a whole the West Quadrant has the lowest proportion of unemployed claimants out of all of the study areas; however, there are significant inequalities within the Quadrant.
- *Clear socio-demographic split* – There is a clear socio-demographic split between Soho to the North and closest to the City Centre and Harborne to the South. Soho is the smallest ward, with the largest population and a high proportion of young people (41%) whereas Harborne is the largest ward with the smallest population and the highest proportion of people over the age of 65 (14%).

Soho suffers from high levels of deprivation; 50% of the population live within the 5% most deprived LSOA in England. In comparison, Harborne is one of the six wards within Birmingham which does not have any of its local population living within either the 5% or 15% most deprived LSOA in England.

Childhood obesity levels are much higher in Soho and Handsworth Wood than Harborne; 25.9% of children aged 10-11 years are classed as obese in Soho compared to 25.1% in Handsworth Wood and only 17.9% in Harborne.

Differing claimant rates also exemplify the juxtaposition of the neighbouring wards as illustrated in Table B4.

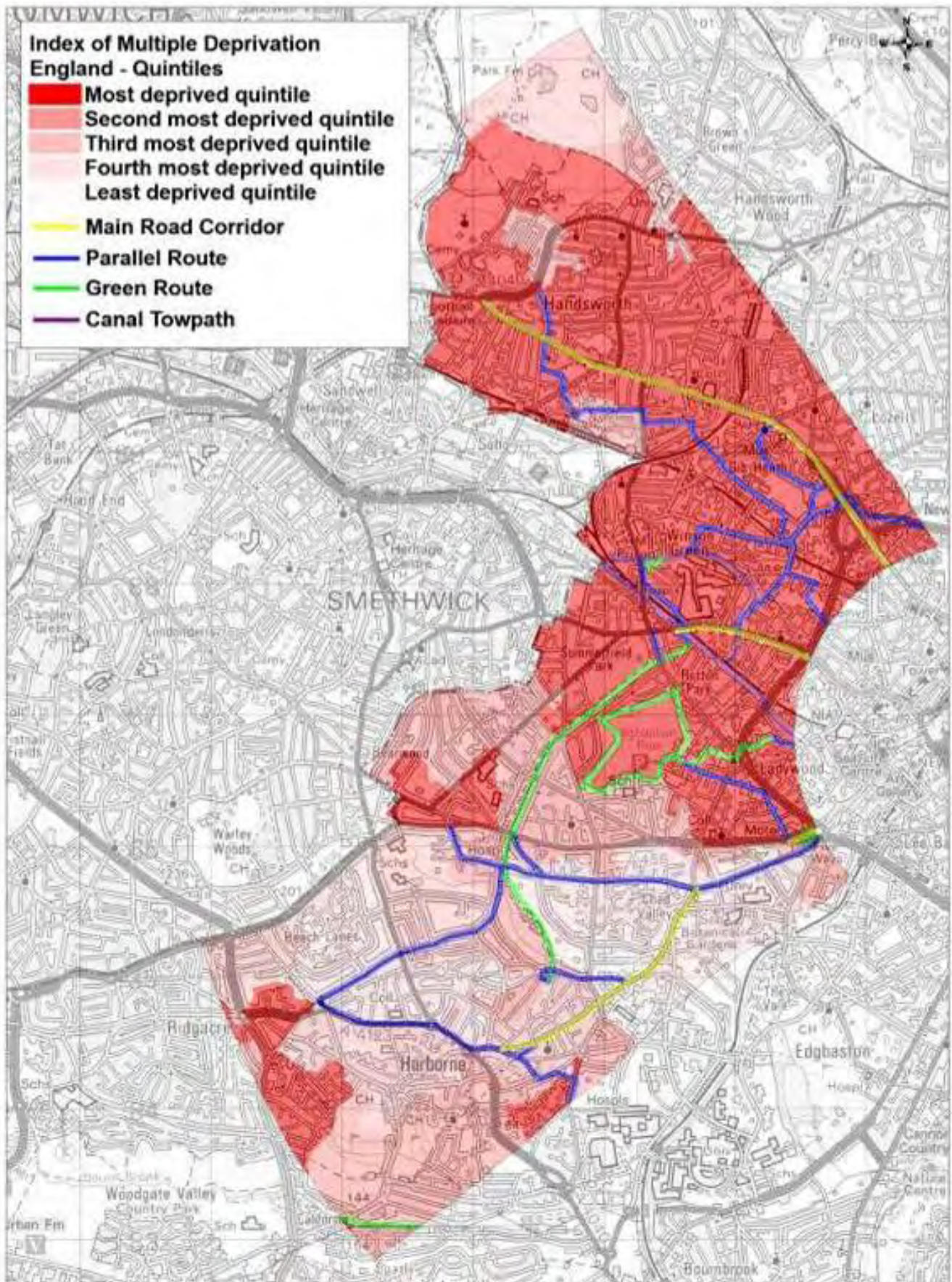
Table B4: Unemployment Level and Claimant Rates within the West Quadrant per Ward

| Ward | Unemployment level | Claimant rate % | Birmingham Claimant rate % |
|-----------------|--------------------|-----------------|----------------------------|
| Handsworth Wood | 1,392 | 12.7 | 12.2 |
| Soho | 2,067 | 23.7 | 12.2 |
| Harborne | 774 | 7.6 | 12.2 |

- *Highest proportion of older people* – The West Quadrant has the highest proportion of older people across the bid area, concentrated in the Harborne ward to the south west.
- *Concentration of ethnic minority communities* – The ward of Handsworth Wood to the very north of the quadrant experiences a concentration of ethnic minority communities. In particular the West Quadrant has high a proportion of Indian ethnicity compared to the rest of Birmingham
- *High cycling levels in Harborne* – The Harborne area has high cycling levels compared to other areas of the Quadrant. As can be seen in figure B20, the percentage of people that travel to work by bike reaches above 4% in some areas. This is likely due to the continuous existing Green Route through the south west of the Quadrant and a number of parks and open spaces. This is in stark contrast to only 0.55% within Soho and 0.43% within Handsworth Wood travelling to work by bike.

The Cycle Ambition proposals in this quadrant focus on tackling barriers along some of the major routes by offering good alternative routes together with cross-border connections to neighbouring Sandwell.

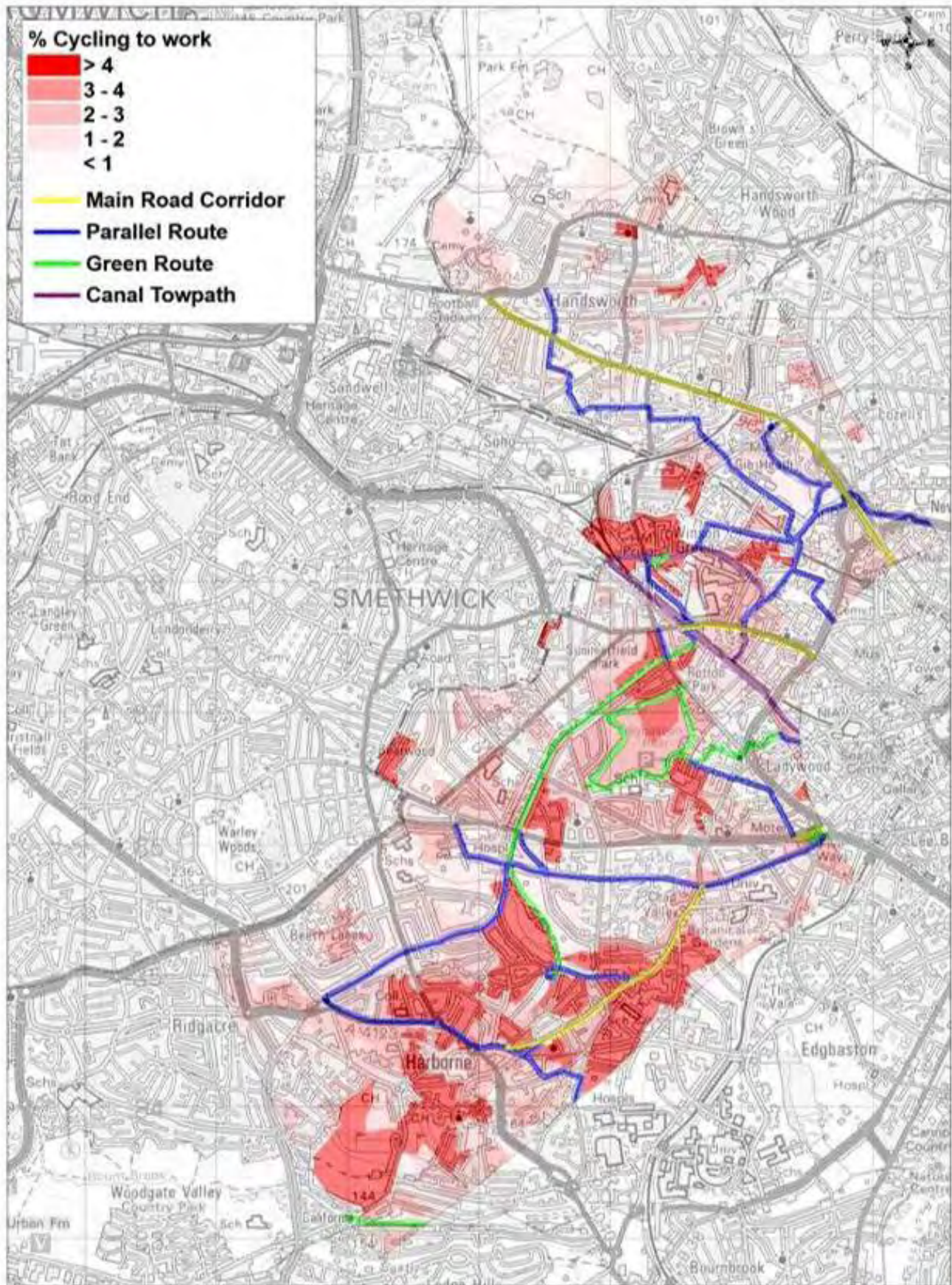
Figure B19: Levels of Multiple Deprivation in Birmingham's Cycle City West Quadrant



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Figure B20: Percentage of Residents that Cycle to Work in Birmingham's Cycle City West Quadrant



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Part 4 – Birmingham Cycle Revolution

The Birmingham Cycle Revolution will deliver a step-change in levels of cycling and our Cycle City Ambition Grant application builds on key cycling projects such as Bike North Birmingham and our LSTF Smart Network, Smarter Choices project.

Working with partners across the city, our plan aims to make cycling an integral part of our transport network with cycling part of everyday life and mass participation a reality. We want to accelerate the pace of cycling growth, creating a visible ‘step-change’ in levels of cycling within our city. Our aim is to achieve a cycle modal split target for the city of at least 5% over the next 10 years, rising to levels of comparable European cities such as Munich and Copenhagen at over 10% by 2033. We want to improve our routes, making the city a safe and attractive environment for cycling and walking and delivering an inclusive network for all. Our transformational agenda will play a key role in taking Birmingham forward as an economically thriving city with sustainable, active travel at its heart.

Our application to the Cycle City Ambition Grant forms the first stage in the Birmingham Cycle Revolution. The application requests a total funding contribution from the DfT at £17 million with match-funding at £5.9 million providing a total investment of £22.9 million. This will deliver cycle infrastructure and enabling measures which is fit for purpose and designed to a high standard between now and 2016 with a clear strategy thereafter for future roll-out to 2023. The bid focuses on investment in deliverable cycling infrastructure and facilities, building on our existing cycle network, making the best use of our canal network and green corridors, developing a comprehensive on-road network and supported by wider enabling measures such as cycle parking and bike hubs, offering significantly improved cycling conditions. This, alongside our wider Smarter Choice initiatives, such as TravelWise, Top Cycle Location, Women on Wheels and Be Active, will: improve the overall cycling experience resulting in increased participation; improved access to employment and training; improved health and activity; and decreased car dependency.

The Strategic Case Parts 1 – 3 has provided an overview of the key factors and issues which have influenced the development of this bid, these are summarised below:

- A clear cycling strategy with vision, ambition and strong political leadership’ with cross party support at all levels vital to the success of cycling;
- Wide ranging and vocal support from the public and stakeholders giving a clear mandate for the City Council to bring about the required step change in cycling provision;
- A bid area which focuses on the City Centre and surrounding areas which complements existing programmes of work, such as LSTF Bike North Birmingham and Smarter Network, Smarter Choices;
- A foundation of cycling growth across the City and an appetite for acceleration;
- A culture of delivery with the key Smarter Choice and BeActive/Public Health building blocks established to support the bid;
- A clear understanding of how cycling supports a sustainable transport system and facilitates economic growth, investment and development;
- An understanding of key challenges across the bid area and their differences within the City Centre and Quadrants, including: high level of unemployment; significant challenges in transport affordability; high levels of health deprivation; and barriers to cycling due to poor infrastructure; and
- An understanding of how our bid proposals can addresses these challenges and barriers.

Based on these factors and an understanding of the Cycle City Ambition Grant scope we have developed the following objectives for our bid application.

The primary objective of the bid is therefore:

- To create a strategic network of radial cycle routes and facilities that will support the economic growth of the city centre and its hinterland within a 20 minute cycling time from the city centre.

Sub-objectives of the bid include:

- Making improvements along major radial roads to demonstrate how segregated cycle facilities, on-road cycle lanes, advanced stop lines, bus lanes and traffic management measures can provide continuous coherent measures for cyclists along multi-functional high volume roads.
- Creating new, quieter parallel routes, using roads with lower speed limits and traffic flows linking residential areas, green spaces and local centres to encourage short trips offering an alternative to busy A and B roads.
- Installing a high quality sealed surface and delivering access improvements along canal towpaths to improve the public realm and enable them to fulfil their potential as green transport corridors suitable for all-weather cycling and walking in everyday clothes.
- Incorporating cycling into the 'Interconnect' on-street wayfinding totems currently being rolled out across the city centre, and using improved direction signing to assist cyclists with navigation and to promote the convenience and the presence of cycling to other road users.
- Providing safer crossing points across the city centre ring road to address a major barrier to cycling into the city centre.
- Introducing and extending low speed zones/limits and filtered permeability for cyclists within the city centre and residential areas.
- Using segregated cycle contraflow facilities to create new links across the city centre to address severance caused by traffic management measures.
- Improving cycle security with upgraded parking and trip end facilities within the city centre and local centres.
- Increasing access to bicycles with cycle loan and hire opportunities.

The measures will ensure that:

- Improvements for cyclists in the north and south of the city being delivered through the Local Sustainable Transport Fund projects are linked into the city centre, enabling new cyclists engaged through the LSTF programme to access a city-wide network.
- A more extensive off-road network of canal towpaths and green routes is available for leisure and health promotion activities as well as for transport.
- Public realm improvements within the city centre deliver filtered permeability enabling pedestrians and cyclists to make safe, direct movements within the core area.
- Suburban rail stations and mainline stations are fully integrated into the cycle route network and offer safe and secure cycle parking.
- Residents of the most deprived wards in the city have access to affordable and sustainable transport to areas of employment growth.

The following sections provide an overview of the measures and their impacts over key delivery timescales between: 2013 – 2016; 2016 – 2023; and 2023 – 2033.

The Next Three Years 2013 - 2016

Over the next three years to 2016 we propose delivering a deliverable number of 'quick wins' that tackle the main strategic barriers to cycling along transport corridors within a 20 minutes radius of Birmingham city centre. The aim is to tackle safety along major roads to assist cyclists who are willing to mix with traffic by providing greater segregation at hazardous locations and to provide parallel routes on quieter roads, canals and green routes that offer direct alternatives along the main corridors.

The Cycle City Ambition Grant (CCAG) will enable us to significantly increase the amount of way marked cycle routes across the city to over 250-kilometres by 2016, compared to a fragmented network of

approximately 50-kilometres currently available. Within the bid areas we will enhance around 95-kilometres of existing routes and create a further 115-kilometres of new routes. Focused on a bid area extending approximately 6-kilometre radius from the city centre, with a 20 minute cycle ride from the ring road, it will help to deliver the 'missing links' between the infrastructure currently available ensuring convenient routes into and out of the city core.

Within our bid area an emphasis on segregation and semi-segregation from traffic along main road routes will develop a greater sense of continuity and improved safety similar to London's Cycle Superhighways. Parallel routes will feature traffic calming and 20mph zones, junction entry treatments, changes to junction priorities to avoid stopping and starting, and crossings at major roads to offer shared low speed roads that are attractive to less confident cyclists and link up local attractors. Green routes and canal towpaths will incorporate surface treatments to replace existing narrow, unsealed or poorly drained surfaces and ramps and road crossings will improve access. Across all routes branding, way marking and interpretation boards will provide information about the routes as well as local amenities and attractions.

Figures B21 to B23 provide an outline of the strategic cycle network within the bid area, this includes: the current cycle network at 2013; the cycle network proposals funded through this bid to be delivered by 2016; and a composite plan showing both the existing and funded measures through this bid as well as those funded through the Local Sustainable Transport Fund by 2016.

The bid will also facilitate the first stage of a longer-term goal to combine the canal network and green corridors to provide a network of longer-distance and /or circular cycling and walking routes within the urban area, which are predominantly traffic-free and are aimed towards cycling for leisure and health purposes. This will include a route from Sutton Coldfield to Longbridge, roughly following the existing commuter 'Cross City' rail line and using parts of the North Birmingham Route (NCN535), Birmingham & Fazeley and Worcester & Birmingham Canals, and the Rea Valley Route (NCN5), which are approximately 28-kilometres long and almost entirely traffic-free. This improved network will link into existing longer distance traffic-free cycle corridors stretching north, south, east and west through Birmingham and beyond, this is shown in Figure B24. By 2023 these longer distance routes will be further extended out into the Black Country and towards Birmingham Airport and Solihull, subject to agreement with neighbouring local authorities.

The Birmingham Cycle Revolution bid also includes a series of supporting infrastructure works that will improve the convenience and security of cycling. Some 1500 additional cycle parking stands will be installed at key destinations along the routes. Rail stations will be fully integrated into the cycle route network with station cycle hubs offering safe and secure cycle parking where bikes can be left at a considerably remote distance from the owner for longer periods of time (e.g. all day for a rail commuter). Our 'Take a Stand' cycle parking programme will also provide grants for on-site cycle parking where appropriate. Brompton Docks will fulfil a particular hire market, extending the use of this versatile folding bike to an audience that doesn't have the need to invest in personally owned bikes but will use the service for urban journeys, particularly in combination with rail travel. Big Birmingham Bikes will provide close to 5,000 bikes for use in deprived communities to tackle barriers to using a bike because of the cost of purchase. Lastly, a phased programme of introducing 20mph zones on residential roads will ensure slower vehicles speeds and make for roads and neighbourhoods that are more conducive to walking and cycling.

The infrastructure measures delivered through the Cycle Ambition Fund and other capital sources will be accompanied by a range of supporting 'smarter choices' measures financed by existing revenue sources. These ongoing activities have been discussed in earlier in this Section, Part 1 and are further detailed in Section B4 (Package Description). These projects remove barriers to cycling within Birmingham and are contributing to residents of the city more informed and enabled to make sustainable choices about their travel. They will be critical in supporting and sustaining a step-change in cycling levels across Birmingham. The projects are integrated into our long-term plan for Birmingham's Cycle Revolution providing an over-arching strategy that addresses both infrastructure needs and behaviour change to create a comprehensive approach to cycling across the city will allow people to travel further and with confidence on their bike.

In developing our proposals we have liaised with neighbours in the Black Country to ensure that both our Cycle City Ambition Grant applications combine as a joined up approach. Routes will be developed on both sides of the Sandwell-Birmingham boundary to support the cohesiveness of Birmingham's 6-kilometre radius bid area.

The proposed package of measures which forms part of this bid have been carefully considered to ensure that they are in accordance with the grant guidance, but importantly are deliverable within the bid timescales. This is reflected in a clear understanding of those measures to be delivered by 2016 and thereafter to 2023. This is discussed further in Section B4 Package Descriptions.

The development team has taken a robust approach to the measures developed; where it is considered that there are a numbers of risks to delivery within the timescales certain proposals have not been included within the bid. For example, City Centre Cycle Hire or main corridor proposals in East Birmingham where third party land would be required. However, these measures will be taken forward in the 2016 – 2023 delivery plans as they form an important component in the development of a cohesive and holistic approach to cycling infrastructure and enabling measures.

Key Proposals

A summary of key proposals/deliverables by 2016 include:

- Delivery of cycling network infrastructure within a 20 minute cycling time from the city centre, providing improvements to 95-kilometres of existing route and 115-kilometres of new routes (See Figures B22 Proposed Bid Routes 2016). Key proposals are described in the following bullets.
- Main Corridors: Measures along eight of the main arterial routes into the city centre. These will generally be suitable for more experienced and confident cyclists who value fast direct routes with priority over side roads, and who are happy to mix with buses and other traffic in areas where separate cycle facilities cannot be provided within the space available. Typical measures will include marked cycle facilities (formal or informal) on the carriageway, shared use footways, improved cycle routes through subways (particularly at the ring road), bus lanes (with cycle lanes to link disjointed sections of bus lane), and short diversions to avoid particularly complex junctions or other pinchpoints. Where facilities cannot be accommodated (for example in local centres) then more general traffic management measures will be introduced to narrow traffic lanes and reduce speeds, to give cyclists more confidence in taking up a dominant position within their traffic lane. The bid includes approximately 36km of new routes and 8km of upgrades to existing routes on the main corridors.
- Parallel Routes: A network of generally quieter routes running parallel to the main corridors, but also linking to local schools, health centres, parks and other community facilities, and suitable for less experienced commuter cyclists as well as family trips. Many routes will be identified primarily by signing, but additional measures will be provided in many locations, including marked cycle lanes or shared-use footways, changed priorities at junctions, controlled crossings at intersections with main roads, and measures to reduce vehicle speeds (including traffic calming measures and 20mph areas) in some places. There are approximately 57.5km of new and 12km of upgraded parallel routes in the bid.
- City Centre: A series of mostly minor measures within the city centre quadrant, including some contraflow cycle facilities and signing, to improve routes into and through the city centre. These measures will also make use of existing pedestrianised areas within the city core and provide more clarity on their availability to cyclists. There will be approximately 12km of new and 13km of improved routes for cyclists in the city centre as a result of this bid.
- Green Routes: Improvements and extensions to the existing network of 'off-road' routes such as Rea Valley, Cole Valley and Tame Valley, particularly suitable for family and leisure cycling but also available for commuter cyclists. There are about 8km of new and 27km of upgraded green routes in the bid.
- Canal Network: Extensive improvements to existing towpaths to provided a 'sealed' bituminous surface more suitable for all-weather cycling, with improved accesses at certain locations, and signing and wayfinding measures. This will cover about 37.5km of the canal network.

- Supporting Infrastructure Measures: Introduction of Brompton Dock hire scheme into the city centre at key interchanges and business centres; expansion of rail station cycle hubs in each quadrant. Introduction of on-street maintenance hubs, electric bike charging points and Interconnect enhanced on-street way-marking scheme for cyclists; capital funds to provide cycle parking and equipment to businesses and third sector organisations; and roll out of 20mph limits/zones;
- Birmingham Bikes: A significant increase of Be Active Cycling activity under the banner of *Big Birmingham Bikes* is proposed. This will see the number of hubs increased to 15, so offering city wide coverage, and the number of bikes increased to close on 5000. This volume has the capacity to effectively respond to the latent demand for cycling and to also provide a recognisable, high profile advertisement for cycling in the city. The scheme volume is such that a bespoke *Big Birmingham Bikes* branding will be possible. The funding will provide: sessional bikes; short and long term bike loans; cycling equipment; cycle storage for hubs and loans. The Big Birmingham Bike programme delivered through BeActive will comprise: providing a range of bikes for community groups and individuals to use for free on a sessional basis; providing short and long term loan bikes to individuals for them to use for a fixed period to establish a cycling habit returnable at a fixed end point; providing low cost or free bikes into the marketplace in deprived areas through a Birmingham Big Bike scheme; providing cycling lessons and learn to ride groups; providing led rides for beginners and returners; and providing cycling maintenance courses for participants to ensure sustainability in riding;
- Smarter Choices: A wider supporting package of revenue-funded promotional, marketing, mapping, educational and training measures funded through existing resources which promote cycling to local residents and businesses. These will build on existing programmes and those proposed through the Local Sustainable Transport Fund, Smarter Choices, Smarter Network. Figure B25 provides an outline of overlap between Smarter Choice activities being undertaken on a number of corridors within the bid area, the inter-relationship with Bike North Birmingham and existing BeActive Cycle Hubs. These are alongside the range of other Smarter Choice Activities outlined in Part 1 of the Strategic Case;
- The package is supported by cycle infrastructure schemes delivered through Local Sustainable Transport Fund Smarter Network, Smarter Choices in the South Birmingham Quadrant on and around the A38 Bristol Road and A441 Pershore Road corridors, corridors delivered by the Bike North Birmingham area in the north of the city and cycle safety improvements at 3 key junctions funded by the Cycle Safety Fund. Figure B24 shows longer distance cycle routes providing longer distance strategic link. Figure B23 shows additional routes within the bid area which will developed by 2016 through Smarter Network, Smarter Choices. In addition there are a number of projects through the capital programme, in particular the Safer Routes to Schools Programme and Perry Barr Subway Infilling which seek to improve accessibility and address key barriers to cycling and walking.

Figure B21: Map of Birmingham's Current Cycle Network 2013

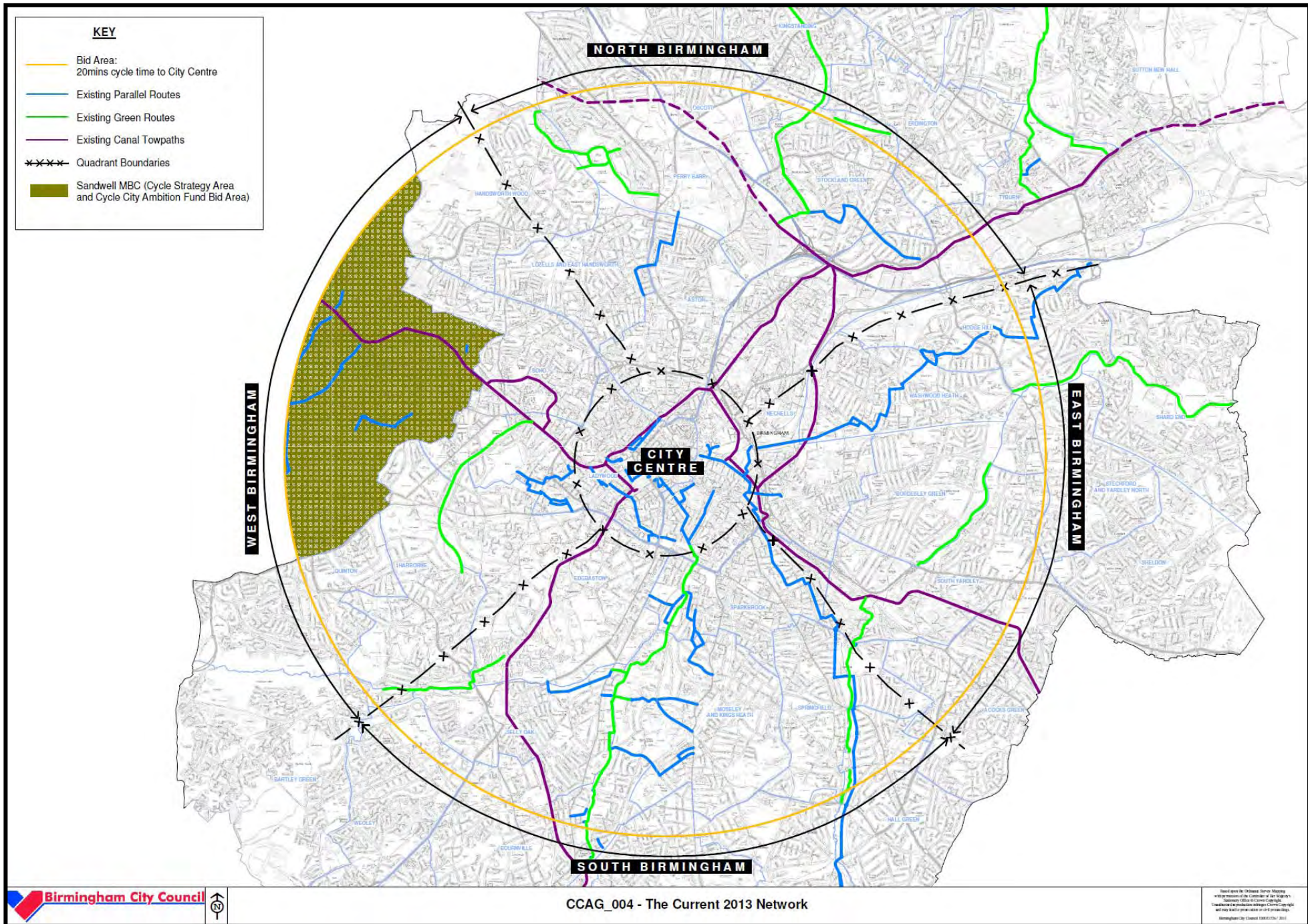


Figure B22: Map of Birmingham's 2016 CCAG Funded Route Network

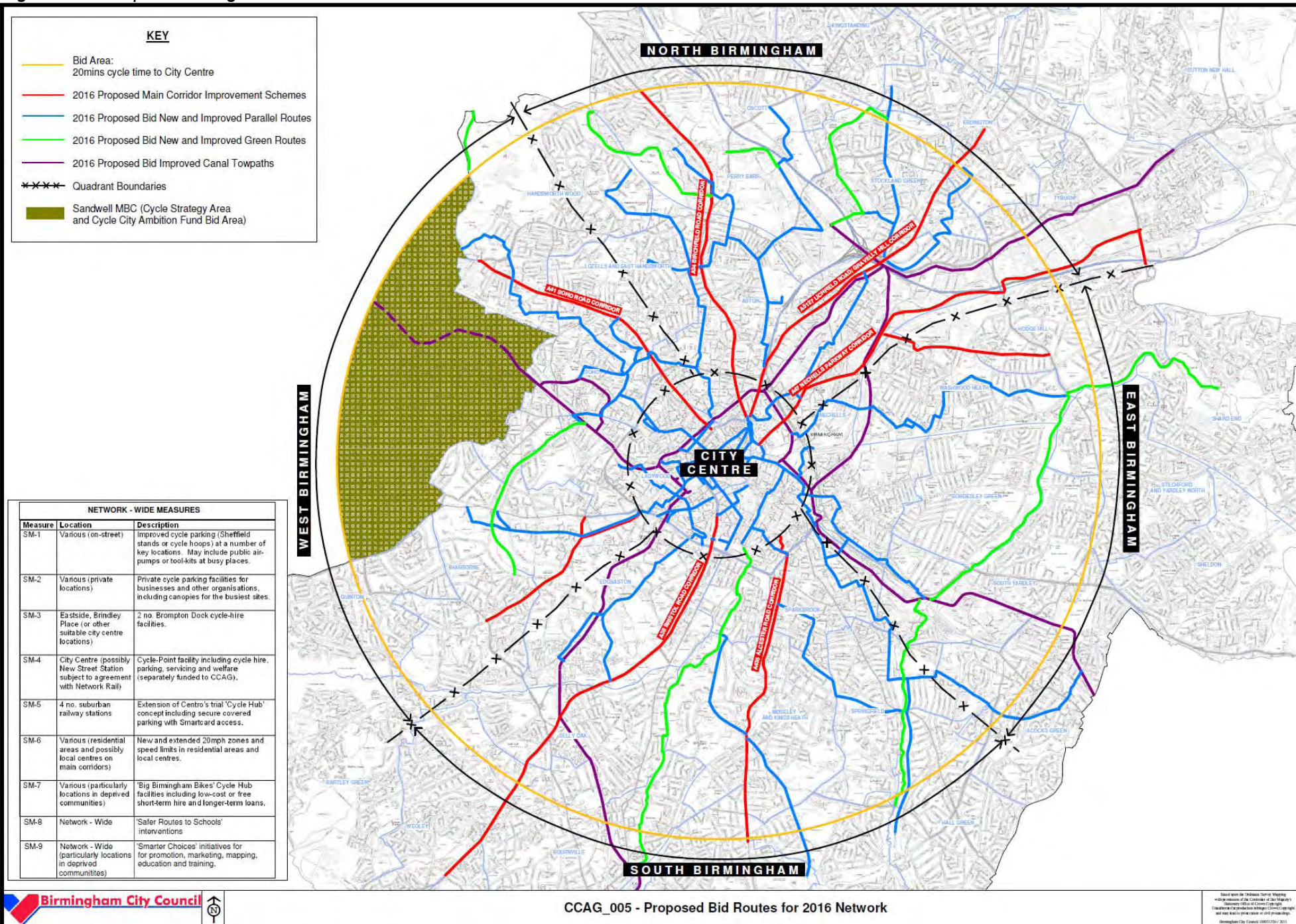


Figure B23: Map of Birmingham's 2016 CCAG Funded Route Network, Existing Corridors and LSTF Funded New Routes

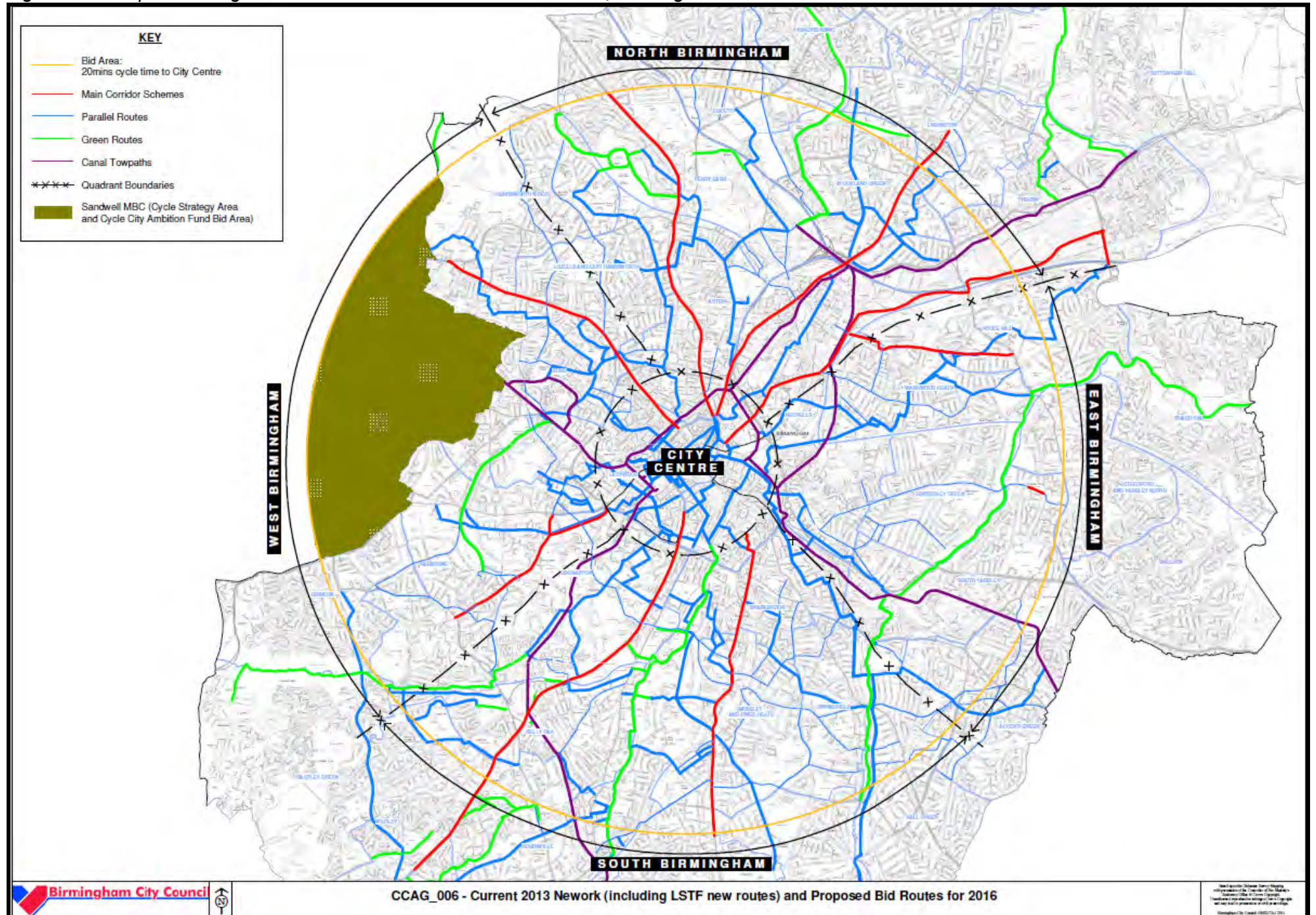


Figure B24: Birmingham's Cycle City Bid Area and Links to Existing Longer Distance Cycle Corridors

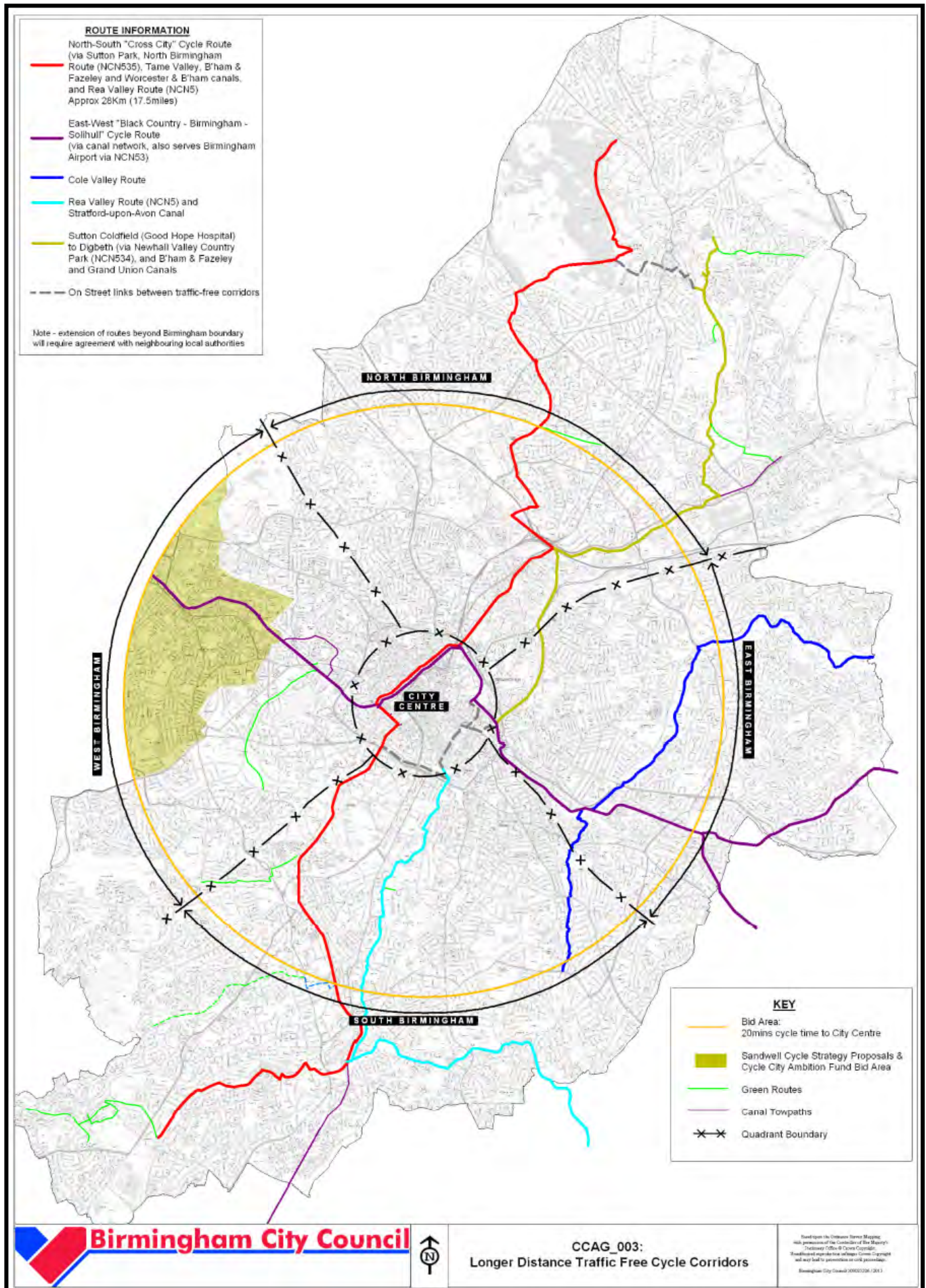
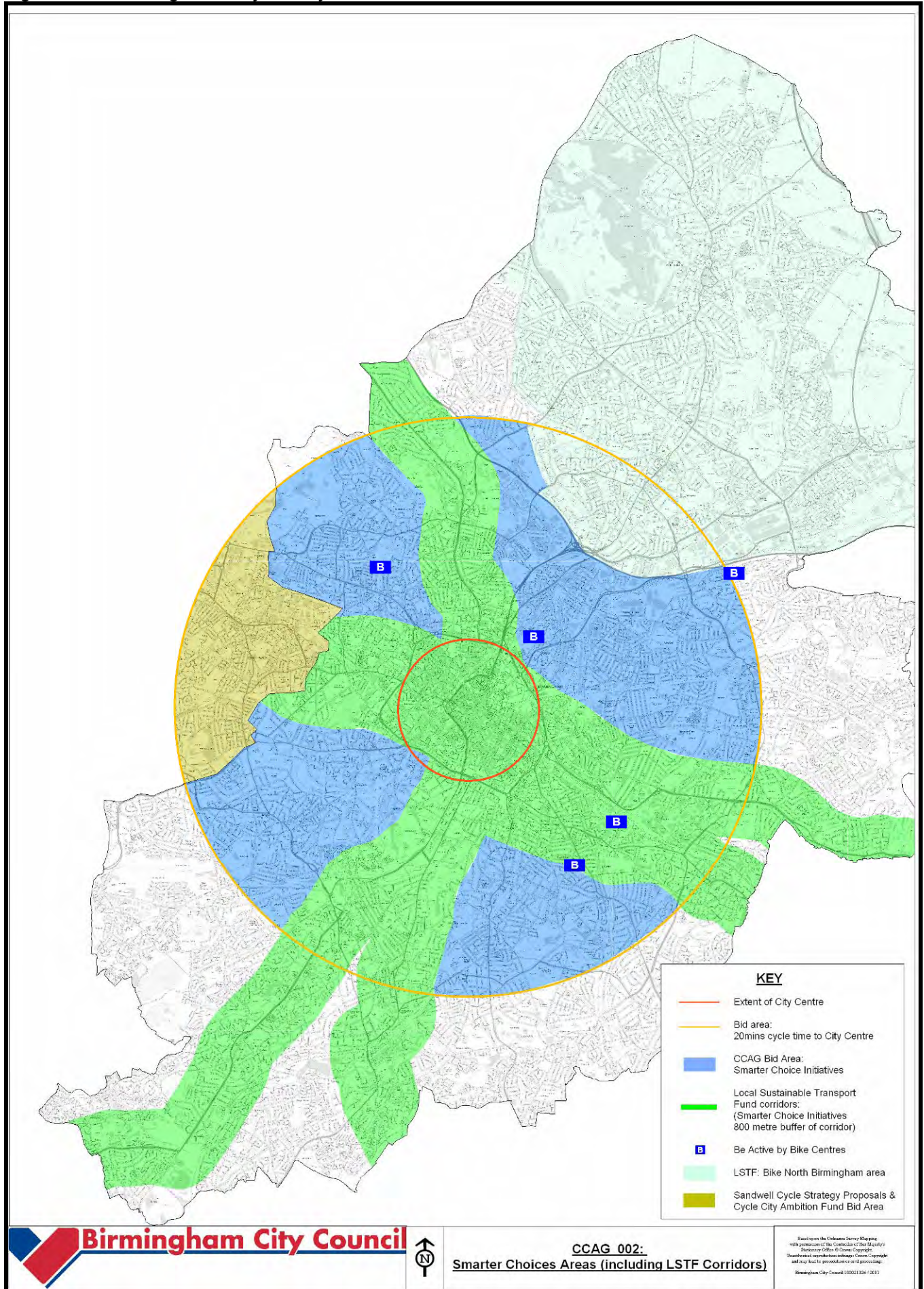


Figure B25: Birmingham's Cycle City Bid Area and Smarter Choices Initiatives



Predicted Impacts

Birmingham's Cycle Revolution is predicted to produce a number of key outcomes over the initial Cycle City Grant period to 2016. The first and most crucial is an expectation to see cycling increase. The proposals to be delivered as part of this bid will result in a 27% increase in cycling in the bid area with an additional 2,000 cyclists per day by 2016.

With the introduction of widespread infrastructure that supports all types of cyclists, from commuter to utility, leisure to tourism, we predict a significant rise in the number of people getting on their bikes. This initial increase in cycling levels will be vital in ensuring momentum for the long term strategy.

The proposed cycle network will provide improved accessibility and connectivity creating better linked communities. This enables more choice for getting around within and between neighbourhoods and underpinning economic growth in the city. Residents of Birmingham's most deprived wards will be able to access affordable and sustainable transport to areas of employment growth, reducing unemployment levels. This alleviation of transport poverty will also broaden travel horizons, reduce severance between communities and promulgate social inclusion.

The proposals will positively impact on hard to reach groups within the city's communities. Ethnic minorities, children, older people, people with disabilities and deprived communities' can all benefit from cycling. It is a cheap and easy mode of travel and exercise that almost anyone can enjoy.

Improvements to health and well-being will see the economy benefit further as those that take up cycling become fitter, sickness reduces, absenteeism decreases and productivity increases. This will result in direct savings to the NHS through better health of the population.

A feeling of safety is central to many peoples decision to cycle. Improved route continuity enables cyclists to better enjoy their journey without worrying about the section without a cycle lane. The proposed scheme will ensure that safety is a reality within Birmingham and we expect to see a noticeable reduction in the rate of accidents involving cyclists on the roads.

Improvements to make the city safer for cyclists and pedestrians will also improve the public realm making Birmingham's local environment much more welcoming and attractive to business and visitors alike. Good quality connections will ensure Birmingham is the city of choice for businesses and in particular for its new economic areas of financial services, digital and creative sectors and IT.

Linked to this, we predict a reduction in cycling journey times through the introduction of measures such as filtered permeability and contra-flow provision within the city centre that enable cyclists to make safe, direct movements and travel faster than motor vehicles.

The scheme will revitalise our local centres through encouraging more spending on high value services and retail through improved access by foot or bike. The up-lift in cycling and measures proposed, such as Birmingham Bikes, will also support the creation of new social enterprises and businesses to create new services in support for more cycling

The proposed modal shift away from cars and increase in cycling take-up will result in a reduction of 8,000 vehicle kilometres per day across our congested highway network, reducing the adverse impacts of road traffic.

The Economic Case for this investment is sound and based on robust and conservative estimates providing a Benefit Cost Ratio of 3.08. Further details on the Economic Case – Value for Money is presented in Section B7.

Building on Success: 2016 - 2023

The development of measures between 2016 – 2023 follows the approach set out above with packages of proposals taken forward for main corridors, parallel routes, green routes, canal network, supporting infrastructure measures, Birmingham Bikes and Smarter Choices. It also builds on the legacy impacts of the Local Sustainable Transport Fund projects.

Our aim is to achieve a cycle modal split target for the city of at least 5% across the City by 2023, rising to levels of comparable European cities such as Munich and Copenhagen at over 10% by 2033.

The proposals reflect in part those scheme elements which we did not consider to be deliverable within the funding timescales. They also reflect that as the demand for cycling grows there is a need for more comprehensive cycle infrastructure provision and supporting measures. It is important to acknowledge that this package sets the general direction we aim to follow from 2016 – 2023. However, we will seek to accelerate delivery of certain components where opportunities arise, for example, sponsorship for City Bike hire. Indeed, on many of the measures proposed for this phase we have already started development work, and this will continue between 2013 – 2016. The package will be delivered and funded through the City Council and where possible will proactively explore any opportunities to obtain third party funding.

We are also mindful of the need to be flexible and accommodate new emergent ideas and proposals, learning from best practice and ensuring our cycling offer is fit for purpose, efficient and effective in delivering modal shift to cycling. We see the Public Health & Well Being Agenda playing a key role in developing these concepts.

The key additional deliverables for 2016 - 2023

- New schemes within a 20 minute isochrone developed for consultation and implementation completing the cycle network within the bid area providing approximately 36-kilometres of new routes on key corridors identified in Section B4 (mainly main routes) and in excess of 100-kilometre of new cycle routes on parallel/orbital routes. Figure B26 outlines
- Development of connecting routes between key radials and extension of radial routes beyond the 20 minute isochrone. These seek to connect local centres and communities of the city as well as into and out of the city centre and increase the population catchment within easy access of the cycle network.
- Introduction of Cycle Point commercial parking hubs in the new Paradise Circus development and other opportunities as part of the Enterprise Zone and provision of a flagship Cycle Point in New St – Moor St 'One Station' hub.
- Review of the network to enhance the quality of provision by introducing greater segregation on busy routes and roll out of 20mph or low-speed zones within residential areas.
- Introduction of a City Bike on-street hire scheme to enable short cycling trips across the greater City Centre;
- New cross-city routes capitalising on opportunities through redevelopment, e.g. Paradise Circus.
- Infilling of subways at key junctions and replacement with surface level facilities and improved safety and security; ensuring cyclists have the support they need to cross busy arterial roads.
- Implementation of city centre Public Realm strategy to further restrict traffic in the core area and enable two-way cycling in pedestrian areas and unsegregated contraflow on low-speed streets.
- Enhance and increase the delivery of enabling Smarter Choice and BeActive packages to meet growing demand for services to support modal shift delivered.
- Deliver further cycling expansion of rail station cycle hubs, on-street maintenance hubs, electric bike charging points, cycle parking and equipment to businesses and third sector organisations.

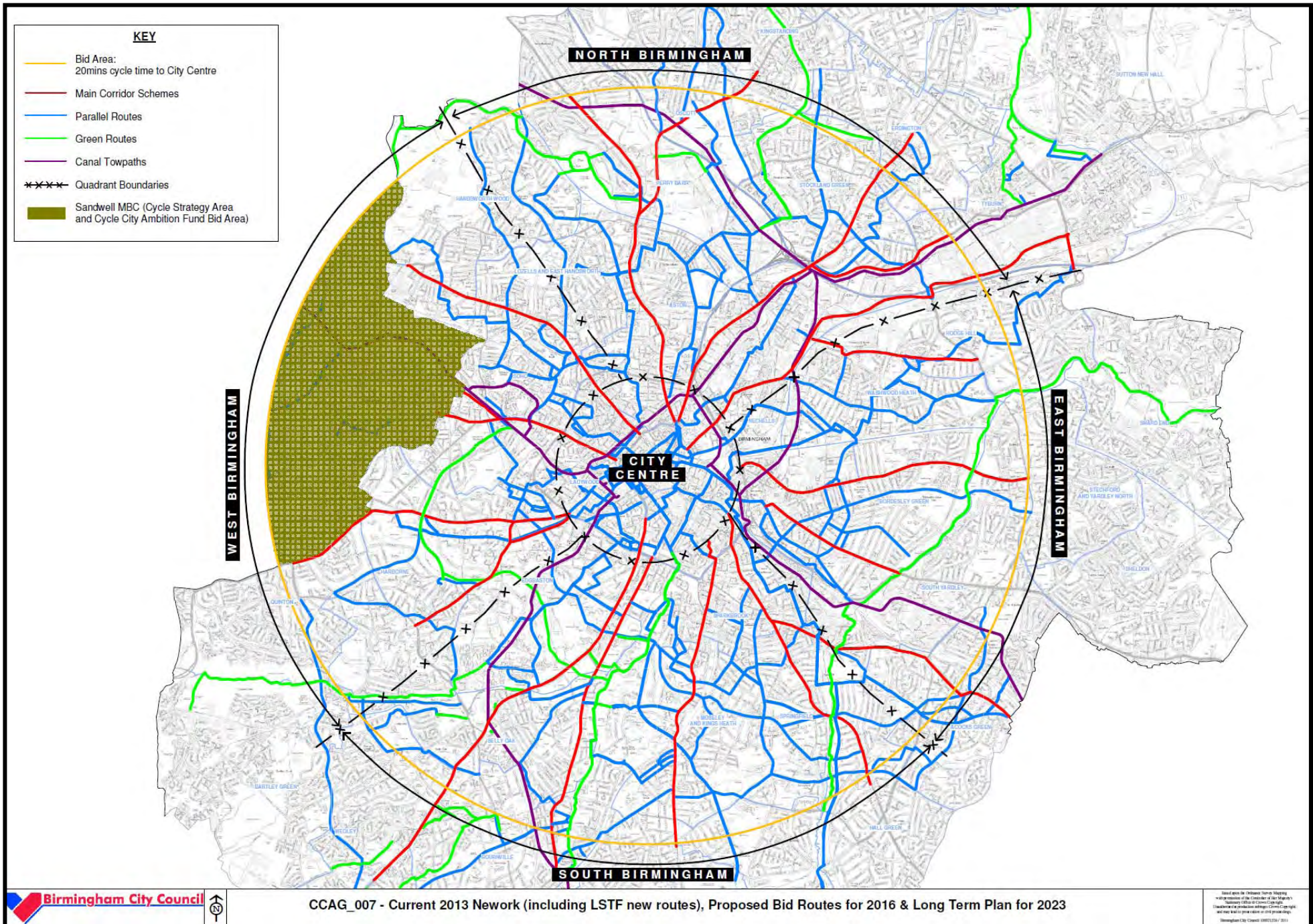
Predicted Impacts

Our Cycle Revolution will facilitate our ambitious cycle modal split target for the city of 5% by 2023. Based on Cycling to Work data from the 2011 Census we expect the number of cyclists cycling to work across the city to increase from approximately 6,500 to over 23,000 daily trips by 2023. Significant rises are also expected for in all other trips. We expect to see far more first time cyclists, increases in cycling to work and schools and a measurable reduction in car use.

The predicted benefits outlined for 2016 will be further accelerated, other more noticeable impacts by 2023 include:

- A reduction in car use will reduce the cost of motor vehicle emissions to the economy; a corresponding reduction in congestion will mean less cost to business and as consumer expenditure on fuel and other motoring costs decrease, people will have more money freed up to spend in the locality, boosting the economy further.
- As more and more people choose walking and cycling over car travel, Birmingham will become a healthier city and the environment will benefit creating a further positive impact on health. We expect to see a notable reduction in levels of obesity and diabetes alongside improvements in air quality.
- Safety for cyclists will further improve and perhaps most importantly perceptions will begin to change. Both residents and visitors will begin to view cycling as a safe and viable option within the city. We intend to measure an increase in positive attitudes towards cycling in Birmingham.
- Cycling will become a much more widely accepted part of the transport system within Birmingham. As the city grows the integral nature of walking and cycling within this transport system will enable people to efficiently and effectively move around the city, underpinning predicted economic growth.

Figure B26 - Map of Birmingham's 2023 CCAG Funded Route Network



A Legacy for Cycling and Securing a Step Change: 2023-2033

Our vision for Birmingham in 2033 is a city where cycling is a mainstream mode of transport, integral to a low carbon, sustainable transport system underpinning an economically thriving urban city. From 2023 through to 2033 we expect to see the effects of a positive feedback loop whereby more people cycling makes it more acceptable to give over road space to cycling in a more radical way as seen in Denmark, the Netherlands and other leading European countries and now increasingly in London. As high-traffic shared spaces become more commonplace, such measures become acceptable to cyclists and other members of the public alike and can be used to tackle further problem sites and district centres.

Our long term vision for cycling in Birmingham will be to increase the geographical coverage of the cycling network to the entire City and open further connections with neighbouring authorities to ensure continuous provision for cyclists. We will also implement more radical provision for cyclists and refresh infrastructure measures to continuously improve quality. We will also link into other longer term projects in the city such as plans to dismantle Hockley flyover to the north west of the city centre and the opening of the High Speed Two rail terminal. All of these projects will be designed with cyclists and pedestrians in mind, ensuring that their needs are catered for and that cycling is fully tied in to the overall transport network.

By 2033 we predict a further increase in the number of people cycling on a regular basis as well as an increase in the length of cycle trips as residents become more accustomed to the mode. Improved health will result in a reduction in healthcare costs and benefits to business will continue to increase through reduced sickness and increased productivity.

The overall cohesiveness and identity of the city will grow as more people are empowered to move around it quickly and cheaply, whilst exploring and getting to know the city's neighbourhoods. This reduction in severance between communities will be complemented and sustained as residents of all social and ethnic backgrounds are encouraged to take up cycling.

The Birmingham Cycle Revolution will create a European cycling city that is attractive and enticing to all who travel within the city. Cycling will be a vital mode of transport for the city's residents, part of everyday life and integral to the city's modern, holistic and sustainable transport system. Both businesses and tourism will increase as the city's reputation for good quality connections, green infrastructure and support for sustainable travel grow during the Birmingham Cycle Revolution.

B3. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future resource spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

Table A: Funding profile (Nominal terms)

| £000s | 2013-14 | 2014-15 | 2015-16 | Total |
|--|---------|---------|---------|--------|
| DfT funding sought | 3,700 | 13,300 | | 17,000 |
| Local Authority contribution | | | | |
| <i>Walking and Cycling Capital Programme (ITB)</i> | 450 | 700 | 1750 | 2,900 |
| <i>Perry Barr Subway Infill (ITB)</i> | 210 | 350 | 0 | 560 |
| <i>Cycle Parking (ITB)</i> | 20 | 20 | 20 | 60 |
| <i>Brompton Docks (ITB)</i> | 75 | 0 | 0 | 75 |
| <i>20 Mph zones (ITB)</i> | 75 | 75 | 75 | 225 |
| <i>Safer Routes to School (50% of ITB Prog)</i> | 168 | 227 | 275 | 670 |
| <i>Smarter Choices (Revenue)</i> | 250 | 250 | 250 | 750 |
| <i>Big Birmingham Bikes (Revenue)</i> | 80 | 80 | 80 | 240 |
| Third Party contribution | | | | |
| <i>Section 106 Developer Funded Projects</i> | 0 | 125 | 100 | 225 |
| <i>Canal and River Trust Staffing Contribution</i> | 75 | 120 | 0 | 195 |
| TOTAL | 5,103 | 15,247 | 2,550 | 22,900 |

Notes:

- 1) Department for Transport funding must not go beyond 2014-15 financial year.
- 2) Bids that clearly identify a local contribution (local authority and/or third party) towards the project costs will be favoured. Ideally the local contribution should be at least 30% of the project costs.

B4. Package description

Please provide a detailed description of each of the package elements being bid for.

Section B2 Part 4 has provided an overview of our bid and its key components. This section provides further details on the elements being bid for as part of our Cycle City Ambition Grant application. This section: firstly provides an overview of the package and its key elements; and secondly an outline of measures by key area of the bid.

Package Description Overview

Types of Route

Section B2 Part 4 provided an overview of scheme components being bid for and key deliverables. We will develop 37 continuous and coherent routes that sit within 4 quadrants (North, South, East and West) surrounding the city centre, linking the core to local centres and residential areas. Our new cycle network will consist of four types of route, providing support for all different types and ability levels of cyclist:

1. 13 Main Road Routes:
 - Similar to London's Cycle Superhighways; direct, fast flowing routes along major A and B roads into and out of the city centre;
 - Ideal for confident commuter and utility cyclists; and
 - An emphasis on and semi-segregation from traffic along these routes, filling the gaps in cycling provision and addressing hazards will develop a greater sense of continuity and improved safety.
2. 13 Parallel Routes:
 - Quieter routes using minor, residential roads and some off-road connections to provide alternatives to the main road with lower traffic volumes and speeds;
 - More attractive to new and less confident cyclists;
 - Routes will also form part of the 'local' cycle network helping to link destinations such as schools, colleges, community centres, parks and suburban stations; and
 - Emphasis will be on traffic calming, roll-out of 20mph zones, junction entry treatments, changes to junction priorities to avoid stopping and starting, and improving crossings at major roads to create shared low speed roads with a sense of calm and safety.
3. 7 Canal Towpaths and 4 Green Routes:
 - Enjoyable, traffic free cycle paths;
 - Suitable for all cyclists from novice to experienced, for utility, leisure, tourism and health;
 - Surface treatments will replace existing unsealed routes, ramps will improve access and where possible widening will minimise the conflict between users; and
 - These routes to form the basis of longer distance and circular routes aimed at leisure journeys.

In addition to these four route types there are a number of City Centre specific routes and measures will be implemented to increase permeability within the city core.

It is important to note that in developing this network we will be both introducing new routes and enhancing existing routes. All routes will need different and targeted measures to ensure development of a comprehensive cycle network.

Across all routes a combination of branding, waymarking and interpretation boards will increase the legibility of the cycle network, providing information about the routes as well as local amenities and attractions.

Supporting Infrastructure

Alongside the proposed route measures Birmingham's Cycle Revolution bid includes a series of supporting infrastructure works to be delivered by 2016 that will improve the convenience and security of cycling:

- 1500 additional cycle parking stands will be installed at key destinations along the routes;
- Rail stations will be fully integrated into the cycle route network with station cycle hubs offering safe and secure cycle parking where bikes can be left at a considerably remote distance from the owner for longer periods of time (e.g. all day for a rail commuter);
- Our Workplace Cycle parking programme will provide grants for on-site cycle parking and other trip end facilities;
- Brompton Docks will fulfil a particular hire market, extending the use of this versatile folding bike to an audience that do not need to invest in personally owned bikes but will use the service for appropriate urban journeys;
- Big Birmingham Bikes will provide close to 5,000 bikes for use in deprived communities to tackle one of the key barriers this audience face in using a bike, the cost of purchase;
- A phased programme of introducing 20mph zones on residential roads will ensure slower vehicles speeds make for roads and neighbourhoods that are more conducive to walking and cycling; and
- Delivering Safer Routes to School within a number of schools within the bid area and completing Perry Barr Subway Infilling which seek to improve accessibility and address barriers to cycling and walking in this local centre.

Smarter Choices Package

Birmingham City Council is undertaking a number of innovative projects and promotional activities that will support people to make smarter choices about their travel across the city, these have been explored in Section B2 – Part 1 and Part 4. These projects will be vital to promoting active travel and ensuring that Birmingham's residents are equipped with the skills they need to take advantage of the infrastructure delivered through our bid.

These existing projects are helping to remove barriers to cycling within Birmingham. They will be critical in supporting and sustaining a step-change in cycling levels across Birmingham. These projects are integrated into our long-term plan for Birmingham's Cycle Revolution providing an over-arching strategy that addresses both infrastructure needs and behaviour change to create a comprehensive approach to cycling across the city that allows people to travel further and with confidence on their bike.

A summary of key projects which support our bid and work with businesses, schools and hard to reach groups is provided below.

Working with Businesses

We will continue to proactively engage with businesses and organisations to support our shared aspirations for increasing cycling and walking and sustainability. Company TravelWise provides the backbone for extensive engagement and a partnership approach; further specific initiatives are explored below.

Working alongside businesses, we are pioneering a new Top Cycle Location initiative which offers organisations that are major trip generators an experienced travel planning officer to examine and advise on site facilities (parking, lockers, showers etc), access and barriers to the location, promotion, offers and journey planning. An Action Report is produced and parties can monitor progress, on completion the organisation is awarded the Top Cycle Location Status. There are already twenty five major employers who have agreed to take part in this initiative.

We are also developing ever stronger links with Business Improvement Districts in implementing a smarter choices approach. In March 2011 we formed a partnership with Colmore Business District, the commercial heart of Birmingham, to develop and launch a Sustainable

Travel Partnership Plan promoting sustainable transport within the district. This partnership was the first of its kind in the country and provides a benchmark for future city centre travel planning. The City Council's Smarter Choices Team are progressing the concept, working with Birmingham's Kings Heath, Jewellery Quarter and Retail BID's to provide plans that are tailored to specific areas of the city and support the businesses within.

Through putting together a sponsorship package we are also encouraging businesses to contribute money or resource for smarter choices measures through corporate social responsibility activities. One large Birmingham Company provides two members of staff for one day a month who have been trained to undertake road safety education at school. This is something we want to explore and extend as part of our bid.

Working with Schools

We will continue to take forward School Travel Plans in partnership with the Local Education Authority, Centro and other key partners. We currently have over 469 schools with active Travel Plan which are continuously being up-dated and monitored with regular engagement. Road Safety Education, Bike It and Bikeability are deliverables with schools.

The Safer Routes to Schools programme supports five schools within Birmingham each year to deliver infrastructure that improves the walking and cycling experience to the school. The Smarter Networks Smarter Choices LSTF funded programme has allocated funds to provide Safer Routes infrastructure at 13 secondary schools in the Birmingham corridors and the Birmingham City Council's Smarter Choices team is currently developing a sponsorship plan to encourage private sponsorship of Safer Routes from local businesses to increase the coverage of schools.

Following the implementation of a safer route, we have developed a package of measures to engage pupils, staff and parents, including Bikeability, Road Safety Education and public transport travel training to ensure benefits are locked in and sustained.

We are leading the West Midlands to implement a bespoke website that enables schools, as well as community groups, businesses and residential locations to set up their own portal providing bespoke journey planning to their location. The journey planning tools include interactive mapping as well as walking and cycling routes and advice.

Engaging Hard to Reach Communities

We will continue to develop innovative approach to work with hard to reach groups, such as Black Minority Ethnic communities in Birmingham. This will build on initiatives such as Birmingham City Council's Women on Wheels training programme successfully focuses on hard to reach BME communities in the city. This scheme supports the aims of British Cycling's Breeze programme. We have trained 200 women in the last 12-months, post implementation surveys demonstrate that these women continue to cycle with a number becoming cycle trainers. This programme will be expanded this year given its success and level of demand.

With a growing proportion of children within the local population of Birmingham (children up to the age of 15 make up 22.8% of the population; this is projected to increase by 33% to 2030) and a lack of clubs for children and teenagers across the city, it is imperative that we build upon the success of Birmingham's BMX park to ensure children are introduced to cycling at an early age. Opened in 2011 the track is considered to be one of the outstanding tracks in the world and boasts over 550 members making it the largest club in Europe.

Birmingham BMX is funded by City Council but will soon be independently run and self-financing. There are plans to develop a high standard mountain bike course on land next to the track and to develop parts of Perry Park where it is situated into a course for Bikeability, Women on Wheels and bike maintenance training creating a City Cycle Park.

We are also making concerted efforts to work with other harder to reach members of the community, such as disabled residents and senior citizens, to whom cycling as a mode

of transport may not be quite so obvious. Alongside working with the Birmingham Advisory Council of Older people (BACOP), we are also in the process of developing a strategy for engaging these residents in cycling and raising cycling levels.

City Centre & Quadrant Proposals

The following section describes our CCAG package across the City Centre and four Quadrants. This includes a description of interventions, key information and benefits.

Figures are provided by each area and include details of the cycle network to be developed as part of the bid. The figures also indicate those cycle network proposals which will be implemented between 2016 - 2023. The plans show how the route proposals link communities with strategic and local centres, key employment sites, Universities, Railway Stations, Economic Growth Zones, Enterprise Zones, Schools and Hospitals.

A full list of all the proposed measures within the bid for the Main Corridors, Parallel Routes, City Centre, Canal Network, Green Routes and associated Supporting Measures for the package up to 2016, along with their associated costs, is included in Appendix M. This covers part of the network proposals for 2023, mainly the 36-kilometres of new routes on key corridors, but does not detail in full the additional 100-kilometre plus of new cycle routes on parallel/orbital routes. Appendix N includes drawings for the City Centre and Quadrants which provide references of the principal measures along each route which correspond to the associated information in Appendix M.

City Centre Package

Our approach within the City Centre focuses on improving links using way-finding to guide cyclists. Figure B27 provides an outline of key cycle route measures for the area.

The City Centre can be subdivided into two parts; a core area that is roughly bounded by the Queensway (formerly the inner ring road) and an outer area of transition between Queensway and the ring road. Within the core area our emphasis is on attractive public realm and shared use of the key traffic restricted areas such as New Street, Victoria Square and connecting pedestrianised streets. The majority of motorised traffic entering this zone is for servicing businesses or to access private parking; there is little 'through traffic' other than public transport. We endeavour to capitalise on this advantage to both increase permeability for cyclists and walkers making the core area an inviting place for people and business.

The outer city centre is typified by mixed-use development including industrial, commercial and residential. There are two elements to our cycle provision here. Firstly, is to provide clear linear radial routes between the core city centre and places where cyclists can safely cross the ring road to access routes to the North, South, East and West Quadrants. Secondly is to offer orbital connections between different parts of the city, including connections to important education, cultural, transport, residential and employment centres located around the edge of the city centre.

The target markets for city centre cycling will be:

- Residents – The resurgence of successful city centre residential development means an increasing population living, in particular, along the canals and towards Aston and Eastside. These sites are typically a few minutes from the city core by bike but may take 20-30 minutes on foot or public transport. Cycling offers a quick and convenient alternative if appropriate infrastructure is provided, both for those on low incomes and higher earners.
- Regular and would be commuters – Providing those who travel from outside of the City Centre with safer and more convenient access to encourage cycling as a mode of commuting.
- Rail commuters – Secure parking at stations will enable the use of a bike as part of a longer trip.
- Leisure cyclists and tourists – The increasing number of high quality public spaces and connections

with improved public realm will build on existing areas where cyclists and pedestrians already mix to provide an extended environment conducive to walking and cycling in the city core. In addition, the resurfaced canals will link into the city centre realising their potential as pleasant, traffic-free routes to explore the city as well as forming part of the transport network and encouraging physical activity. These routes will form the basis of longer distance and circular routes aimed at leisure journeys.

Scheme Description – City Centre

By 2016 the City Centre will benefit from a series of improved cycle links providing simpler, more direct routes across the city. Public realm for all active travellers will be enhanced and wayfinding will guide cyclists and walkers throughout.

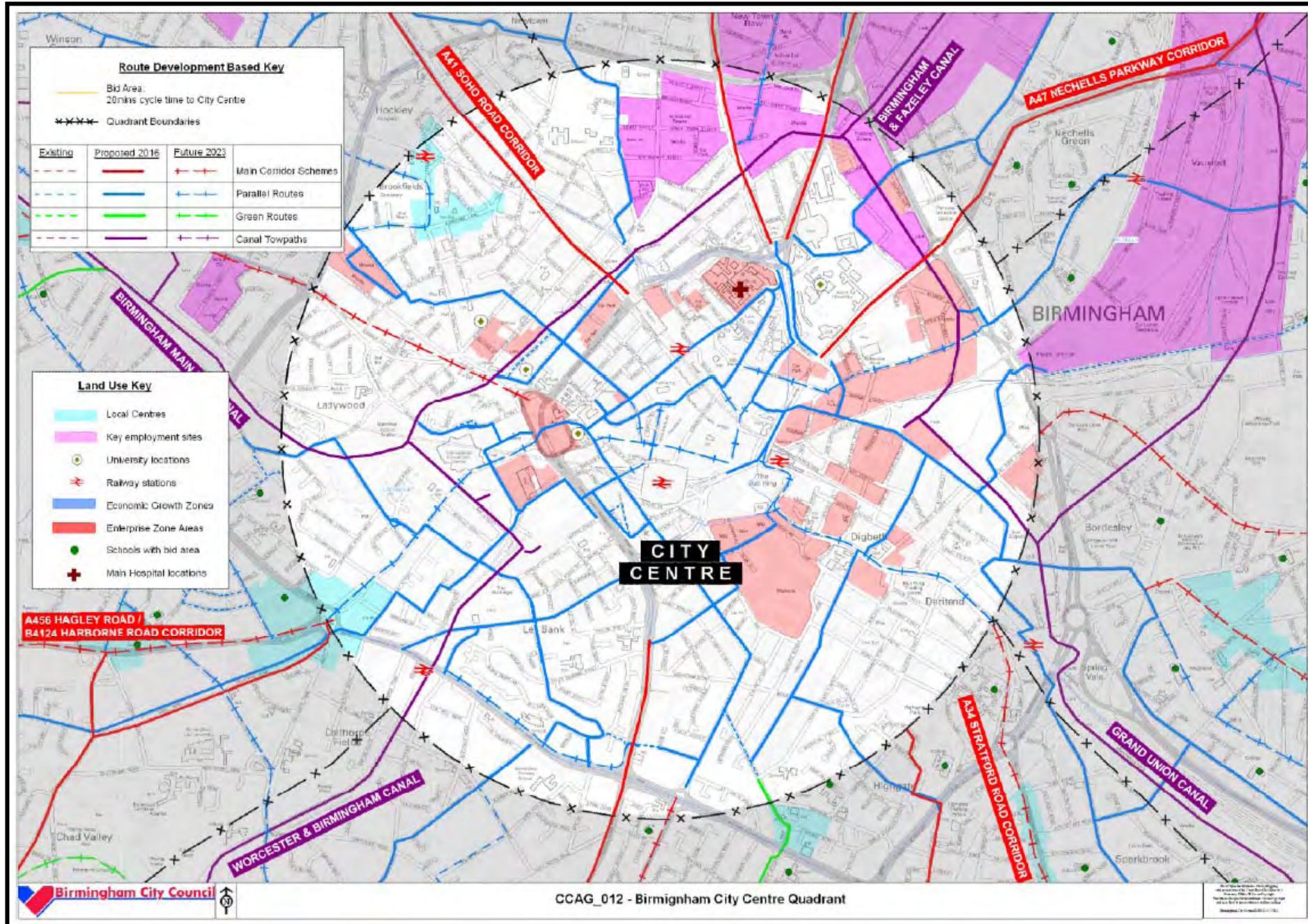
Table B5: Description of Proposed Measures in Birmingham City Centre

| City Centre | Intervention Type | Route Information | Key Scheme Benefits |
|--------------------------|---|---|---|
| City Core | Vehicle restricted areas and shared Facilities <ul style="list-style-type: none"> - Introduction of shared pavements, widened into carriageway where necessary - Extension of existing traffic free areas - Upgraded crossings - Shared public realm through parks/open space | <ul style="list-style-type: none"> - Shared use of the existing traffic restricted areas such as New Street and Victoria Square - Linking shops, businesses, cafes, bars, restaurants and parks all located in the city core | <ul style="list-style-type: none"> - Increase in permeability of the city core, allowing more direct routes and improving ease of access for cyclists - Improved legibility of environment and opening up of subways to provide more convenient and attractive routes - Facilitates quick cross city movements - Improved safety through provision of low or traffic free routes and clearer approach to shared facilities - High quality public realm - Creation of a vibrant and inviting environment for all that live, work and visit the city centre |
| | On-Street Infrastructure <ul style="list-style-type: none"> - Dropped kerbs - Raising bollards - Landscaping, particularly in relation to subways - Removal / relocation of street furniture | | |
| | Signage And Way-Finding <ul style="list-style-type: none"> - Well signed and marked routes - Way-marking totems - Signs for stations and links to Quadrant routes | | |
| Radial and orbital links | On Street Cycle Lanes <ul style="list-style-type: none"> - Removal of parking spaces - Implementation of contraflow facilities - Unsegregated two-way cycling - Removal of centre line - Advisory cycle lanes - Reconfigure junctions - Elephants footprints across junctions - Exemption from turning bans | <ul style="list-style-type: none"> - Longer routes linking the different districts of the City Centre e.g. Digbeth and the Jewellery Quarter - Connections to residential, commercial and industrial areas, Enterprise Zone sites, University locations and Birmingham Children’s Hospital - Links to Main Road Routes and Parallel Routes through Quadrants | <ul style="list-style-type: none"> - Removal of inconvenient routes - Reduction in cycle journey times, providing an advantage over car and public transport - Offers a sense of continuity for City Centre cycle journeys - Improved safety, particular across junctions - Encourages cycling as a mode of commute to the City Centre - Support businesses and new economic growth areas located in the outer area through improved urban realm and connections |
| | Signage And Way-Finding <ul style="list-style-type: none"> - Well signed and marked routes - Way-marking totems - Signs for stations and links to Quadrant routes | | |
| City Centre | Intervention Type | Route Information | Key Scheme Benefits |

| | | | |
|---------------------------------|---|---|---|
| City Centre Supporting Measures | Cycle Parking - Additional cycle parking in specific areas | The core area of the City Centre already benefits from cycle parking at a convenient density of provision. Cycle parking will be installed in discrete areas of the core that are less well served as well as in the outer area of the city centre where provision is lacking. | <ul style="list-style-type: none"> - Ensures a level of cycle parking provision across the City Centre - Improves bike security and ease of cycling for all |
| | Workplace Parking - Grant awards and/or direct cycle stand installation | The City Centre is a clear destination for cycle commuting and also the area where concerns over cycle theft run highest. Therefore the area will be a key target to encourage the take up of on-site cycle parking. | <ul style="list-style-type: none"> - Encourage uptake of cycle commuting and visitor travel - Improves cycle security, particularly in respect of all day commuter cycle parking |
| | Big Birmingham Bikes - Canal based activity hub - Guided rides - One-to-one and group training - Bikes for sessional use and loan | Extension of Big Birmingham Bikes scheme into the City Centre (where it does not currently operate) to serve deprived communities in the outer area. Both Highgate and Ladywood have good links to appropriate traffic-free networks to begin to develop use of bikes. | <ul style="list-style-type: none"> - Supports cycling for leisure and utility purposes - Encourages physical activity through cycling - Provides access to free and low-cost bikes reducing transport poverty - Enables access to employment and social opportunity for residents in deprived communities |
| | Brompton Docks - Automated folding bike hire system | The three City Centre rail stations, New Street, Moor Street and Snow Hill form the focus of rail commuting in the Birmingham and will therefore home our initial Brompton Docks. Supplementary Docks will be placed at two business developments in the outer area of the City Centre. | <ul style="list-style-type: none"> - Encourages cycling within the City Centre - Provides a means of cycle for those who don't have the need to invest in a personally owned bike - Supports cycling as part of a longer, public transport integrated journey |
| | 20mph limit areas - Introduction and extension of low speed zones | A 20mph zone exists in the Aston University area and the recently re-engineered Moor Street Queensway is now a 20mph street. The extension of these zones and introduction of low speed zones in other areas of the City Centre will be coupled with improvements to public realm. | <ul style="list-style-type: none"> - Reduces excessive speed, encouraging cyclists to take up a dominant position in the road - Reduces vehicle domination within the City Centre - Improves safety of cycling - Enables cycle permeability improvements |

Cycle Hubs are not included in the City Centre Supporting Measures. City Centre stations require Cycle Hubs of a different style and on a larger scale than at suburban stations. Hubs similar to the Leeds Cycle Point are envisaged for the City Centre; however the timescale for their implementation extends beyond the CCAG period. Our plan is to introduce these Hubs by 2018 to tie in with forthcoming City Centre developments. Improved cycle parking capacity and Brompton Docks will however be delivered within the bid period, together with on-street maintenance facilities.

Figure B27: Map of Birmingham's Cycle City Centre Quadrant showing Cycle Routes



Our CCAG Package in the North Quadrant

Our package of measures in the North Quadrant is aimed at supporting residents of the most deprived communities to access opportunities and employment. Alongside historically significant areas of light industrial employment in the Quadrant, there is substantial work underway to develop a Regional Investment Site and Economic Growth Zone. These sites marry Birmingham's growth sectors, in this particular case advanced manufacturing, with spatial opportunities. We aim to ensure that all of these sites are easily accessible via bike for residents of the North Quadrant and beyond. Figure B28 provides an outline of key cycle route measures for the area.

In addition, we are keen to capitalise on the younger population within this Quadrant ensuring that we engage them in active travel modes and build upon the Bike North Birmingham activities that have already proven successful to the north of this study area. Our key outcomes for the North Quadrant are to see:

- Growth of cycling in deprived, traditionally hard to reach communities
- A rise in the number of people cycling to work
- An increase in the number of children cycling to school
- A reduction in childhood obesity levels

Scheme Description – North Quadrant

Over the next 3 years the North Quadrant will benefit from 3 main corridor routes, 6 parallel routes, upgraded green routes and enhancement to the Birmingham & Fazeley Canal.

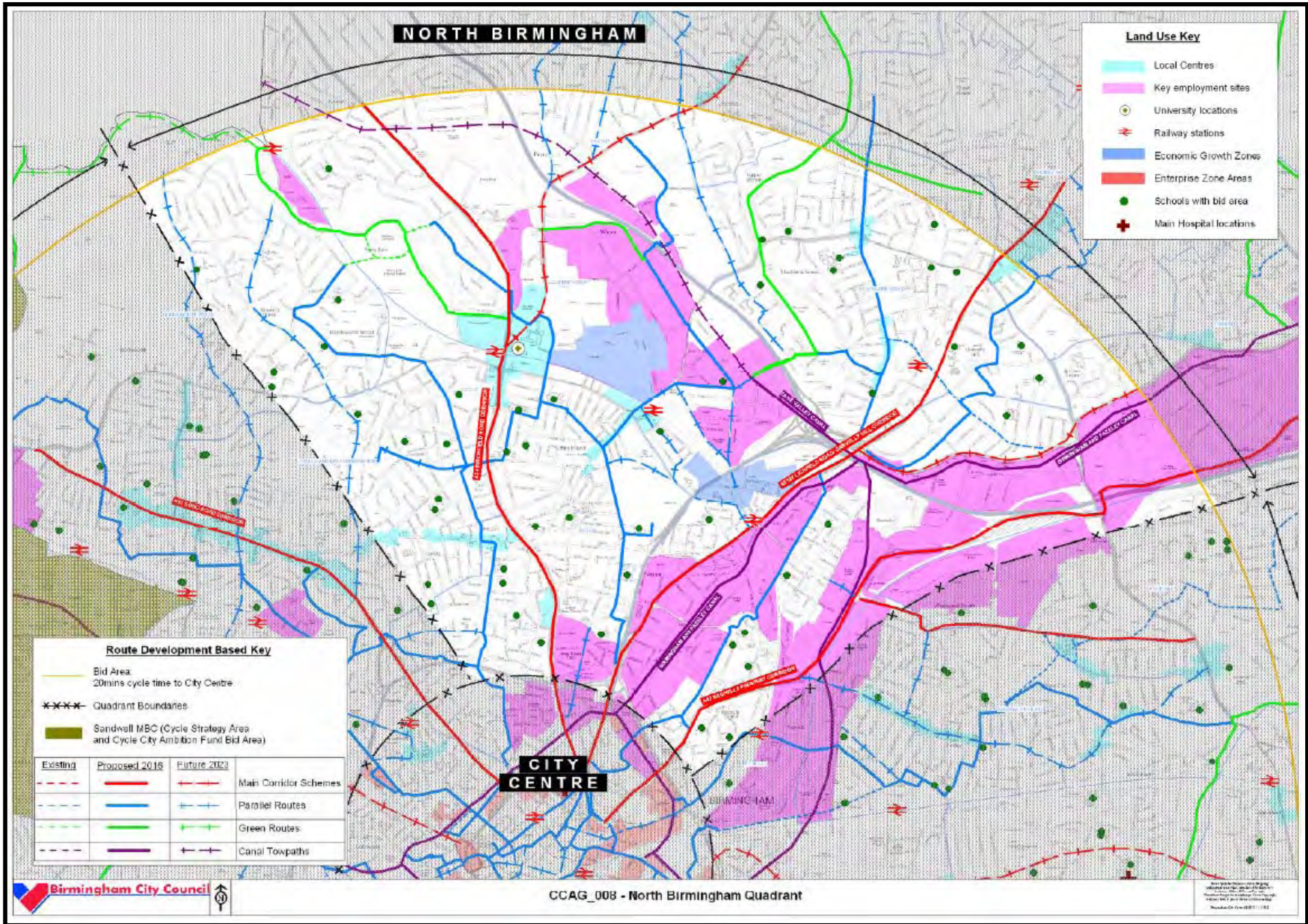
Table B6: Description of Proposed Measures in Birmingham's Cycle City North Quadrant

| The North Quadrant 2016 | Intervention Type | Route Information | Key Scheme Benefits |
|-------------------------|---|--|---|
| Our Main Road Routes | On Street Cycle Lanes <ul style="list-style-type: none"> - Linking existing cycle lanes and bus lanes - Cycle lanes on dual carriageways - New lengths of cycle track alongside carriageway - Signalled crossings, cycle tracks and minor diversions at busy junctions - Traffic management at pinchpoints | <ul style="list-style-type: none"> - Routes pass through deprived residential areas and connect into key industrial employment sites, economic growth zones and the City Centre - Also, link to adjacent routes beyond CCAG bid radius developed through Bike North Birmingham (BNB) | <ul style="list-style-type: none"> - Improves continuity of cycle lanes - Provides three fast and direct routes through the Quadrant and into the City Centre - Supports cyclists at busy gyratory junctions - Improves safety on heavily trafficked roads - Reduces transport inequality - Enables residents in the most deprived area of Birmingham to use cycling as an accessible mode of transport to access employment - Provides grade-separated gateway into the City Centre - Ensures those engaged through BNB can access a city-wide cycle network |
| | Cycle tracks <ul style="list-style-type: none"> - Extension of existing footways with parallel cycle tracks - Widen footways - Improve subways and public realm on entrance to City Centre | | |
| Quieter Parallel Routes | Signage and Way-Finding <ul style="list-style-type: none"> - Direction signs | <ul style="list-style-type: none"> - Routes link areas of high deprivation with academic and hi-tech employment sectors, industrial sites, Aston University campus, inner city green areas, schools, local centres, outer city | <ul style="list-style-type: none"> - Provides quieter routes in an area of the city where high traffic levels are a barrier to cycling - Enables access to limited green spaces - Improves safety and supports less confident |
| | Reducing Vehicle Speeds <ul style="list-style-type: none"> - Speed cushions - Table top junctions - Entry treatments - Chicanes - 20mph zones | | |

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| | <p>On-Street Infrastructure</p> <ul style="list-style-type: none"> - Cycle lanes / tracks - Toucan crossings - Cycle tracks at signalled crossings - Changes to priority at junctions - Remove centre lines and install advisory lanes with narrow all-purpose lanes | | |
| Canal Network and Green Routes | <p>Lighting</p> <ul style="list-style-type: none"> - Improvements inside subways | <ul style="list-style-type: none"> - Routes connect Aston University, Science Park and many light industrial employment sites - Also facilitates M6 crossings and cross border access linking to the national cycle network | <ul style="list-style-type: none"> - Provides traffic-free routes in an area with many trunk roads carrying HGVs serving industrial and retail sites - Supports accessibility for disabled people - Supports increase in physical activity through providing suitable infrastructure for leisure cycling - New surface allows people to cycle in all weathers and in ordinary clothes - Improves safety and security of cyclists - Ensures onward connectivity |
| | <p>Surfacing and Pathways</p> <ul style="list-style-type: none"> - New sealed surface - Toucan crossings at main roads - Access improvements - Coherent on-street connections to these routes | | |
| | <p>Information and Signage</p> <ul style="list-style-type: none"> - Improved signs - Interpretation boards | | |
| North Quadrant Supporting Measures | <p>Cycle Parking</p> <ul style="list-style-type: none"> - Multiple stands at district shopping centres and other public destinations along main and parallel routes | Some cycle parking is available at large trip generators; however some facilities are severed from destinations by busy dual carriageways. | <ul style="list-style-type: none"> - Provides cycling parking in an area with low levels of provision (compared to South and West Birmingham) - Improves bike security, particularly for utility cyclists accessing shops |
| | <p>Take a Stand</p> <ul style="list-style-type: none"> - Grant awards and/or direct cycle stand installation | The North Quadrant is noticeable for significant areas of employment that will be targeted for cycle parking. | <ul style="list-style-type: none"> - Encourage cycle commuting and visitor travel - Improves cycle security |
| | <p>Cycle Hubs</p> <ul style="list-style-type: none"> - Extension of Centro Cycle Hub concept - Smartcard accessed & secure roofed cycle park at suburban stations | Two suburban rail lines serve the Quadrant. A Cycle Hub towards the outer limit of the Quadrant is envisaged. | <ul style="list-style-type: none"> - Extends the catchment area for city centre commuting whilst retaining an acceptable cycling distance for new cyclists - Provides secure cycle parking for extended lengths of time, including overnight |
| | <p>Big Birmingham Bikes</p> <ul style="list-style-type: none"> - Extension of activity - Guided rides - One-to-one and group training - Bikes for sessional use and loan | Existing BeActive by Bike activity operates in three areas of the Quadrant. Big Birmingham Bikes will extend this activity and also work with BNB's Hub on the northern boundary of the quadrant. | <ul style="list-style-type: none"> - Addressing health inequalities in deprived communities - Providing access to free and low-cost bikes reducing transport poverty - Enabling access to employment and social opportunity |

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| | <p>20mph limit areas</p> <ul style="list-style-type: none"> - Designation of 20mph zones in urban and suburban residential areas | <p>The North Quadrant currently features very few 20mph zones compared to other quadrants. However, there are many suitable areas.</p> | <ul style="list-style-type: none"> - Reduces excessive speed, encouraging cyclists to take up a dominant position in the road - Improves safety of cyclists and pedestrians |
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Figure B28: Map of Birmingham's Cycle City North Quadrant showing Cycle Routes



Our CCAG Package in the East Quadrant

Our approach to the East Quadrant looks to support the regeneration of the area and reduce severance of communities to the east of the city centre by linking active travel routes through the Quadrant and into the city core, connecting to local centres on the way. Combined with our Big Birmingham Bikes scheme our aim for this infrastructure is to empower those seeking employment to use cycling as a means to access opportunities.

An initial focus on Parallel, Green and Canal Routes will also ensure infrastructure supports the high proportion of young people residing in the East Quadrant. These quieter routes, with traffic free stretches will connect key local amenities including parks, residential areas, district centres, schools and colleges, making it safer and easier for everyone, especially children, to travel by bike. Figure B29 provides an outline of key cycle route measures for the area.

Our key outcomes for the East Quadrant are to see:

- Growth of cycling in deprived, traditionally hard to reach communities
- A rise in the number of people cycling to work
- An increase in the number of children cycling to school
- More people cycling for leisure
- A reduction in childhood obesity levels

Scheme Description – East Quadrant

To 2016 the East Quadrant will benefit from the development of one main corridor, three new parallel routes, upgrading of an existing green route and the resurfacing of the Grand Union Canal. Further corridor schemes (for example through Bordesley Green) are proposed as part of the longer-term 2023 plan.

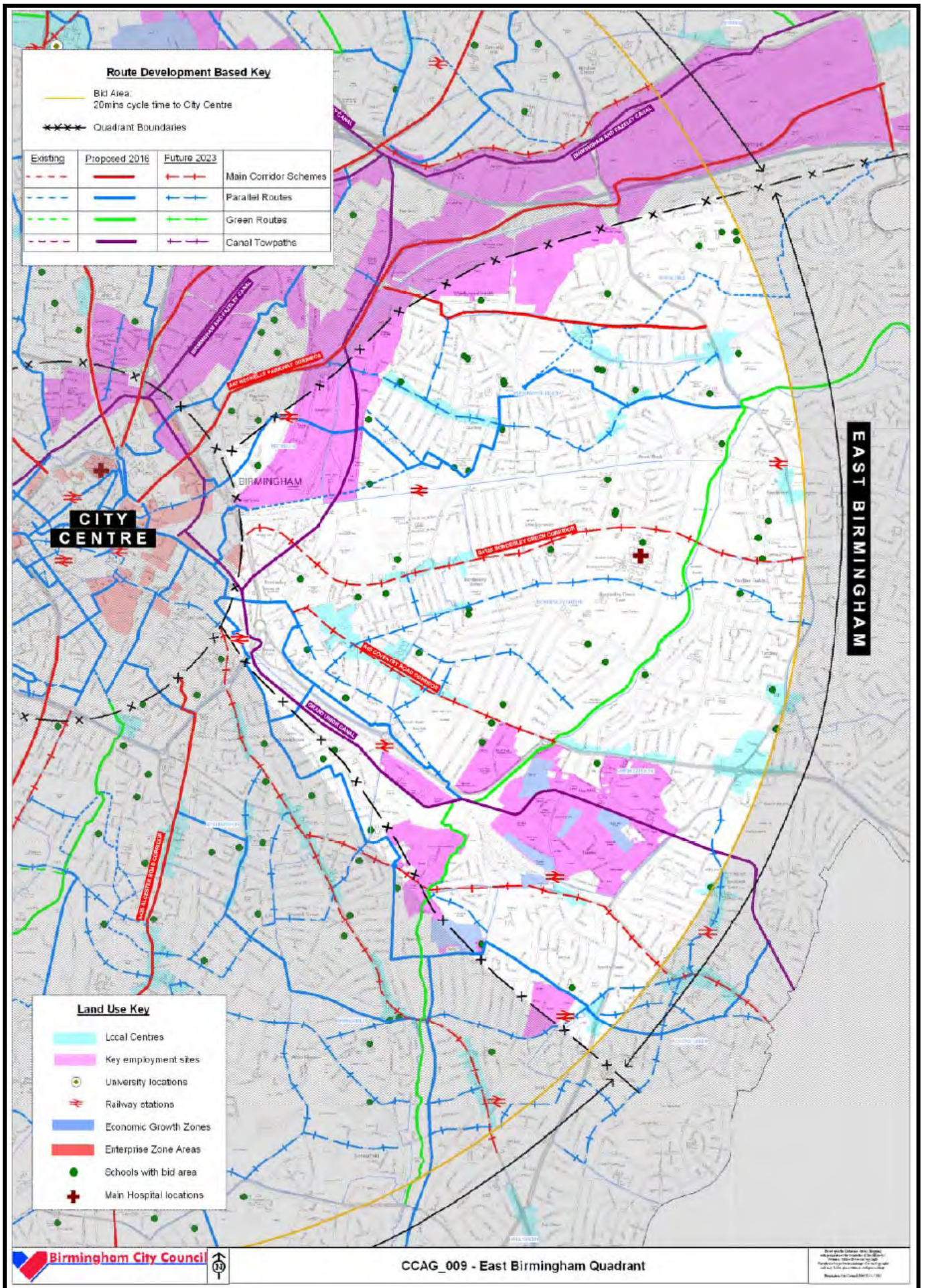
Table B7: Description of Proposed Measures in Birmingham's Cycle City East Quadrant

| The East Quadrant 2016 | Intervention Type | Route Information | Key Scheme Benefits |
|-------------------------|--|--|--|
| Main Road Route | <ul style="list-style-type: none"> - Reallocation of parking and carriageway space to enable introduction of cycle lanes along the 3km length - Linking existing cycle lanes and bus lanes. - Cycle lanes on dual carriageways - New lengths of cycle track alongside carriageway - Signalled crossings, cycle tracks and minor diversions at busy junctions - Traffic management at pinchpoints | <ul style="list-style-type: none"> - Route links East Quadrant to the city core via large industrial sites on the northern edge of the East Quadrant - Connects to existing signed Ward End route to the outskirts of the quadrant, including the Ward End Be Active Cycle Hub | <ul style="list-style-type: none"> - Supports residents in the most deprived area of Birmingham to use cycling as an accessible mode of transport to access employment - Reduces transport inequality - Serves a majority BME community - Locks in benefits of Ward End Cycle Hub which provides free access to bikes and cycling activities |
| Quieter Parallel Routes | <ul style="list-style-type: none"> - Signage and Way-Finding - Direction signs, in particular through existing new shared surface in Eastside Park | <ul style="list-style-type: none"> - Routes enter city centre via established quiet road cycle route which will pass Eastside regeneration area and HS2 terminal | <ul style="list-style-type: none"> - Provides quieter routes in a Quadrant with a noticeable high level of HGVs due to heavy and light industrial activity |

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| | <p>Reducing Vehicle Speeds</p> <ul style="list-style-type: none"> - Traffic calming speed cushions & table tops - 20mph zones | | |
| | <p>On-Street Infrastructure</p> <ul style="list-style-type: none"> - Cycle lanes along busier roads - Signalled and grade separated crossings at major roads e.g. Middleway dual carriageway - Shared footways - Advanced stop lines | | |
| Canal Network and Green Routes | <p>Surfacing and Pathways</p> <ul style="list-style-type: none"> - New all-weather sealed surface on existing routes - Formalised crossings at busy roads - Improved links between canals, green routes and other on street cycle routes | <ul style="list-style-type: none"> - Less direct but largely traffic free routes - Running mainly east-west routes link Heartland Hospital major employer, district centres, the main eastern residential areas, The Ackers Outdoor Adventure Centre and into the HS2 terminal and the city centre - Grand Union Canal links many industrial zones (sites of employment) within the Quadrant, providing clear opportunity for cycle commuting - Cross border link to Solihull cycle route network | <ul style="list-style-type: none"> - Enhances traffic-free routes supporting all types of cyclist - Promotes existing routes linking east-west through an area lacking east-west connections - Provides continuity between canal, green routes and other cycle routes - New surface allows people to cycle in all weathers and in ordinary clothes - Reduces severance issues between the East Quadrant and city centre - Supports increase in physical activity through providing suitable infrastructure for leisure cycling - Assists in navigating towpaths, particularly for less experienced and leisure cyclists - Supports accessibility for disabled people - Also benefits walkers |
| | <p>Information and Signage</p> <ul style="list-style-type: none"> - Way-finding and direction signs - Information on DDA compliant access points | | |
| East Birmingham Supporting Measures | <p>Cycle Parking</p> <ul style="list-style-type: none"> - Regularly spaced cycle parking | <p>Characterised by linear shopping centres with a high level of frontage activity, the East Quadrant main roads become a destination in themselves. Regularly spaced cycle parking will be appropriate</p> | <ul style="list-style-type: none"> - Provides cycling parking in an area with low levels of provision (compared to South and West Birmingham) - Improves bike security, particularly for utility cyclists accessing shops |
| | <p>Take a Stand</p> <ul style="list-style-type: none"> - Grant awards and/or direct cycle stand installation | <p>Industrial zones along Grand Union canal will be targeted for on-site cycle parking provision</p> | <ul style="list-style-type: none"> - Encourage cycle commuting and visitor travel - Improves cycle security |
| | <p>Cycle Hubs</p> <ul style="list-style-type: none"> - Extension of Centro Cycle Hub concept - Smartcard accessed & secure roofed cycle park at suburban stations | <p>Stetchford and Acocks Green are served by rail lines featuring suburban and longer distance services, both will be linked to Green and Canal Routes for onward cycling</p> | <ul style="list-style-type: none"> - Provides secure cycle parking for extended lengths of time, including overnight - Promotes cycling as part of a longer public transport journey - Improves cycle security |

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| | <p>Big Birmingham Bikes</p> <ul style="list-style-type: none"> - Extension of activity - Guided rides - One-to-one and group training - Bikes for sessional use and loan | <p>Extension of Big Birmingham Bikes scheme currently operating out of The Ackers Outdoor Adventure Centre and Ward End Park. Green route will link these two destinations assisting joint operation and coordination.</p> | <ul style="list-style-type: none"> - Addressing health inequalities in deprived communities - Providing access to free and low-cost bikes reducing transport poverty - Enabling access to employment and social opportunity |
| | <p>20mph limit areas</p> <ul style="list-style-type: none"> - Implementation of large slow speed zone | <p>3 existing and significant 20mph zones in the Quadrant will be amalgamated into one extended slow speed zone</p> | <ul style="list-style-type: none"> - Reduces excessive speed, encouraging cyclists to take up a dominant position in the road - Improves safety of cyclists and pedestrians - Supports residents to cycle in an area with a high number of local trips - Includes Ward End area so will support existing Cycle Hub activities that empower first time cyclists |

Figure B29: Map of Birmingham's Cycle City East Quadrant showing Cycle Routes



Our CCAG Package in the South Quadrant

Across the South Quadrant we seek to build on the cycling momentum that has grown organically over recent years. The area is reaching the widely recognised tipping point where cycling becomes an accepted form of transport and this will be key in leading the way for the rest of Birmingham. To support and encourage more people to get on a bike our approach focuses upon safety as a key concern; enhancing existing main road routes to improve safety for cyclists, upgrading links to existing off-road routes, introducing parallel routes providing quieter journeys and ensuring safe crossings at the Middleway ring road to access the City Centre. Figure B30 provides an outline of key cycle route measures for the area.

Our aim is to support residents of this more residential area to access school, work and local amenities through cycling, in a quadrant that experiences significant suburban retail activity; in particular encouraging those that may have considered taking up cycling but have not yet made that step. We look to use signage and waymarking to formalise quieter routes currently used by cyclists into recognised parallel routes thus promoting their use to a wider market. In addition, we are working alongside the West Midlands LSTF programme to ensure all infrastructure improvements are complementary, combining efforts to introduce best practice cycle infrastructure along the LSTF South Birmingham Technology Corridor.

Our key outcomes for the South Quadrant are to see:

- An increase in the number of people cycling to school
- Rising numbers of people cycling to work
- Improved perceptions of cycling safety
- A reduction in childhood obesity levels in the more deprived areas

Scheme Description – South Quadrant

Over the next 3 years the South Quadrant will benefit from two main road routes, four parallel routes, a significant upgrade to the Worcester and Birmingham Canal and minor yet fundamental improvements to the existing Rea Valley and Cole Valley green routes. Further corridor schemes are proposed as part of the longer-term 2023 plan.

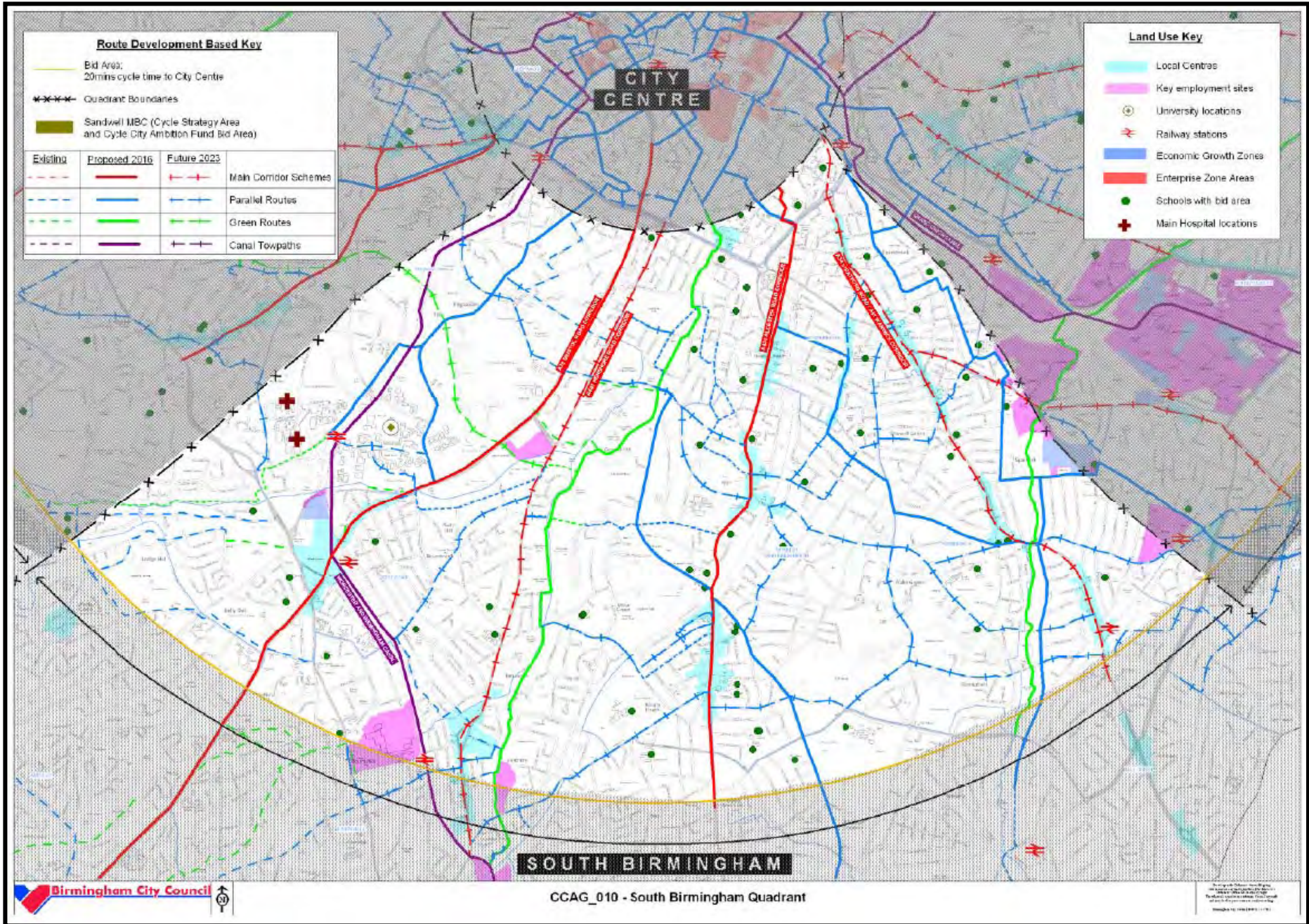
Table B8: Description of Proposed Measures in Birmingham’s Cycle City South Quadrant

| The South Quadrant 2016 | Intervention Type | Route Information | Key Scheme Benefits |
|-------------------------|--|--|--|
| Our Main Road Routes | <ul style="list-style-type: none"> - On Street Cycle Lanes - Rationalisation of parking and improvements to existing bus lanes to allow continuity of facilities for cyclists - Extend, segregate and partially segregate existing lanes - Mixed priority treatments through local centres with insufficient space for full cycle lanes - Potential for coloured surface and cycling markings on sections too narrow for full lanes | <ul style="list-style-type: none"> - Two Main Road Routes link City Centre with district centres - Both routes cross the Middleway ring road to enter the City Centre - Bristol Road Main Route provides link from the Ring Road to the University at Selly Oak and connects to the canal - Partial bus and cycle lanes are in place along both routes but there are gaps in provision | <ul style="list-style-type: none"> - Connects discontinuous cycle lanes - Builds on low-costs LSTF improvements to provide further cycle facilities - Increases visibility of cycle infrastructure, making motorists more aware of cyclists presence - Tackles major barrier to cycling of crossing ring road - Improves safety - Reduces vehicle speeds empowering cyclists to take a more dominant |

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| | <p>Cycle Measures at Junctions</p> <ul style="list-style-type: none"> - Advanced stop lines at signalled junctions - Convert pedestrian crossings to Toucan crossings - Major junction improvements at the Middleway ring road | | |
| | <p>Reducing Vehicle Speeds</p> <ul style="list-style-type: none"> - Traffic management measures e.g. reduction to one lane each way - Mixed priority through local centres - Public realm improvements | | |
| | <p>Signage And Way-Finding</p> <ul style="list-style-type: none"> - Direction signs | | |
| Quieter Parallel Routes | <p>Signage and Way-Finding</p> <ul style="list-style-type: none"> - Way marking totems similar to City Centre - Clear marking and signing - Formalise existing routes used by cyclists | <ul style="list-style-type: none"> - Routes use minor residential and traffic calmed streets - In the main they provide gentle gradients - Routes connect to Green Routes and Birmingham and Worcester Canal - Also, link to schools, leisure centres and rail stations - To the south west routes link to the University - To the south east Ladypool Road; Birmingham's 'Balti Capital' attraction for locals and tourists | <ul style="list-style-type: none"> - Ensures routes are easy to follow - Increases visibility of cyclists - Improves road safety - Encourages children to travel to school by bike, particularly in an area where pupils travel relatively long distances to school - Supports strong student movement around Birmingham City University - Use of waymarking totems on one route will provide greater coherence and continuity with City Centre and will create an 'exemplar' route for development of other routes post-2016 |
| | <p>Reducing Vehicle Speeds</p> <ul style="list-style-type: none"> - Extension of residential traffic calming measures including raised tables | | |
| | <p>On-Street Infrastructure</p> <ul style="list-style-type: none"> - Shared footway connections to rail stations - Reconfigure geometry of small roundabouts - Segregated facilities in places | | |
| Canal Network and Green Routes | <p>Surfacing and Pathways</p> <ul style="list-style-type: none"> - Replace unsealed surfaces - Upgrade links between these routes and other routes as well as routes to adjacent employment sites - Access improvements including wheeling ramps at stepped access points <p>Widening works</p> | <ul style="list-style-type: none"> - Largely off-road paths which pass residential areas and potential development sites and link stations, recreation grounds and heritage attractions - Canal route in particular provides strong direct links to employment sites and district centres within south Quadrant as well | <ul style="list-style-type: none"> - Enables access by disabled and wheelchair users to sections presently inaccessible - Standardises variable quality of provision improving comfort of routes - Ensures onward connectivity - Encourages more people to use already popular |

| | | | |
|--------------------------------------|--|--|---|
| | <p>Information and Signage</p> <ul style="list-style-type: none"> - Clear route signs - Interpretation boards - Signage for amenities and connections to other routes | | |
| South Birmingham Supporting Measures | <p>Cycle Parking</p> <ul style="list-style-type: none"> - Cycle parking provision at local centres and at local / neighbourhood facilities | <p>More cycle parking is provided in this Quadrant than any other, save for the City Centre. Many busier local centres are well served, however some areas are noticeably lacking provision.</p> | <ul style="list-style-type: none"> - Addresses inequalities of cycling provision across Quadrant - Encourages cycling for local journeys |
| | <p>Workplace Cycling</p> <ul style="list-style-type: none"> - Grant awards and/or direct cycle stand installation at large destinations | <p>Significantly sized commercial and professional services operate in the area as well as significant retail activity in district centres. These enterprises are potentially receptive to cycle commuting and will be targeted for onsite cycle parking.</p> | <ul style="list-style-type: none"> - Encourage cycle commuting and visitor travel - Improves cycle security |
| | <p>Cycle Hubs</p> <ul style="list-style-type: none"> - Possible extension of Centro Cycle Hub concept providing smartcard accessed & secure roofed cycle parking at suburban stations | <p>Pilot station-based Cycle Hub to be implemented by Centro at Selly Oak in Summer 2013. This is not part of our CCAG bid but further Cycle Hub locations will be considered</p> | <ul style="list-style-type: none"> - Provides secure cycle parking for extended lengths of time, including overnight - Promotes cycling as part of a longer public transport journey - Improves cycle security |
| | <p>Big Birmingham Bikes</p> <ul style="list-style-type: none"> - Guided rides - One-to-one and group training - Bikes for sessional use and loan | <p>A BeActive Bike Hub operates in Sparkhill on the eastern limit of the Quadrant serving the most deprived communities. The South Quadrant with a number of traffic-free routes is well suited to beginner activity and so supports Big Birmingham Bike activities.</p> | <ul style="list-style-type: none"> - Addresses health inequalities in deprived communities - Provides access to free and low-cost bikes reducing transport poverty - Enables access to employment and social opportunity |
| | <p>20mph limit areas</p> <ul style="list-style-type: none"> - Implementation of continuous slow speed zone | <p>A number of dispersed 20mph zones will be extended and amalgamated. Strong calls from local communities and some local elected members for speed reduction suggests any proposal will be well received.</p> | <ul style="list-style-type: none"> - Reduces excessive speed, encouraging cyclists to take up a dominant position in the road - Improves safety for cyclists and pedestrians |

Figure B30: Map of Birmingham's Cycle City East Quadrant showing Cycle Routes



Our CCAG Package in the West Quadrant

Our CCAG package of measures in the West Quadrant will help to support the various hard to reach communities located in different areas of the Quadrant; the older age groups in the south, the deprived and young communities towards the City Centre and the ethnic minority groups to the north. Older age groups tend to have greater concerns about cycling and therefore enhancements to the Green Route running through the south side of the area will encourage their participation. Big Birmingham Bike activities in the north and central part of the Quadrant will utilise the extensive traffic-free and quieter routes to support residents to take up cycling and enable them to access employment and other opportunities in the surrounding industrial employment sites and within the nearby City Centre.

With the Sandwell border lying just over a mile from the ring road, a main feature of the Quadrant is cross boundary trips, particularly by commuters. We are keen to support these commuters to use cycling as part if not all of their trip. We have liaised with neighbours in the Black Country to ensure that our Cycle Ambition bids form a joined up approach and utilise the Mainline Canal as a direct route from Birmingham’s City Centre into Sandwell ensuring a high quality, continuous approach. Figure B31 provides an outline of key cycle route measures for the area.

Our key outcomes for the West Quadrant are to see:

- Rising numbers of commuters cycling to work
- An increase in the number of older people cycling
- A reduction in childhood obesity levels in the more deprived areas
- An increase in ethnic minority groups cycling

Scheme Description – West Quadrant

By 2016 the West Quadrant will benefit from 2 main road routes and 4 parallel routes alongside enhancements to the existing green route and Birmingham’s Mainline Canal. Further corridor schemes are proposed as part of the longer-term 2023 plan.

Table B9: Description of Proposed Measures in Birmingham’s Cycle City West Quadrant

| The West Quadrant 2016 | Intervention Type | Route Information | Key Scheme Benefits |
|-------------------------|---|--|---|
| Our Main Road Routes | On Street Cycle Lanes <ul style="list-style-type: none"> - Introduction of bus or cycle lanes - Widening of existing bus / cycle lanes - Reduction in all-purpose lanes to reallocate road space to cyclists - Partial segregation - Potential for part-segregated lanes within carriageway by narrowing all-purpose lanes - Reconfigure junction layouts | <ul style="list-style-type: none"> - Routes connect major district centres, commercial area on the edge of the city , residential areas and the City Centre itself - Also link to the existing Green Route and a number of other routes along length | <ul style="list-style-type: none"> - Connects discontinuous cycle lanes - Increases visibility of cycle infrastructure, making motorists more aware of cyclists presence - Improves safety - Supports residents in the most deprived area to use cycling as an accessible mode of transport to access employment - Reduces transport inequality - Serves other hard to reach communities including young, old and ethnic minority populations |
| | Shared Use Facilities <ul style="list-style-type: none"> - Shared footways | | |
| | Signage And Way-Finding <ul style="list-style-type: none"> - Signed routes throughout | | |
| Quieter Parallel Routes | Signage and Way-Finding <ul style="list-style-type: none"> - Direction signs - Review of public realm | <ul style="list-style-type: none"> - Routes link big employment sites such as the Jewellery Quarter, | <ul style="list-style-type: none"> - Offers less heavily trafficked alternatives to the particularly busy main |

| | | | |
|-------------------------------------|--|--|---|
| | <p>Reducing Vehicle Speeds</p> <ul style="list-style-type: none"> - 20mph zones - Speed cushions - Raised crossing points - Review road markings | | |
| | <p>On-Street Infrastructure</p> <ul style="list-style-type: none"> - Reallocation of carriageway and widening of footways to allow for two-way cycling - Conversion of existing crossings and creation of new - Improve connections into subways - Advanced stop lines | | |
| Canal Network and Green Routes | <p>Surfacing and Pathways</p> <ul style="list-style-type: none"> - All weather surfacing - Improved access points, including installation of ramps at stepped access points - Coherent on-street connections to these routes | <ul style="list-style-type: none"> - Off-road routes that link Harborne to the City Centre - Mainline canal provides a direct route from the City Centre through most deprived area of Soho - Routes link to Sandwell cycle infrastructure in neighbouring Black Country and to rail hubs across the border | <ul style="list-style-type: none"> - Provides extensive traffic-free network through the centre of the Quadrant - Supports increase in cycling levels within both deprived and older populations - Supports accessibility for disabled people - Improves safety and security of cyclists - Enhances popular and convenient cross-border links to Black Country |
| | <p>Information and Signage</p> <ul style="list-style-type: none"> - Signing and interpretation boards | | |
| | <p>Lighting</p> <ul style="list-style-type: none"> - Installation of lighting at bridges | | |
| West Birmingham Supporting Measures | <p>Cycle Parking</p> <ul style="list-style-type: none"> - Where deficiencies are identified at local centres - Prioritisation of neighbourhood destinations | The two 2016 main road corridors in this quadrant feature a good level of cycle parking provision. Any deficiencies will be addressed and neighbourhood destinations on parallel routes will be prioritised. | <ul style="list-style-type: none"> - Improves bike security, particularly for utility cyclists accessing shops - Encourages local trips by bike |
| | <p>Workplace Cycling</p> <ul style="list-style-type: none"> - Grant awards and/or direct cycle stand installation at large destinations | The West Quadrant features the widest range of types of employment zones including longstanding industrial and concentrated retail activity. All will be targeted. | <ul style="list-style-type: none"> - Encourages cycle commuting and visitor travel - Improves cycle security - Provides an opportunity for us to assess different sectors responses to cycling |
| | <p>Cycle Hubs</p> <ul style="list-style-type: none"> - Possible extension of Centro Cycle Hub concept - Smartcard accessed & secure roofed cycle park at suburban stations | Hawthorne Station close to the Sandwell border where rail and metro lines diverge is an obvious site for a Cycle Hub. From here a traffic-free cycle route runs west through Sandwell linking to the National Cycle Network. | <ul style="list-style-type: none"> - Supports combination bike and rail trips into and out of Birmingham City Centre - Provides secure cycle parking for extended lengths of time, including overnight - Improves cycle security |

| | | | |
|--|--|--|---|
| | <p>Big Birmingham Bikes</p> <ul style="list-style-type: none"> - Extension of activity - Guided rides - One-to-one and group training - Bikes for sessional use and loan | <p>A BeActive Bike Hub is currently located in Handsworth Park on the northern boundary of the Quadrant. Activity will be extended to exploit the potential of the intensive traffic-free network in the centre of the Quadrant.</p> | <ul style="list-style-type: none"> - Addresses health inequalities in deprived communities - Provides access to free and low-cost bikes reducing transport poverty - Broadens travel horizons - Enables access to employment and social opportunity - Supports hard to reach, deprived and ethnic minority communities |
| | <p>20mph limit areas</p> <ul style="list-style-type: none"> - 20mph zones in local areas | <p>With little existing 20mph zones the nature of the West Quadrant does not facilitate a large 20mph limit. Smaller local areas will be selected for 20mph treatment with a longer term view to linking zones.</p> | <ul style="list-style-type: none"> - Reduces excessive speed, encouraging cyclists to take up a dominant position in the road - Improves safety for cyclists and pedestrians - Supports residents to cycle in an area with a high levels of through traffic |

B5. Package costs

A breakdown of the proposed package of measures with the **DfT funding** required. This should align with the funding profile in Section A.

A full and detailed breakdown of the scheme costs is provided below. Further scheme cost information can be found at Appendix M.

Table B10: Birmingham's Cycle City Ambition Bid – Package Costs

| | <u>2013/14</u> | <u>2014/15</u> | <u>2015/16</u> | <u>TOTAL</u> |
|---|-------------------|--------------------|-------------------|--------------------|
| ALL BID MEASURES | | | | |
| Main Corridor | £352,000 | £2,514,000 | £1,134,000 | £4,000,000 |
| Parallel Routes | £1,111,000 | £2,389,000 | | £3,500,000 |
| City Centre | £22,000 | £62,000 | £616,000 | £700,000 |
| Green Routes | £765,000 | £1,635,000 | | £2,400,000 |
| Canal Network | £1,496,000 | £4,804,000 | | £6,300,000 |
| Supporting Measures | £404,000 | £2,596,000 | | £3,000,000 |
| ALL BID MEASURES TOTAL | £4,150,000 | £14,000,000 | £1,750,000 | £19,900,000 |
| BCC Walking & Cycling Capital Programme (match) | £450,000 | £700,000 | £1,750,000 | £2,900,000 |
| ACTUAL DfT BID (GRANT) TOTAL | £3,700,000 | £13,300,000 | £0 | £17,000,000 |
| OTHER CAPITAL MATCH FUNDING | | | | |
| Perry Barr Subway Infill scheme | £210,000 | £350,000 | £0 | £560,000 |
| Cycle Parking | £20,000 | £20,000 | £20,000 | £60,000 |
| Brompton Docks x2 | £75,000 | £0 | £0 | £75,000 |
| 20mph Zones | £75,000 | £75,000 | £75,000 | £225,000 |
| Safer Routes to School | £168,000 | £227,000 | £275,000 | £670,000 |
| Canal - Developer Funded Schemes | | £125,000 | £100,000 | £225,000 |
| Canal - Canal and River Trust Contribution | £75,000 | £120,000 | | £195,000 |
| 'OTHER' CAPITAL MATCH FUNDING TOTAL | £623,000 | £917,000 | £470,000 | £2,010,000 |
| OVERALL CAPITAL MATCH FUNDING TOTAL (inc Walking & Cycling Programme and 'Other' elements) | £1,073,000 | £1,617,000 | £2,220,000 | £4,910,000 |
| REVENUE MATCH FUNDING | | | | |
| Smarter Choices | £250,000 | £250,000 | £250,000 | £750,000 |
| Big Birmingham Bikes | £80,000 | £80,000 | £80,000 | £240,000 |
| REVENUE MATCH FUNDING TOTAL | £330,000 | £330,000 | £330,000 | £990,000 |
| TOTAL MATCH FUNDING (REVENUE+ CAPITAL) | £1,403,000 | £1,947,000 | £2,550,000 | £5,900,000 |
| Match Funding as a Percentage of Grant Bid | | | | 34.7% |
| OVERALL PROGRAMME TOTAL (inc DfT Grant Bid and all Match Funding) | £5,103,000 | £15,247,000 | £2,550,000 | £22,900,000 |

The table below provides additional information on the distribution of these costs across the Cycle City Ambition Grant area.

Table B11: Birmingham's Cycle City Ambition Bid – Distribution of Package Costs

| | | 2013/14 | 2014/15 | 2015/16 | TOTAL |
|--|--------------------------------|-------------------|--------------------|-------------------|--------------------|
| MAIN CORRIDORS | | | | | |
| | Works | | £2,026,000 | £940,000 | £2,966,000 |
| | Contingency (10% assumed) | | £197,000 | £100,000 | £297,000 |
| | Development Fee to FBC | £222,000 | | | £222,000 |
| | Detailed Design Fee | £111,000 | £111,000 | | £222,000 |
| | Contract Administration Fee | | £146,000 | £76,000 | £222,000 |
| | Programme Management Fee | £19,000 | £34,000 | £18,000 | £71,000 |
| MAINCORRIDORS TOTAL | | £352,000 | £2,514,000 | £1,134,000 | £4,000,000 |
| PARALLEL ROUTES | | | | | |
| | Works | £642,000 | £1,953,000 | | £2,595,000 |
| | Contingency (10% assumed) | | £259,000 | | £259,000 |
| | Development Fee to FBC | £194,000 | | | £194,000 |
| | Detailed Design Fee | £194,000 | | | £194,000 |
| | Contract Administration Fee | £49,000 | £145,000 | | £194,000 |
| | Programme Management Fee | £32,000 | £32,000 | | £64,000 |
| PARALLEL ROUTES TOTAL | | £1,111,000 | £2,389,000 | £0 | £3,500,000 |
| CITY CENTRE | | | | | |
| | Works | | | £518,000 | £518,000 |
| | Contingency (10% assumed) | | | £52,000 | £52,000 |
| | Development Fee to FBC | £19,000 | £20,000 | | £39,000 |
| | Detailed Design Fee | | £39,000 | | £39,000 |
| | Contract Administration Fee | | | £39,000 | £39,000 |
| | Programme Management Fee | £3,000 | £3,000 | £7,000 | £13,000 |
| CITY CENTRE TOTAL | | £22,000 | £62,000 | £616,000 | £700,000 |
| GREEN ROUTES | | | | | |
| | Works | £444,000 | £1,335,000 | | £1,779,000 |
| | Contingency (10% assumed) | | £178,000 | | £178,000 |
| | Development Fee to FBC | £133,000 | | | £133,000 |
| | Detailed Design Fee | £133,000 | | | £133,000 |
| | Contract Administration Fee | £33,000 | £100,000 | | £133,000 |
| | Programme Management Fee | £22,000 | £22,000 | | £44,000 |
| GREEN ROUTES TOTAL | | £765,000 | £1,635,000 | £0 | £2,400,000 |
| CANAL NETWORK | | | | | |
| | Works (Canal Network) | £1,333,000 | £4,000,000 | | £5,333,000 |
| | Works (Local Links) | £56,000 | £166,000 | | £222,000 |
| | Contingency (10% assumed) | | £555,000 | | £555,000 |
| | Development Fee to FBC ** | £17,000 | | | £17,000 |
| | Detailed Design Fee ** | £17,000 | | | £17,000 |
| | Contract Administration Fee ** | £4,000 | £13,000 | | £17,000 |
| | Programme Management Fee | £69,000 | £70,000 | | £139,000 |
| CANAL NETWORK TOTAL | | £1,496,000 | £4,804,000 | £0 | £6,300,000 |
| ** NOTE: Fees for the works on the Canal Network are covered elsewhere by CRT's match-funding staffing contribution. The above fees only refer to those for the Local Links on the public highway to be implemented by the City Council. The Programme Management Fee is still based on the full works cost including the canal network element. | | | | | |
| SUPPORTING MEASURES | | | | | |
| | Works | | £2,222,000 | | £2,222,000 |
| | Contingency (10% assumed) | | £222,000 | | £222,000 |
| | Development Fee to FBC | £167,000 | | | £167,000 |
| | Detailed Design Fee | £167,000 | | | £167,000 |
| | Contract Administration Fee | £42,000 | £125,000 | | £167,000 |
| | Programme Management Fee | £28,000 | £27,000 | | £55,000 |
| SUPPORTING MEASURES TOTAL | | £404,000 | £2,596,000 | £0 | £3,000,000 |
| OVERALL TOTALS | | | | | |
| | Works | £2,475,000 | £11,702,000 | £1,458,000 | £15,635,000 |
| | Contingency (10% assumed) | £0 | £1,411,000 | £152,000 | £1,563,000 |
| | Development Fee to FBC | £752,000 | £20,000 | £0 | £772,000 |
| | Detailed Design Fee | £622,000 | £150,000 | £0 | £772,000 |
| | Contract Administration Fee | £128,000 | £529,000 | £115,000 | £772,000 |
| | Programme Management Fee | £173,000 | £188,000 | £25,000 | £386,000 |
| GRAND TOTAL | | £4,150,000 | £14,000,000 | £1,750,000 | £19,900,000 |

B6. The Financial Case - Local Contribution / Third Party Funding

Please provide information on the following points (where applicable):

a) The non-DfT contribution may include funding from organisations other than the scheme promoter. Please provide details of all non-DfT funding contributions to the scheme costs. This should include evidence to show how any third party contributions are being secured, the level of commitment and when they will become available.

b) Where the contribution is from external sources, please provide a letter confirming the body's commitment to contribute to the cost of the scheme. The Department is unlikely to fund any scheme where significant financial contributions from other sources have not been secured or appear to be at risk.

Local Contribution / Third Party Funding

The bid includes £5.90m of non-DfT contributions as match funding. This includes:

- £2.90m from the City Council's Walking and Cycling Capital Programme within the Integrated Transport Block capital allocation from 2013 to 2016, which will be used to implement some of the measures identified within this bid;
- Other elements totaling £1.59m from the City Council's ITB capital allocation which will be used to co-fund some of the supporting measures, i.e. Cycle Parking, 20mph Zones, Brompton Docks and Safer Routes to Schools schemes, and to fund the Perry Barr Subway Infilling project;
- £0.99m from the City Council's revenue budgets, to cover the cost of Smarter Choices measures and the ongoing costs of the Big Birmingham Bikes initiative over the three year life of the CCAG programme;
- £0.225m from Section 106 Developer Funding for urban realm improvements in and around the canals at Lancaster Street, Bagot Street and Moland Street and a contribution towards a new canal access ramp near Selly Oak Station. The majority of this funding has been received by the City Council with the remainder (approximately £13,000) is expected in 2013/14; and
- £0.195m from Canal & River Trust as a staffing contribution for them to design and oversee the works on the canal network (this is based on approximately £10,000 per month for 19.5 months).

A letter of support has been received from the Canal & River Trust on the basis of the above contribution and is provided in Appendix A. Further information is provided in Sections B3 and B5.

B7. The Economic Case – Value for Money

This section should set out the full range of impacts – both beneficial and adverse – of the scheme. The scope of information requested (and in the supporting annexes) will vary according to whether the application is for a small or large project.

- a) Please provide a short description of your assessment of the value for money of the scheme including your estimate of the BCR. This should include:
- Significant monetised and non-monetised costs and benefits;
 - A description of the key risks and uncertainties and the impact these have on the BCR;
 - Key assumptions including (but not limited to): appraisal period, forecast years, level of optimism bias applied; and
 - A description of the modelling approach used to forecast the impact of the scheme and the checks that have been undertaken to determine that it is fit-for-purpose.
- b) Detailed evidence supporting your assessment – including a completed [Appraisal Summary Table](#) – should be attached as annexes to this bid.

Has an Appraisal Summary Table been appended? Yes No N/A

For each element of your scheme as well as for the aggregated package, please attach:

- A completed Scheme Impacts Pro Forma which summarises the impact of proposals against a number of metrics relevant to the scheme objectives. The Pro Forma can be accessed from the Departments website and is published alongside this application form. It is important that bidders complete as much of this table as possible as this will be used by DfT – along with other centrally sourced data – to form an estimate of the BCR of the scheme.).
- A detailed description of the sources of data and forecasts used to complete the Scheme Impacts Pro Forma. This should include descriptions of the checks that have been undertaken to verify the accuracy of data or forecasts relied upon. This would most typically take the form of an Economic Appraisal Report. Please include references to this material against each metric in the Pro Forma.

Has a Scheme Impacts Pro Forma been appended? Yes No N/A

Has an Economic Appraisal Report been appended? Yes No N/A

**It is the responsibility of bidders to provide sufficient information for DfT to undertake a full review of the analysis.*

The Economic Case – A Summary

The Value for Money (VfM) assessment for Birmingham's CCAG application is a fully WebTag compliant cost benefit analysis that considers both the positive and negative impacts of the package of schemes. The VfM assessment and the full economic case assumptions are documented in the accompanying Economic Appraisal Report and supported further by an Appraisal Summary Table (AST) and completed Scheme Impacts Performa's; one summarising the impacts of the full package of schemes and another providing details of each component scheme. Please see Appendices C to F.

The economic case has been prepared in line with the bid guidance and follows the approaches set out in WebTag 3.14.1 for cycling schemes. Through the use of a variety of evidence bases, including local evidence from Birmingham, it captures the following individual economic benefits which are discussed in further detail in the Economic Appraisal Report. A summary of the key benefits and their basis is provided below.

Journey Ambiance Benefits

This quantifies the infrastructural and environmental quality of the proposed cycle routes and also reflects the extent to which safety concerns regarding cycling are addressed to make the proposed new and improved cycle routes attractive alternatives to motorised travel.

In this economic case, the benefits attributable to journey time ambiance are quite significant and are estimated to be £49m over the economic life of the infrastructure schemes.

Mortality Benefits

This is normally a significant impact of cycling interventions - schemes that increase physical activity will in turn improve health and reduce mortality in all age groups of the population. The estimation of these benefits has been carried out in line with the World Health Organisation HEAT methodology which is discussed further in the Economic Appraisal Report.

In this assessment mortality benefits account for £29m of the total benefits of the Birmingham cycle interventions.

Absenteeism Benefits

Improved health will naturally reduce short-term illness which accounts for approximately 95% of all absences from work. The economic benefits gained through the contribution of absenteeism benefits from the cycling interventions are business benefits and are estimated at £3m in this VfM assessment.

Accident Benefits

Increased levels of cycling tend to increase the number of cycling related accidents but reduce the number of road accidents due to reductions in the distance of motorised travel. The rate of increase of cycling accidents does, however, reduce as higher levels of cycling are achieved. Nevertheless, cycling accidents produce a negative contribution to the VfM assessment for cycling schemes.

For the extensive package of measures proposed for Birmingham, accident dis-benefits are estimated at -£5m.

Environmental Benefits

Implementation of the proposed cycle schemes is expected to produce some mode shift from motorised travel. The benefits arising from a reduction in carbon emissions have been quantified to be less than £1m of benefits. The mode shift forecast has not been assessed for journey time impacts on motorised travel.

Overall Value for Money/Benefit Cost Ratio

The costs of the scheme have a present value of £24.6m discounted to 2010 and in 2010 prices. Taken together with the total Present Value of Benefits of £76.0m for the Birmingham cycling infrastructure schemes and supporting schemes this produces a benefits-to-cost ratio (BCR) of 3.08. This represents High Value for Money according to Department for Transport Value for Money criteria.

The Analysis of Monetised Costs and Benefits table below summarises the economic benefits derived from each of the economic components that have been assessed.

Table B12: Birmingham's Cycle City Ambition Bid – Analysis of Monetised Costs and Benefits

| Analysis of Monetised Costs and Benefits | |
|--|-------------|
| Scheme Capital and Maintenance Cost (includes Optimism Bias) | £24,685,759 |
| Public Accounts PVC | £24,685,759 |
| Consumer Users TEE (congestion) | - |
| Greenhouse Gases | £246,729 |
| Physical Activity | £29,205,421 |
| Journey Quality | £48,883,270 |
| Reduced Absenteeism | £2,860,072 |
| Accidents | -£5,237,298 |
| Tax Revenue (loss of) | - |
| Present Value of Benefits | £75,958,195 |
| Benefit to Cost Ratio (BCR) | 3.08 |

A BCR of **3.08** indicates that the package of schemes proposed for Birmingham provides high Value for Money and that there is therefore a compelling economic case. This is despite applying conservative assumptions in the appraisal, for example, we have not assumed any increase in cycling speed which will be achievable in parts through our infrastructure proposals.

Assumptions and Evidence

The key modelling assumptions used to derive the various components of the benefits are set out in the Economic Appraisal Report. They are largely based on evidence which includes, amongst others, the following key sources:

- Household interviews carried out by Mott MacDonald between 2009 and 2012²⁸. Among other useful data, the cycling household interview report provides the number of bicycles per household for Birmingham and the average cycle trip length/distance by trip purpose. Analysis of this data provides an estimation of existing cycling demand in Birmingham and the proportion of commuter trips. Average cycle trip length was calculated as 3.7km to allow sensible route lengths to be used in the estimation of benefits.
- Cycling Demonstrations Towns report²⁹ produced on behalf of the Department for Transport. This report provides a summary of evidence on changes in cycling and physical activity in six towns following the first phase of the Cycling England / Department for Transport Cycling Demonstration Town investment programme between October 2005 and March 2009. The outcomes of this study were used, together with other data specific to Birmingham, to estimate the expected level of cycling demand changes. This stands at 27%, which is consistent with the demonstration towns report.

²⁸ Cycle and Walk Trips Analysis using PRISM Household Survey Data, Mott MacDonald, 2013.

²⁹ Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns, DfT Report, Cycle England, 2009.

- Cycling trends in Birmingham report³⁰. This report provides information of current overall levels of cycling in Birmingham and the general trend of cycling levels from 2005 to 2010. The report also documents accident levels involving cyclists and associated trends. This source of data has been used to develop, together with the other data sources discussed, the levels of cycling in Birmingham and establish the background growth in cyclists within the Birmingham area. An annual growth of 11% in cyclists was identified between 2008 and 2011.

³⁰ Cycling Trends in Birmingham Technical Report, Sustrans, 2011.

B7. The Commercial Case

Please refer to the guidance when completing this section:

**It is the promoting authority's responsibility to decide whether or not their scheme proposal is lawful; and the extent of any new legal powers that need to be sought. Scheme promoters should ensure that any project complies with the Public Contracts Regulations as well as European Union State Aid rules, and should be prepared to provide the Department with confirmation of this, if required.*

Procurement Overview and Strategic Approach

As identified in the Management Case, overall responsibility for delivery of the Cycle Revolution scheme, including the appointment of consultants, contractors and delivery partners will lie with Birmingham City Council as the lead Authority. This will be undertaken in accordance with the use of a competitive tender process in line with the procedure for quotations set out in Sections 3.1 and 3.2 of Standing Orders relating to Contracts and wider procurement processes.

As the Authority's key delivery partner, the Canal & River Trust will take ownership for the procurement and delivery of infrastructure schemes that are sited on the canal network. Engagement options for Canal & River Trust include Birmingham's Third Sector Grant Funding Framework & Toolkit 2011 or Single Contractor Negotiations. Works on the canal network will be procured by the Canal & River Trust using its own framework arrangements, which are in accordance with relevant procurement rules.

The appropriate procurement processes will be selected to enable delivery of the proposed schemes in the most efficient way that delivers maximum value for money within the resources available. This means that, where appropriate, existing procurement mechanisms and / or existing proven competent framework suppliers will be used to accelerate delivery. This will enable us to 'hit the ground running' at the start of the implementation process and will significantly reduce the likelihood of early delays in the delivery programme that could impact on delivery of the scheme as a whole.

The Authority takes a proactive approach to risk management; therefore several contractors will be procured to deliver the infrastructure schemes across the five quadrants. This means that, should there be any issues with the performance or delivery of one contractor, the likelihood that this would have a significant impact on achievement of project milestones would be minimised as far as possible.

Infrastructure Procurement

Outline Approach

Building on the City Council's record of successful delivery of large and complex highway and transport-related capital projects and programmes, internal resources will be used for the design and contract administration of schemes where available. However, the scale of work involved and the relatively short timescale means that external consultants will be appointed to deliver a significant proportion of the work, with the City Council providing a programme management role.

Framework contracts will be used to employ both consultants and contractors. This means that there is no option for 'design and build'; thus the two elements will be procured separately. Some spot tenders may also be used to procure contractors for specialist work. Works on the canal will be procured directly by the Canal & River Trust using its own framework arrangements, which are in accordance with the relevant procurement rules. This is described in further detail below.

Design Stage

Where available, design work will be carried out using the City Council's own resources. However, it is anticipated that the majority of design work will be carried out by external consultants under the control of the Project Management Team, which will be staffed by senior, experienced Council Officers.

It is intended that the design stage will be procured under the Homes and Communities Agency's framework contract which is already widely used by the City Council to procure consultants for works on the corridors on the highway and within parks and green corridors.

The Canal & River Trust will use its existing British Waterways Professional Services Contract 2011-2014 which Hyder is appointed to as the single preferred supplier. Hyder's Framework Manager is based in Birmingham, supported by additional staff in its Birmingham office. The existing contract runs until 30th September 2014, with an option to extend for up to two years to September 2016. In September 2013, a decision will be made as to whether the contract extension will be granted or whether a new procurement exercise will be carried out.

Highway Capital Works

During the first quarter of 2014, a new Highway Infrastructure Framework Contract will be put in place. The new contract is being developed specifically to include all of the highway elements needed for the CCAG programme, thought to be approximately 20 orders of circa £0.5m each or equivalent.

Some early 'quick win' infrastructure schemes which could be implemented before the first quarter of 2014 may be undertaken using either Centro's existing framework for highway schemes, or through scheme-specific spot tenders, as has been done in the LSTF programme. Some later project elements may need specific spot tenders, particularly if there are proposals for non-standard measures beyond the scope of a framework contract.

In ensuring value for money from capital investments, Birmingham recognises the need to provide for the long term maintenance and management of all new infrastructure. To this end, our long term, strategic partnership with Amey for the maintenance and management of the city's highways and related infrastructure. All designs for proposed infrastructure will be assessed for maintainability by Amey in line with the City Council's code of practice. This will guarantee that all materials and construction details are robust and capable of being cost effectively maintained. It will also ensure that the positioning and layout of features fits well with existing infrastructure, enabling accessibility for maintenance operations in a safe and efficient manner, whilst reducing the potential for traffic disruption during maintenance.

Off-Road Capital Works (Parks & Green Corridors)

The existing Landscape Construction Framework Agreement will be used for minor landscaping schemes on off-road areas and green routes with a works value not exceeding the Chief Officers Delegated Authority threshold of £200,000. The Framework Agreement has been in place since 1990 and is renewed every two years to ensure value for money is achieved by surety of rates over a fixed period balanced with optimum costs of the tendering process. The existing contract has been in place since 4th February 2013 and will expire on 3rd February 2015.

For projects costing between £200,000 and £500,000, the Constructing West Midlands Framework provides an alternative procurement route for any landscape projects which contain larger quantities of hard landscape works and low quantities of specialist landscape works. Each specific scheme would be undertaken in accordance with the Projects and Programmes Gateway process and this would determine whether the Landscape Construction Framework Agreement was the most cost effective procurement route (See Sections B10 & B13).

Canal Network Capital Works

The Canal & River Trust will make use of the existing British Waterways Omnibus Framework Contract 2009-2013, in relation to engineering, construction and maintenance services. This contract is held by May Gurney and has recently been extended to the end of March 2015. Individual projects are implemented by the issue of Package Orders and Time Charge Orders and Key Performance Indicators are used, where the supplier's element of the KPIs is linked to 50% of its gain share.

Procurement of Supporting Measures

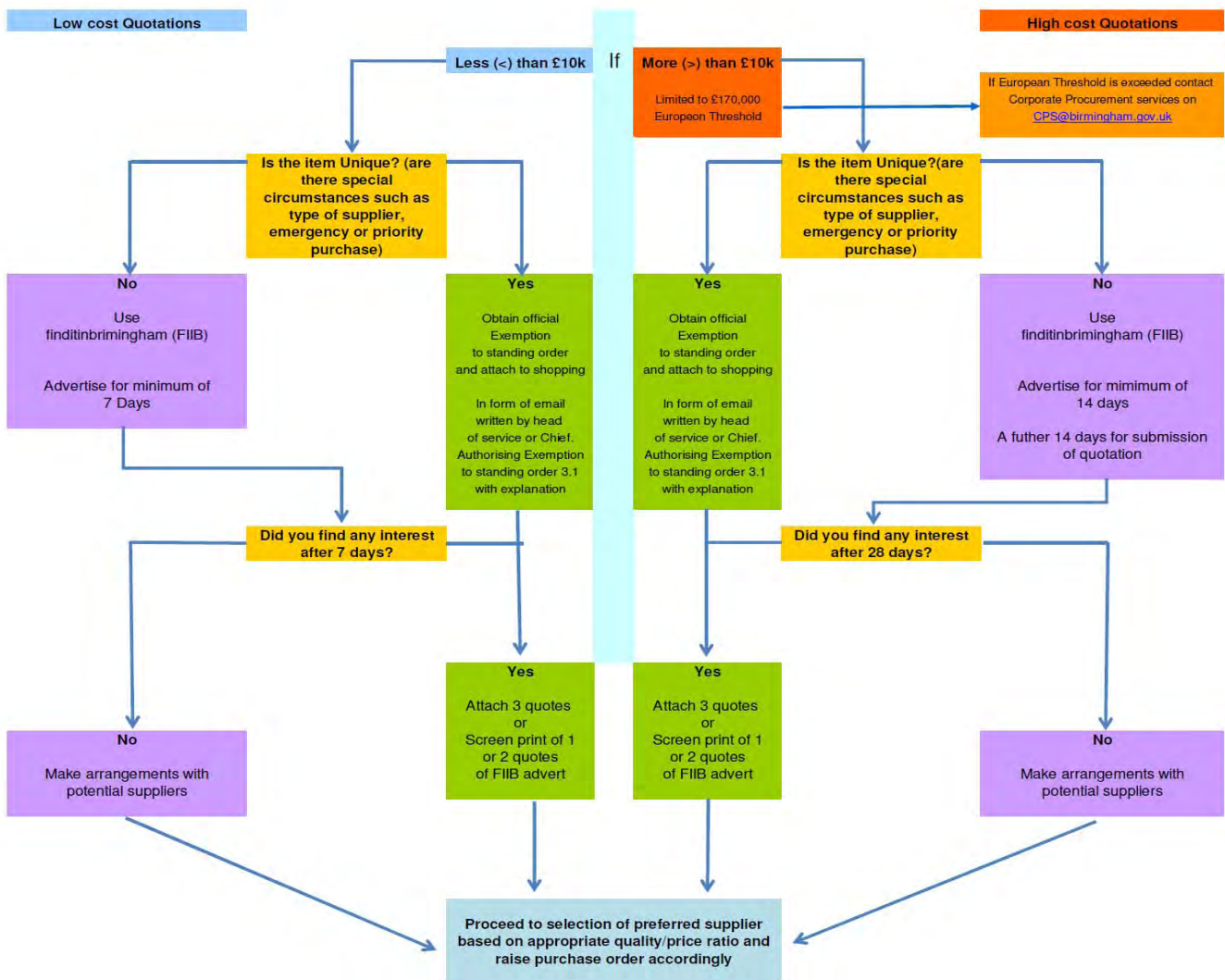
The procurement strategy relating to wider infrastructure measures will build on established principles and procedures developed through similar projects such as Bike North Birmingham. All services or products procured will be advertised on www.finditinbirmingham.com for the required period, as set out in the flowchart provided in Figure B32. Any contract for equipment or materials that would exceed the European threshold would be advertised using the OJEU process in line with requirements.

Measures to be procured using the above process include the purchase of: Birmingham Bikes; Brompton Dock facilities; cycling equipment such as helmets; cycling maintenance infrastructure; and cycle storage.

Where grants are to be provided to third party organisations to provide cycling infrastructure i.e. cycle storage within their premises, cycle maintenance equipment and changing facilities/lockers, these will be undertaken using Birmingham’s Third Sector Grant Funding Framework & Toolkit 2011.

Supporting Smarter Choices revenue activities are ongoing and will be further developed and implemented by existing City Council employees and external consultants, including (but not limited to): cycle training (i.e. Bikeability & Women on Wheels); cycle maintenance training; cycle route planning at schools and workplaces; wider marketing and educational campaigns; and provision of cycle hubs delivered under the Be Active by Bike scheme.

Figure B32: Birmingham’s Cycle City Ambition Bid – Procurement Flowchart



Contract and Implementation Timescales

As part of our procurement strategy, we have developed a high level procurement programme which sets out key milestone activities. This is set out in Table B13 below. Further detail on procurement activities by key package proposal is provided in Management Case – Delivery (see Section B8 including appended Project Plan). This is based on the DfT making a decision on the grant application by the end of June 2013, with a full programme start date at the beginning of July 2013.

Table B13: Birmingham’s Cycle City Ambition Bid – Procurement Milestones

| Key Dates | Action |
|--------------------|--|
| May 2013 | Commence procurement processes for consultants through Homes & Communities Agency Framework Contract (orders will not be placed with consultants unless and until DfT grant award is confirmed). |
| May 2013 | Commence process for developing and tendering new Birmingham City Council Framework Contract for Highway Works. |
| September 2013 | Procurement of the Canal and River Trust as a key delivery partner through the use of Single Contractor Negotiations or Third Sector Grant Funding Framework. |
| September 2013 | Canal and River Trust to decide whether to extend its existing Framework Agreement with Hyder under the British Waterways Professional Services Contract 2011-2014 beyond 30 th September 2014, or to conduct a new procurement exercise. |
| First Quarter 2014 | New Birmingham City Council Framework Contract for Highway Works is put in place. |

Risk Allocation and Transfer

We have adopted a comprehensive approach to the management of risk during the formulation of the delivery programme. Specific consideration has been given to the commercial risks associated with delivery, in particular those resulting from the proposed procurement strategies. Table B14 overleaf provides a summary of the key commercial risk issues, how these are allocated amongst the parties responsible for delivery and the mitigation measures that will be employed to minimise their likelihood and/or impact.

Table B14: Birmingham's Cycle City Ambition Bid – Risk Management Strategy: Procurement

| Risk | Consequences | Responsible Party | Mitigation Measures |
|--|--|-------------------------|--|
| Failure to put the new Framework Agreement for capital works in place in early 2014. | Potential significant delays to the project programme. | Authority | Work has already begun to develop the new Agreement to ensure it is ready on time. Provision will be made for the delivery of all CCAG project elements. |
| Lack of long-term commitment to identify and secure project funding. | Insufficient levels of funding for the project, leading to delays in the project programme or some elements cannot be delivered. | Authority | Long-term commitment has already been demonstrated by Members and Authority officers. |
| The Canal & River Trust fails to re-appoint existing contractors when agreements end. | Requirement for a new procurement exercise; potential delays to the project programme. | The Canal & River Trust | One Agreement has already been extended to cover the project duration. Early discussions will be held with the existing supplier to reduce delays in the procurement process. |
| Appointed contractor fails to deliver adequate designs for infrastructure works/designs are not in accordance with required standards. | Delays in the project programme, potential that some scheme elements cannot be delivered within the project timescale or the need arises to appoint alternative contractors. | Contractor | Rigorous quality assessment of contractors during procurement evaluation exercises. Project Team will work closely with the contractor to ensure emerging designs are in accordance with required standards. |
| Appointed contractor fails to deliver the infrastructure works in accordance with the project programme. | Delays in the project programme, potential that some scheme elements cannot be delivered within the project timescale or the need arises to appoint alternative contractors. | Authority | More than one contractor will be appointed to spread the risk and ensure that works can be delivered by an alternative contractor that has already been procured if required. Rigorous quality assessment of contractors during procurement evaluation exercises. |
| Lack of interest from suitably qualified external consultants to take up fixed term contracts as part of the in-house Delivery Team. | Appointment of unsuitable contractors or requirement for repeat procurement exercises, leading to delays in the project programme. | Authority | Existing contacts/consultants who have previously demonstrated good performance will be approached and informed about emerging opportunities. |

| Risk | Consequences | Responsible Party | Mitigation Measures |
|---|---|-------------------|--|
| Appointed contractor does not meet Health and Safety obligations/infrastructure delivered poses a Health and Safety risk. | Accidents; potential claims from members of the public in relation to Health and Safety issues. | Contractor | <p>Appointed contractors will be required to provide evidence of their Health and Safety policies during the procurement process.</p> <p>Designs will go through a rigorous approvals process.</p> <p>On-site management / spot checks.</p> |
| Lack of suitable/interested suppliers coming forward to deliver the revenue elements. | Appointment of unsuitable suppliers or requirement for repeat procurement exercises, leading to delays in the project programme. | Authority | <p>Ensure existing suppliers are aware of upcoming opportunities.</p> <p>Ensure tender opportunities are clear and do not include requirements that may be deemed too onerous.</p> |
| Poor performance by external consultants appointed to be a part of the in-house Delivery Team. | Dispute, potential for claims against the Authority, leading to delays in the project programme or the need to appoint alternative consultants. | Authority | <p>Appoint only those consultants who can demonstrate their skills and capabilities on similar previous projects.</p> <p>Appointment of more than one consultant.</p> <p>Regular performance reviews and mitigating actions put in place at an early stage if performance is slipping.</p> |
| Poor performance by suppliers appointed to deliver revenue elements. | Dispute, potential for claims against the Authority, leading to delays in the project programme or the need to appoint alternative suppliers. | Authority | <p>Rigorous quality assessment of potential suppliers during procurement evaluation exercises.</p> <p>Regular performance reviews and mitigating actions put in place at an early stage if performance is slipping.</p> |

B8. Management Case - Delivery

Deliverability is one of the essential criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

- a) A detailed project plan (typically in Gantt chart form) with milestones should be included, covering the period from submission of the bid to scheme completion. The definition of the key milestones should be clear and explained. The critical path should be identifiable and any key dependencies (internal or external) should be explained. Resource requirements, task durations, contingency and float should be detailed and easily identifiable. Dependencies and interfaces should be clearly outlined and plans for management detailed.

Has a project plan been appended to your bid? Yes No

- b) If delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in place in order to secure the land to enable the authority to meet its construction milestones.

Has a letter relating to land acquisition been appended? Yes No N/A

No third party land will be acquired as part of the proposals contained within this bid. However, an agreement will be entered into with Network Rail to a route to be developed on the Cole Valley Corridor, see Section B9 – Management Case – Statutory Powers and Consents for further details.

- c) Please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works.
- d) Please list any major transport schemes costing over £5m in the last 5 years which the authority has delivered, including details of whether these were completed to time and budget (and if not, whether there were any mitigating circumstances).

Project Plan and Construction Milestones

Our key construction milestones are indicated in Table B15 below. We have included a relatively high number of milestones which reflects the size of the programme and the number of package elements involved.

Our Project Plan (provided in Appendix G) divides the work by type of measure (Main Corridors, Parallel Routes etc) although it should be noted that a phased approach will be taken in order that individual corridors will run to slightly different programmes within the overall timeframes shown. The programme is based on the DfT making a funding decision by the end of June 2013 with a full programme start date at the beginning of July 2013. A range of project planning activities will be undertaken in advance of any decision; for example commencing procurement processes for design consultants, further development of proposed schemes and high-level consultations (for example with local councillors and cycling/walking groups), to ensure that mobilisation in advance of any full programme start date.

The programme separately identifies the approximately 50% of Main Corridor schemes which are DfT funded (for implementation by March 2015) and those which are City Council funded (for implementation by March 2016). Similarly, separate programmes are shown for the 'quick win' element of the Parallel Routes which is programmed for implementation by March 2014. In general, the elements selected for earlier implementation will be those which are relatively straight forward, requiring minimal consultation or fewer Traffic Regulation Orders.

The 20mph Zones and Safer Routes to School schemes will be delivered alongside the corridor schemes to which they are most relevant, or as part of wider corresponding City Council funded programmes. The Smarter Choices (revenue-funded) element will be ongoing throughout the three year life of the CCAG project.

Table B15: Birmingham's Cycle City Ambition Bid – Construction Milestones

| Milestone | Summary Details | Estimated Date |
|---|---|--|
| Start of works | Start of on-site infrastructure works (Canal Network) | November 2013 |
| Start of on-site works for key scheme elements | Start of on-site works for the Green Routes | February 2014 (non-weather dependent) May 2014 (weather dependent) |
| | Start of on-site works for Parallel Routes | February 2014 |
| | Start of implementation of 'Big Birmingham Bikes' initiative. | April 2014 |
| | Start of on-site works for cycle parking/hubs/cycle hire schemes | August 2014 |
| | Start of on-site works for the Main Corridors | January 2015 |
| | Start of on-site works for the City Centre | April 2015 |
| Completion of on-site works for key scheme elements | Completion of on-site works for the Green Routes | April 2014 (non-weather dependent) September 2014 (weather dependent) |
| | Completion of on-site works for the Canal Network | October 2014 |
| | Completion of 'Big Birmingham Bikes' initiative. | December 2014 |
| | Completion of on-site works for Parallel Routes | December 2014 |
| | Completion of on-site works for cycle parking/hubs/cycle hire schemes | February 2015 |
| | Completion of on-site works for the Main Corridors | August 2015 |
| | Completion of on-site works for the City Centre | October 2015 |
| Completion of works | Completion of all on-site infrastructure works | October 2015 |

Major Schemes

Table B16 below provides a summary of major transport schemes costing over £5 million in the last 5-years which are either delivered or being delivered.

Table B16: Birmingham's Cycle City Ambition Bid – Construction Milestones

| Scheme Name | Cost | To Time? | To Budget? | Comments |
|---|-------|----------|------------|--|
| Delivered | | | | |
| Selly Oak Link Road | £63m | Yes | Yes | Additional DfT contribution required to cover shortfall in S106 contribution |
| Northfield Relief Road | £19m | Yes | No | Contractor's claim |
| In Delivery | | | | |
| New Street Gateway (in partnership with Network Rail) | £600m | N/A | N/A | Under construction |
| Metro Extension (in partnership with Centro) | £127m | N/A | N/A | Under construction |
| Chester Road (sole lead) | £10m | N/A | N/A | Pre full approval |

B9. Management Case – Statutory Powers and Consents

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.
- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

Grant will be provided in accordance with Section 31 of the Local Government Act 2003.

The Council in carrying out transportation, highway and infrastructure related work will do so under the relevant primary legislation comprising the Highways Act 1980; Road Traffic Regulation Act 1984; Traffic Management Act 2004; and Transport Act 2000; Local Government (Miscellaneous Provisions) Act 1976; Countryside and Rights of Way Act 2000 and other related regulations, instructions, directives and general guidance. Procurement will be undertaken in accordance with standing orders and financial regulations. Grant will be provided in accordance with Section 31 of the Local Government Act 2003.

The Canal & River Trust in carrying out canal and river related work will do so under the relevant primary legislation comprising the Transport Act 1962 and the Transport Act 1968.

Table B17 outlines the outstanding powers and consents which will be required with third parties to deliver the package of works.

Table B17: Outstanding Powers and Consents

| Outstanding Powers & Consents | Summary Detail | Timetable |
|--|---|--|
| Canal & River Trust | Agreement in principle has been obtained to work in partnership to deliver works to canal towpaths and associated public access points. This needs to be formalised through necessary agreement (see Section B7). | Agreement to be completed by September 2013. |
| Network Rail | Consent to carry out works on the Cole Valley route (NCN Route 53), where railway viaducts are under the ownership of Network Rail. | Agreement to be completed by September 2013. |

B10. Management Case – Governance

Please name who is responsible for delivering the scheme, the roles (Project Manager, SRO etc.) and responsibilities of those involved, and how key decisions are/will be made. An organogram may be useful here. Details around the organisation of the project including Board accountabilities, contract management arrangements, tolerances, and decision making authorities should be clearly documented and fully agreed.

Effective Governance in a Delivery Culture

There is a strong culture of delivery in Birmingham, as evidenced by the recent implementation of a number of sustainable transport and Smarter Choices initiatives, including Bike North Birmingham and the West Midlands Local Sustainable Transport Fund (LSTF) 'Smart Network, Smarter Choices' programme (see Section B2).

Based on this experience and in recognition of the size and geographical scale of the project, the Authority has designed a three tier governance model that provides full confidence that the measures included in the bid will be delivered to the timescales set out in the programme. It is recognised that effective governance is not only critical to effective procurement and delivery but also follow-up monitoring and review, in order to measure the impacts of the project.

Key members of the Cycle City Ambition Grant bid team will form part of the project delivery team. This will enable us to 'hit the ground running' and ensure a seamless transition between bid and delivery stages. This gives the Department confidence that the key principles set out in the bid will be taken forward and retained as the project progresses.

A Political Commitment to Cycling

There is a long-term political and financial commitment demonstrated by the Council Leader and elected Members to deliver a step-change in the levels of cycling in Birmingham, to make cycling an integral part of the city's transport network and to play a pivotal role in influencing wider West Midlands cycling policy and agenda (See Section B2, Part 1).

The Transport, Connectivity and Sustainability Overview and Scrutiny Committee have developed an ambitious target-driven strategy for improving the opportunities to use these modes: Changing Gear: Transforming Urban Movement through Cycling and Walking in Birmingham. The report has garnered cross party support for its ambitious, transformational recommendations.

Further to this, the Cabinet Member for Green, Safe and Smart City, Councillor James McKay, has been appointed as the Member Champion for Cycling and Walking, with a clear remit to promote and drive forward cycling and walking ambitions across all portfolios and directorates. He is supported by senior officers, with capacity to work with all partners to ensure that projects and actions are effectively implemented and milestones are achieved. This will also enable cycling and walking themes to cut across the work of different directorates.

A report supporting the Birmingham Cycle Revolution application to the Cycle City Ambition Grant was approved by full Cabinet on 22nd April 2013 (see Appendix K). Letters of support for this bid, provided in Appendix A, demonstrate cogent endorsement from the three main political parties.

Building on Existing Good Practice

Our Cycle City Ambition Grant application builds on a number of cycling infrastructure and Smarter Choices projects that the Authority is currently taking forward, including:

- Bike North Birmingham – a four year £4.1m cycling programme of infrastructure improvements and Smarter Choices activities, including packages of support for workplaces and schools, cycle training and cycle maintenance training, led leisure rides and short and long term bike loans.

- Local Sustainable Transport Fund Smart Network, Smarter Choices programme - a three year £50m programme of Smarter Choices initiatives across 10 key corridors in the West Midlands that has the overall aim of improving access to employment. The project will deliver infrastructural improvements to cycling networks and facilities and the provision of cycling support to young people and adults, including cycle training, accompanied cycle rides and route planning, led bike rides and Dr Bike sessions.
- Pershore Road Project – a year-long project aimed at encouraging local people to make more sustainable travel choices, which included the provision of cycle training, led bike rides and grant funding at ten large organisations, Personalised Journey Planning for residents and community events.

These projects are superb examples of the City's commitment to working in partnership across the Authority and with external partners and the wider public to facilitate and encourage people across Birmingham to cycle. We have used the lessons learnt on these and other projects to ensure that the most effective governance arrangements are in place to successfully deliver Birmingham's Cycle Revolution.

Governance and Delivery Arrangements

Our overall structure for governance and delivery is detailed in the organogram provided in Figure B28 as well as additional description of the project roles and responsibilities in Table B18.

Tier 1: Strategic Development and Scrutiny

Tier 1 governance will principally provide strategic direction to the project and ensure accountability of the management and delivery tiers.

Highest level governance will be provided by the Cabinet, with key responsibility for the project sitting with the Lead Member, Cabinet Member for a Green, Safe and Smart City and Cycling and Walking Champion: James McKay. Councillor McKay will be joined on a Member Steering Group by cabinet members with appropriate portfolios.

The executive function of the Member Steering Group will be fulfilled by the Project Board, consisting of key City Council Officers and influential external partners, i.e. Sustrans and CTC.

The Project Board will act as the interface for decision-making between the Cabinet and Lead Member and the Project Management Team. It will make decisions within the scope of Cabinet approval and, where appropriate, decisions on any scope alterations. Any exceptional decisions, including decisions outside of the approved scope of the scheme, will be referred to the relevant Cabinet Member and, if necessary, the full Cabinet. The Board will also hold responsibility for setting the forward work programme and monitoring overall progress against the programme. It will generally meet quarterly (and by exception) to discuss these and other strategic matters as required.

Tier 2: Project Management

The **Project Management Team** will be led by a Senior Responsible Officer (SRO); the Director of Sustainability, Transportation and Partnerships, and supported by strategic leads for the areas of **design, construction, finance and funds, procurement, approvals and assurance, engagement and consultation** and **media and press**. The strategic leads will be supported by a senior representative of the Canal & River Trust and the project consultants and contractors as required. The Senior Responsible Officer and each of the strategic leads will play an active role in project delivery.

The Senior Responsible Officer will have ultimate responsibility for ensuring that the project objectives are achieved, including delivery to time and budget as well as the required outputs and outcomes. They will therefore act as the key link between the Project Board and the Project Delivery Team, as well as being the main point of contact for external stakeholders, including the Department for Transport.

The key areas of activity and responsibility for the Project Management Team will be:

- To oversee the implementation of the project at a strategic officer level, providing the necessary direction to the Project Delivery Team;
- To hold regular meetings with the Project Delivery Team to ensure that key issues and risks to implementation are identified and mitigated at an early stage or referred to the Project Board as appropriate;
- To procure and award contracts for all scheme elements and manage the overall procurement process;
- To be the accounting officers for DfT funding;
- To undertake the day-to-day project management activities, tracking progress against scope, time and budget and putting corrective actions in place where slippage is identified;
- To manage all project-wide matters, including marketing and communications and strategic stakeholder management;
- To act as the main point of contact for external stakeholders and partners; and
- To provide monthly reports to the Project Board, escalating any issues for discussion or decisions outside of its remit.

Within Tier 2, the Project Management Team will be supported by **Delivery Partners**, whose role will be to implement certain elements of the project and to advise on others, and **Supporting Organisations**, which will provide specialist expertise on various aspects of scheme design and implementation and refer the Project Team to examples of best practice. The specifics of these are discussed in further detail later in this section.

Tier 3: Project Delivery

Members of the **Project Team** will work together to deliver the project, across the key delivery areas of **design, construction, finance and engagement**. These directly align with the roles played in the Project Management Team, to ensure a joined up approach. Five Quadrant Leads will be appointed to oversee each of the five geographical quadrants in which the project is being delivered. They will form part of the overall Project Team, working in partnership with each discipline during the day-to-day delivery of the project for their particular quadrant.

The Project Team will also include the relevant **Project Managers** from each **contractor**, who will be responsible for day-to-day management and provide the designated point of contact for matters relating to on-site infrastructure delivery.

The Project Team will provide formal monthly reports to the Project Management Team and will meet with them on an ad hoc basis as required, in order that any issues are escalated in a timely manner.

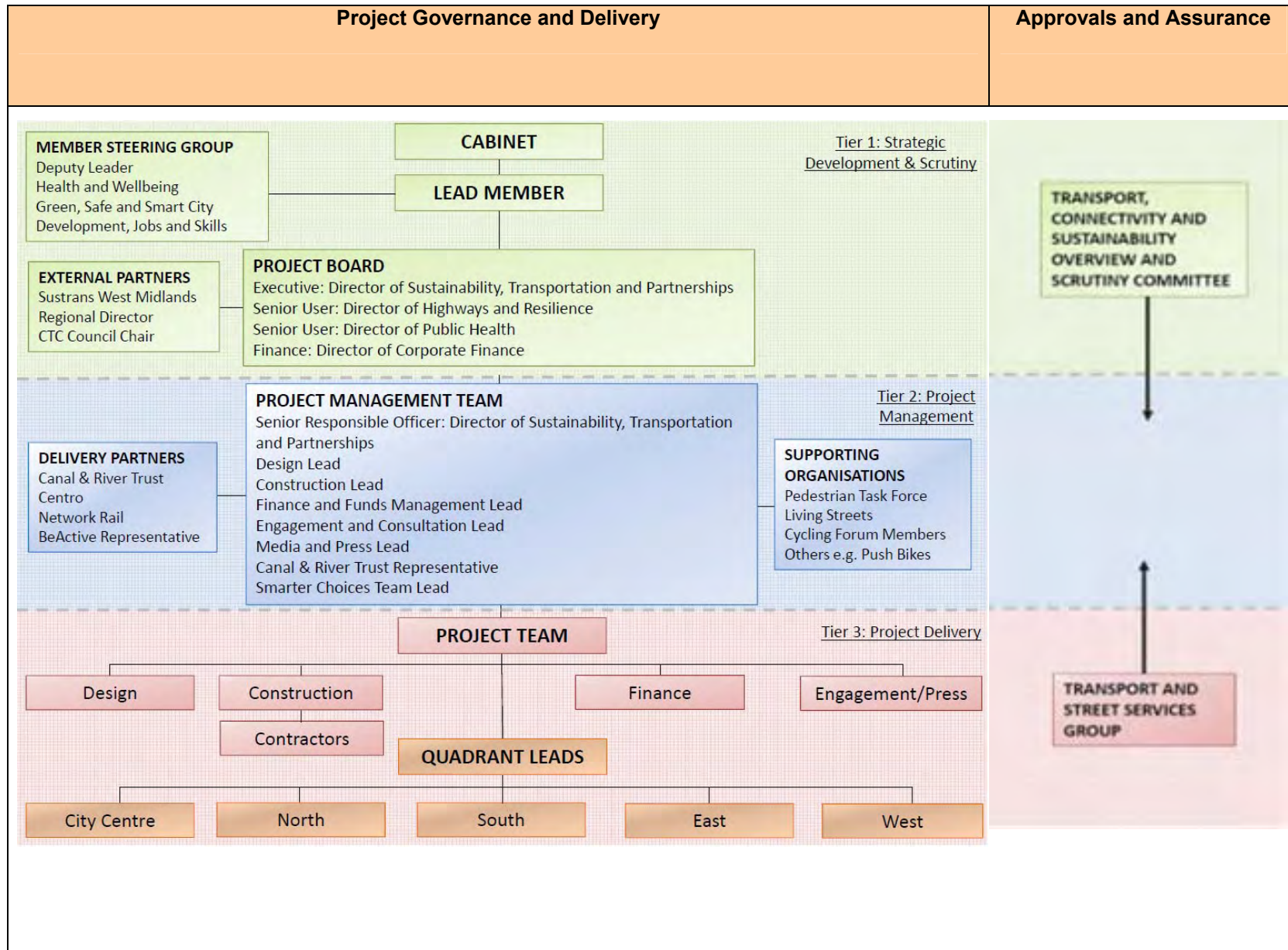
Approvals and Assurance

At all levels, a system of approvals and assurance will sit outside the main project governance arrangements, scrutinising delivery and ensuring necessary checks and balances are adhered to.

At the highest level, this function will be performed by the Transport, Connectivity and Sustainability Overview and Scrutiny Committee, whilst ongoing scrutiny and review of the project delivery will lie with the well-established officer group Transport & Street Services Group (TSSG).

A more detailed discussion of approvals and assurance process is provided in Section B13.

Figure B33: Birmingham's Cycle City Ambition Bid – Project Governance and Delivery Structure



The Delivery Team

The delivery team will be led by Chris Tunstall (Director of Sustainability, Transport and Partnerships) as the Senior Responsible Officer, who has extensive experience of delivering large projects and programmes. He will be supported by an internal Programme Management Team who has extensive experience of delivering capital highway improvement schemes, including major projects such as Selly Oak New Road and wider programmes such as LSTF, Bus Showcase and Red Routes. The management team will include individuals with specific expertise in Project Governance and Programme Management, Policy Development, Cycling Policy, Design Management, Procurement, Contract Administration, Consultation and Engagement, Smarter Choices and Active Health, along with a Senior Finance Officer. The team will be supported by representatives of partner organisations including Canal & River Trust, Centro, and Cycling and Pedestrian Groups.

Consultation and Design of individual projects within the programme will make use of existing in-house resources where available but, recognising that the CCAG is a large programme with a relatively short delivery timescale, these will be supported by expertise from external consultants where required, under the overall control of a Lead Officer for each quadrant who will report directly to the internal Programme Management Team.

Summary of Roles and Responsibilities by Governance Tier

The overall approach to governance and delivery is summarised in Table B18 below. Note that frequency of meetings and reporting are an indicative minimum, but exceptional meetings can be called as necessary to ensure robust project delivery.

Table B18: Birmingham's Cycle City Ambition Bid – Project Roles & Responsibilities

| Role | Key Areas of Responsibility / Activity | Progress Review |
|--|--|---|
| Lead Member and Member Steering Group | High level strategy and key decisions | Review of key issues and decisions as raised and reported by Project Board |
| Project Board | Strategic decision-making Setting forward work programme Monitoring progress against programme Provision of instructions for corrective/mitigating actions | Quarterly Board meetings at which monthly Project Management Team reports are reviewed and relevant actions agreed |
| Project Management Team | Day-to-day project management Meeting project objectives Delivery to time and budget Procurement Key link between the Project Board and Project Team Main point of contact for external stakeholders and partners | Monthly progress meetings Preparation and submission of progress reports to the Project Board Senior Responsible Officer attendance at Project Board meetings |
| Delivery Partners and Supporting Organisations | <i>See Table A1: Birmingham's Cycle City Ambition Bid – Key Project Partners & Supporting Organisations</i> | |

| Role | Key Areas of Responsibility / Activity | Progress Review |
|--|---|--|
| Project Delivery Team & Quadrant Leads | Day-to-day project delivery across the areas of design, construction, finance, approvals and engagement Main point of contact for contractors Public consultation exercises | Monthly progress meetings Preparation and submission of monthly progress reports to the Project Management Team |
| Transport, Connectivity and Sustainability Overview and Scrutiny Committee | High level approvals and assurance | Reporting as necessary (see Section B13) |
| Transport & Street Services Group | On-going approvals and assurance | Reporting as necessary (see Section B13) |

Delivery Partners and Supporting Organisations

We have worked closely with a number of internal and external partners in the development of the bid. These relationships are so well-developed that our partners are fully included as part of our project team, as evidenced in the governance structure set out above. In particular, Sustrans, CTC and the Canal & River Trust have all had a significant level of involvement in the project development process to date and will continue to do so during the implementation phase.

We have also made contact with relevant partners contained in our database for transport consultation and other external stakeholders, who have been asked for their support, and many have submitted letters of support, which are included in Appendix A. The involvement of our key project partners is detailed in Partnership Bodies (See Section A6).

Further information on how we will continue to engage and consult with the relevant partnership bodies and other organisations which have a level of interest in and / or influence over the project during the detailed design and delivery stages is provided in our Stakeholder Management Strategy (see Section B12).

B11. Management Case - Risk Management

Has a QRA been appended to your bid? Yes No

Has a Risk Management Strategy been appended to your bid? Yes No

Risk Management Strategy

The Authority takes a proactive approach to risk, seeking to identify potential delivery risks at the earliest possible stage and, where risks arise, managing and containing them through the use of appropriate mitigation measures. The designation of a Senior Responsible Officer, who has overall responsibility for delivery, will ensure that the appropriate risk response is identified and the relevant measures are employed.

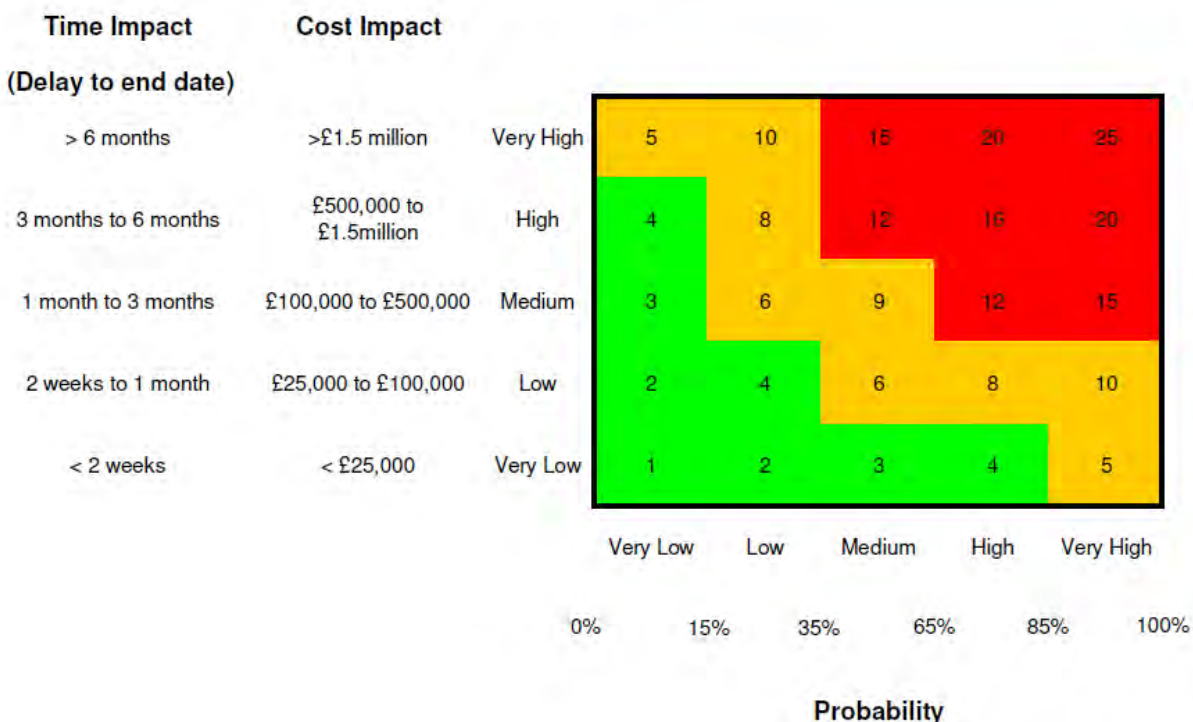
We have developed detailed risk registers (see Appendix H) for the following elements of the scheme:

- Financial;
- Governance;
- Infrastructure; and
- Community Promotion and Engagement.

The risk registers detail the cause of each risk, the potential consequences, the probability that each risk event will occur and the time and cost impact that it could have. A risk matrix has been developed in order to assign a risk priority ranking to each risk event, as illustrated below.

Based on the overall project budget of £17m in grant funding and approximately an additional £6m in local contributions, the cost impact scale has been set between <£25,000 (very low) and >£1.5m (very high), to reflect the level of impact that each risk event could have on the overall project budget. The time impact scale has been developed based on the lessons learnt from the delivery of the West Midlands LSTF programme; i.e. that delays of up to one month would have a low or very low impact on delivery of the overall programme; however a delay of more than 3 months would have a high or very high impact on delivery, where the planned spend cannot be completed within the required timescale.

Risk Matrix



The appropriate risk priority ranking of between 1 and 25 has been assigned to each risk event based on its probability and potential impact, where a ranking of 1 represents the lowest probability that that risk event will occur and the lowest possible cost / time impact and a ranking of 25 represents the very highest probability that that risk event will occur and the highest possible cost / time impact.

Detailed mitigation measures have been developed for each risk event, the nature and extensiveness of which correspond to the impact that it could have on delivery. A number of these mitigation measures have already been put in place by the Authority prior to project outset, in order to design out risk at an early stage. The strategic approach taken to procurement and project staff has also been developed to minimise risk.

A QRA output is included in Appendix I.

B12. Management Case - Stakeholder Management

The bid should demonstrate that the key stakeholders and their interests have been identified and considered as appropriate. These could include other local authorities, the Highways Agency, statutory consultees, landowners, transport operators, local residents, utilities companies etc. This is particularly important in respect of any bids related to structures that may require support of Network Rail and, possibly, train operating company(ies).

- a) Please provide a summary of your strategy for managing stakeholders, with details of the key stakeholders together with a brief analysis of their influences and interests.

*A stakeholder analysis has been undertaken and has identified a broad range of stakeholder organisations and groups, from public, private and voluntary sectors. Whilst these groups are all known or anticipated to be supportive of proposals, a tailored approach will be required to effectively manage stakeholders throughout the process, in order to both eliminate delivery risk and to maximise opportunities for joint working on supporting project elements. **This is explored in further detail in 'Stakeholder Identification, Analysis and Management' below.***

- b) Can the scheme be considered as controversial in any way? Yes No
If yes, please provide a brief summary (in no more than 100 words)

The scheme is not considered to be controversial, given the demonstrable level of support that exists. However, there may be some isolated incidents of public opposition in relation to specific components that may have local impacts; for example on car parking.

*The likelihood of formal opposition will be actively reduced by undertaking formal public consultation for each scheme based on the existing best practice model. This will be branded as Birmingham Cycle Revolution to place the proposals in the context of the projects' wider objectives and to promote awareness of its benefits. **This is explored in further detail within this section.***

- c) Have there been any external campaigns either supporting or opposing the scheme?

Yes No

If yes, please provide a brief summary (in no more than 100 words)

On 26th April, the Birmingham Mail newspaper launched a Cycle City campaign to support the Birmingham Cycle Revolution, throwing their weight behind the bid, and acknowledging what the city already offers in terms of support for cycling.

Additionally, feedback received from external partners as part of activities to promote and develop the bid has been overwhelmingly positive.

*A large number of external groups and organisations have promoted the 'pledge' that members of the public and representatives from interested organisations can make via the Council's website. The scheme and the pledge have been promoted via various channels including website and social media (such as through 're-posting', supportive media coverage and discussion on web-based forums) and have formed a self-sustaining external promotion. **The pledge and associated promotion are explored further in this section.***

- d) For large schemes please also provide a Stakeholder Analysis and append this to your application.

Has a Stakeholder Analysis been appended? Yes No N/A

As stated above, a stakeholder analysis has been undertaken and has identified a broad range of stakeholder organisations and groups, from public, private and voluntary sectors.

e) For large schemes please provide a Communications Plan with details of the level of engagement required (depending on their interests and influence), and a description of how and by what means they will be engaged with.

Has a Communications Plan been appended? Yes No N/A

Building on experiences from a range of other relevant projects, a comprehensive outline marketing and engagement strategy has been developed for the project up to March 2016. The plan adopts a two-tiered approach including: strategic engagement and promotion with partners and stakeholders and the wider public via a range of media channels and forums; and more targeted local engagement on specific scheme elements including public consultation as part of the scheme development process. The plan is intended to be a live document to manage an evolutionary process and will be constantly updated as the project progresses to be responsive to new opportunities as they arise, particularly as supporting initiatives and smarter choices campaigns are scoped in more detail. In due course the plan will be updated to reflect proposals for the 2023 and 2033 time horizons. For the full document please refer to Appendix J.

Stakeholder Identification, Analysis and Management

A detailed review and analysis of each of the key project stakeholders and stakeholder groups has been undertaken, including consideration of their level of interest and influence in the project, as illustrated diagrammatically in Figure B34 overleaf.

Table B19 sets out the interest that each stakeholder has in the project, their perceived attitudes and what the Project Board expects from them during delivery. This analysis exercise forms the basis for our Stakeholder Management Strategy, which sets out how the Authority will effectively engage each stakeholder during the delivery of the project in order to ensure that their needs and aspirations are reflected as far as possible.

Figure B34: Stakeholder Influence and Impact

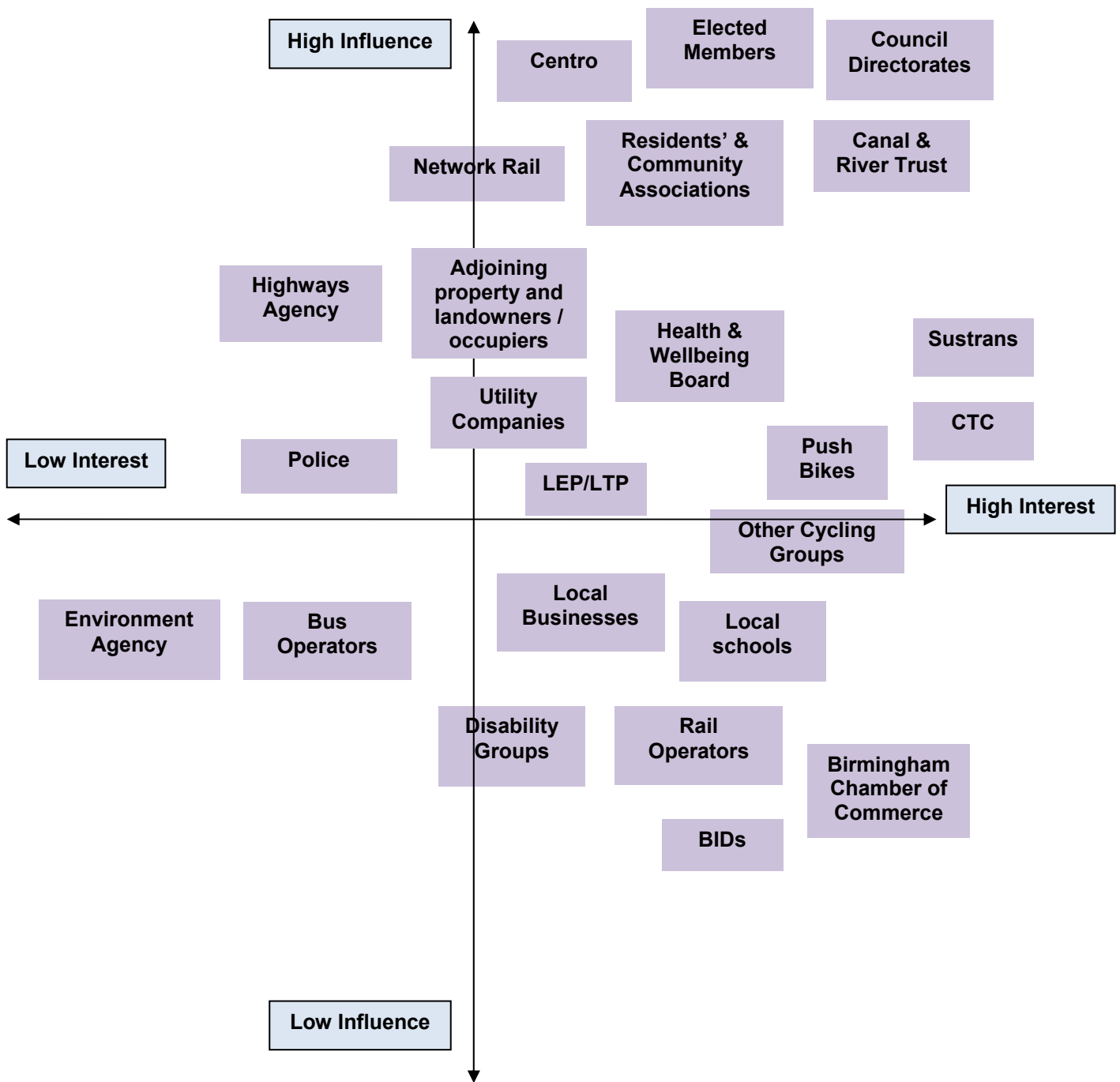


Table B20: Stakeholder Interest and Influence

| Stakeholder | Interest | Influence Impact | What does the Project Board expect from the Stakeholder? | Perceived Attitudes and/or Risks |
|---------------------------------------|---|------------------|--|--|
| Council Directorates | Promotion of walking and cycling across Birmingham and contribution to other objectives e.g. health and wellbeing. | High | Political support; contribution to scheme design and programme delivery. | Supportive, as demonstrated by approved Cabinet report. |
| Elected Members | Accountability, delivery of the scheme to time, budget and stakeholder satisfaction. | High | Political support. | Supportive, as demonstrated by approved Cabinet report and letters of support from each major Party. |
| Centro | Strategic interest as the West Midlands Integrated Transport Authority. Interface between the Cycle Revolution and West Midlands LSTF programmes/schemes. | High | Potential for joint work at rail stations. Support for promotion of cycling as a sustainable transport mode. | Supportive |
| Residents' and Community Associations | Temporary traffic management arrangements whilst works take place and potential changes to bus routes. | High | Feedback when consulted, support for community activities. | Likely to be supportive but may have queries regarding certain aspects of infrastructure. |
| Canal & River Trust | Key delivery partner for canal/riverside schemes. Employer of key project delivery staff. | High | Lead on canal/riverside schemes. Full support on all other aspects. | Supportive |
| Network Rail | Infrastructure works on the Cole Valley route may impact on viaducts. | High | Permissions needed to carry out works that may affect viaducts. | Supportive – letter of support received. |
| Health and Wellbeing Board | Alignment to the forthcoming Health and Wellbeing Strategy and contribution to delivery of health and wellbeing objectives. | High | Co-operation with the project team to maximise effectiveness of work. | Supportive – letter of support received from Director of Public Health Dr Adrian Phillips. |
| Sustrans | Potential links to their events, activities and campaigns. | High | Support on Smarter Choices aspects of the project. | Supportive – letter of support received. |
| CTC | Potential links to their events, activities and campaigns. | High | Support on community aspects of the schemes. | Supportive – letter of support received. |
| Utility Companies | Potential impacts on their infrastructure / disruptions to services whilst works take place. | Medium | Provision of information for site review. Joint work on schemes that involve impacts on utilities. | Supportive |
| Push Bikes | Potential links to their events, activities and campaigns. | Medium | Support on community aspects of the schemes. | Supportive |
| Other Cycling Groups | Potential links to their events, activities and campaigns. | Medium | Support on community aspects of the schemes. | Supportive |

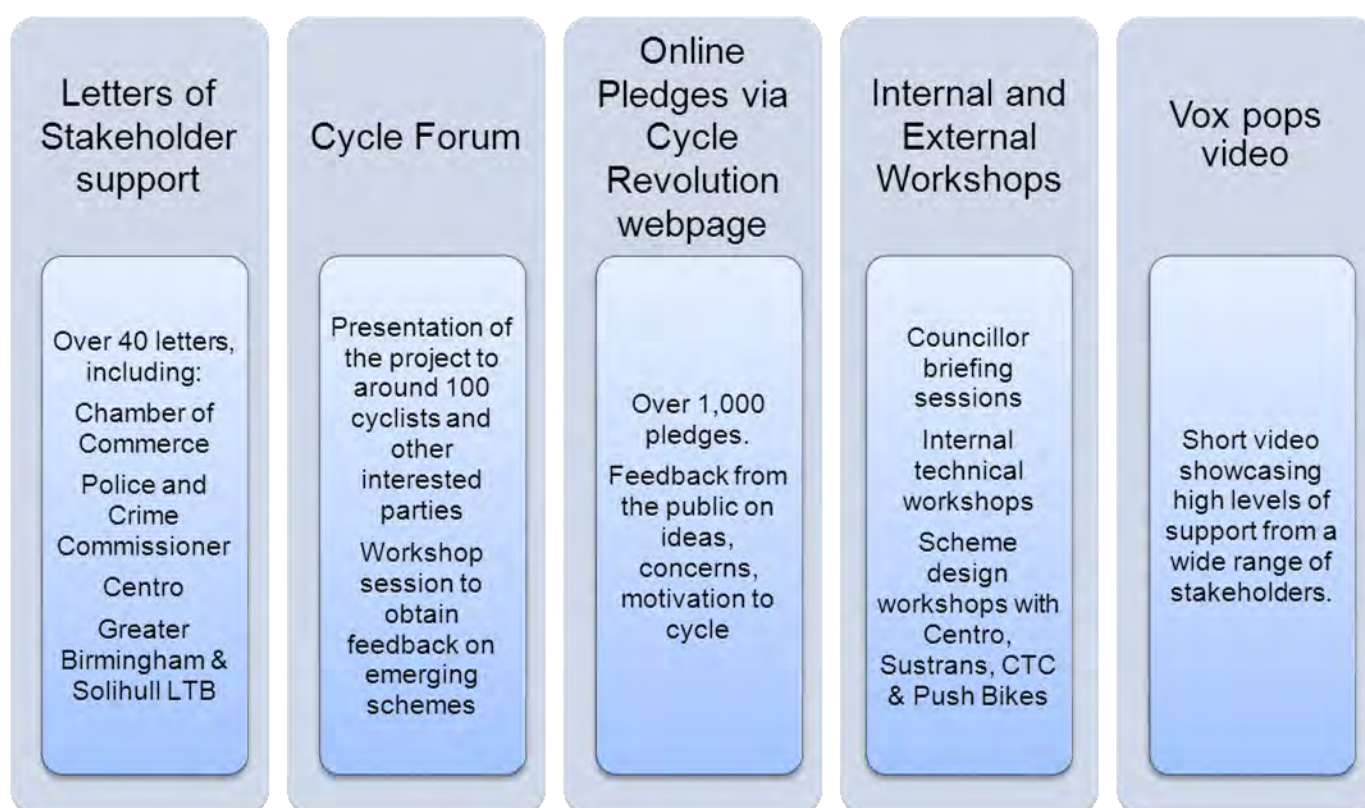
| Stakeholder | Interest | Influence Impact | What does the Project Board expect from the Stakeholder? | Perceived Attitudes and/or Risks |
|--|--|------------------|---|---|
| Adjoining property and landowners / occupiers | Changes to adjoining land and potential impacts on their land. | Medium | Response to consultation. | Attitudes likely to be variable. |
| Rail Operators | Consultee on works that may impact rail stations. | Medium | Response to consultation. | Supportive – letter of support received from London Midland. |
| Local schools | Impacts on travel to school / opportunities to enhance cycling. | Low | Response to consultation. | Generally supportive, to varying extent. |
| Highways Agency | Potential impacts of junction alterations / temporary traffic management arrangements. | Low | Joint work on schemes that involve public highways. | Supportive |
| Bus Operators | Potential impacts of junction alterations / temporary traffic management arrangements on local bus services. | Low | Support for junction alterations / temporary traffic management arrangements. | Supportive |
| Police | Potential impacts of junction alterations / temporary traffic management arrangements and / or safety aspects of the proposed schemes. Engagement and feedback regarding crime prevention. | Low | Support for junction alterations / temporary traffic management arrangements. Response to consultation on crime prevention. | Supportive – letter of support received from West Midlands Police and Crime Commissioner. |
| Environment Agency | Potential environmental impacts on surrounding land and waterways. | Low | Response to consultation. | Supportive |
| Disability Groups | Details of the schemes being taken forward, links to their events and campaigns. | Low | Response to consultation. | Supportive of route improvements which benefit wheelchair users. Potential objection to risks to vulnerable users especially in shared space areas. |
| Birmingham Chamber of Commerce | Consultee. | Low | Response to consultation. | Supportive - letter of support received. |
| Business Improvement Districts | Consultee. | Low | Response to consultation. | Supportive - letters of support received from Sutton Coldfield Town Centre BID and Colmore BID. |
| Local Businesses | Consultee. | Low | Response to consultation. | Generally supportive, although attitudes may vary. |
| Local Enterprise Partnership / Local Transport Board | Consultee | Low | Response to consultation. | Supportive – letter of support received. |

Stakeholder Management Strategy

A proactive approach has been taken to stakeholder engagement during the scheme development and grant application process. The activities undertaken thus far form part of a longer term stakeholder management and communications strategy that has been designed to facilitate clear and effective communication and consultation with stakeholders and link in to existing initiatives to create a 'buzz' around cycling in Birmingham such as Bike North Birmingham and the West Midlands LSTF programme for all those who live, work and visit there.

There is now a significant and growing level of both internal and external support for Birmingham Cycle Revolution, facilitated through various engagement activities, a selection of which is illustrated in Figure B35 below. The feedback obtained from the consultation and engagement activities undertaken to date has been used to refine the scheme proposals in preparation for the grant application in order to ensure that the needs and views of the different stakeholders are accurately reflected.

Figure B35: Examples of Stakeholder Engagement Activities to Date



There has been a particularly positive response from members of the public in pledging their support on the Bike Birmingham website with more than 1,000 pledges received. The comments demonstrate that the public consider there to be a real need to deliver upgrades to the city's cycling infrastructure, particularly in relation to improving safety for cyclists, upgrading the quality of canal towpaths and essentially making cycling a realistic choice for both leisure and commuter trips.

Comments received cover a range of issues, including: safety; current cycling practice or concerns; ideas for infrastructure or routes to include in the funding bid; and environmental and health benefits associated with cycling.

"I cycle to work 6 miles each way. The roads are very dangerous. I have had few accidents (actually being knocked off) nr. misses. We need more cycle lanes connecting different parts of the city."

"Greater support for cycling infrastructure across the West Midlands is long awaited. This grant would help people across the West Midlands, to ditch their cars, and get cycling safely."

“Cycling in a safe environment will have a massive impact on health and congestion. Birmingham needs the full package, safe leisure cycling, safe cycle commuting and proper facilities.”

“Recently taken up cycling and attempted to use the canal paths but as they were so muddy, was unable to continue. Find roads too dangerous so would love to see some developments for cyclists in Birmingham for me and my children.”

In addition, we have produced a short vox pops video (20-minutes duration) that features a wide range of Birmingham Cycle Revolution stakeholders (refer to the DVD provided in Appendix O):

- Chris Tunstall - Director of Sustainability Transportation and Partnerships, Birmingham City Council;
- Councillor James McKay – Cabinet Member for Green, Safe and Smart City, Birmingham City Council;
- Stephen Hughes - Chief Executive, Birmingham City Council;
- Inspector S. Bill - West Midlands Police;
- Councillor Steve Bedser – Cabinet Member for Health and Wellbeing, Birmingham City Council;
- Conrad Jones - Head of Sustainability, Centro;
- Paul Fielding - Colmore Business District;
- Ian Taylor, Commercial Director, Marketing Birmingham;
- Lord Mayor John Lines & Lady Mayoress of Birmingham;
- Jackie Brennan - British Cycling;
- Charlotte Crossley - Head of Communications, Aston Science Park;
- Yvonne Gilligan, Regional Director, Sustrans;
- Ivor Caplain, Canal & River Trust;
- Councillor Victoria Quinn - Chair of Transport Connectivity and Sustainability Overview and Scrutiny Committee;
- John Kirk - Head of Business Development and International, Birmingham City University;
- Adrian Phillips Director of Public Health, Birmingham;
- Councillor Susan Barnett, Chair of Health and Social Care Overview and Scrutiny;
- Women from Women on Wheels Course, Birmingham; and
- Children from Moseley Church of England Primary School.

This process of engagement, consultation and scheme refinement will continue during the delivery stage through the Stakeholder Management Strategy set out in Table B21 overleaf. We have sub-divided the various stakeholders into three different groups which represent those who have a high, medium and low level of influence over the project and have tailored the approach to engagement accordingly.

Table B21: Birmingham's Cycle City Ambition Bid – Stakeholder Management Strategy

| Stakeholder | Management Strategy | Frequency/Timescale | Responsibility |
|---------------------------------------|--|---|---|
| High | | | |
| Council Directorates | All relevant directorates to be key contributors to scheme design and delivery as required. Provide regular progress updates to nominated officers for each service area. | Joint working/contributions as required. Monthly internal progress updates via email. | Project Management Team – Engagement & Consultation Lead. |
| Elected Members | Consult during scheme development stage. Provide regular progress updates. | Quarterly consultation meetings. Monthly progress reports. | Project Board. |
| Centro | Consultation on infrastructure proposals and Smarter Choices initiatives. Joint working at rail stations and on marketing/communications activities. Provide regular progress updates. | Consultation as required throughout project lifecycle. Joint working in accordance with Project Plan. Monthly progress updates. | Project Management Team – Design, Construction and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads. |
| Canal & River Trust | Joint working on canal/riverside schemes. | Joint working in accordance with Project Plan. Monthly two-way progress updates. | Project Management Team – Design Lead, Construction Lead, Canal & River Trust Representative. Project Team – Engagement, Construction, Finance & Design. Quadrant Leads. |
| Network Rail | Gain the necessary approvals/consents for works that may impact on viaducts. Consult on scheme design. | Seek information/consents at outset of delivery. Consult as required. | Project Management Team – Design, Construction and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads. |
| Health and Wellbeing Board | Integration of cycling into existing projects e.g. Be Active and Prescription4Exercise, to maximise the benefits. | Consult during quarterly Board meetings. Joint working at officer level. | Member Steering Group Project Board Project Team – Engagement |
| Residents' and Community Associations | Consult on all route elements. Engage with existing community activities. | Consult relevant local groups (in relation to location of scheme delivery) at least monthly. Aim to link in to existing community activities at least quarterly. | Project Team – Engagement. Quadrant Leads. |

| Stakeholder | Management Strategy | Frequency/Timescale | Responsibility |
|--|--|---|--|
| Sustrans | Joint working on infrastructure scheme design. Joint working on community marketing and promotional activities. | Joint working on all relevant activities throughout the project lifecycle in accordance with Project Plan. | Project Management Team – SRO and Design and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads. |
| CTC | Joint working on infrastructure scheme design. Joint working on community marketing and promotional activities. | Joint working on all relevant activities throughout the project lifecycle in accordance with Project Plan. | Project Management Team– SRO and Design and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads. |
| Medium | | | |
| Utility Companies | Seek information regarding the location and nature of utilities in relation to infrastructure proposals. Consult on issues arising. | Seek information at outset of delivery. Consult as required. | Project Team – Construction, Design. Quadrant Leads. |
| Adjoining property and land owners/occupiers | Consult on route elements in each defined geographical area/locale. | Consultation at defined stages in the Project Plan following scheme refinement. | Project Team – Engagement, Construction, Design. Quadrant Leads. |
| Push Bikes | Provide information on all route elements. Engage with existing promotional activities. | Provision of route information at least monthly. Aim to link in to existing community activities at least quarterly. | Project Team – Engagement. Quadrant Leads. |
| Other Cycling Groups | Provide information on all route elements. Engage with existing promotional activities. | Provision of route information at least monthly. Aim to link in to existing community activities at least quarterly. | Project Team – Engagement. Quadrant Leads. |
| Rail Operators | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on rail stations. | Ad hoc engagement as required according to project plan. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |
| Low | | | |
| Environment Agency | Keep informed through local media and Bike Birmingham website. | Ongoing updates to information on website. Regular press releases as appropriate. | Project Management Team – Media & Press and Engagement & Consultation Leads. Project Team – Engagement. |
| Bus Operators | Consult on issues arising in relation to infrastructure proposals. | Ad hoc consultation as required. | Project Team – Design & Approvals. Quadrant Leads. |

| Stakeholder | Management Strategy | Frequency/Timescale | Responsibility |
|--|---|--|---|
| Highways Agency | Consult on any necessary temporary traffic management measures/disruptions to public highways. Consult on issues arising. Provide regular progress updates. | Consultation as required in accordance with the infrastructure delivery plan. Monthly progress updates. | Project Management Team – SRO, Design, Construction and Approvals/Assurance Leads. Project Team – Engagement, Construction, Design & Approvals. Quadrant Leads. |
| Police | Consult on all route elements. Consult on cycling safety messages/public awareness activities. Maintain continuous dialogue regarding high crime areas. | Ad hoc consultation as required. | Project Team – Engagement & Design. Quadrant Leads. |
| Other Cycling Groups | Provide information on all route elements. Engage with existing promotional activities. | Provision of route information at least monthly. Aim to link in to existing community activities at least quarterly. | Project Team – Engagement. Quadrant Leads. |
| Local schools | Keep informed about infrastructure proposals/Smarter Choices activities in their locale. | Send progress updates to relevant schools at least quarterly. | Project Team – Engagement. Quadrant Leads. |
| Disability Groups | Consultation on all route elements. Inclusion of adapted cycles wherever possible. | Consultation at defined stages in the Project Plan following scheme refinement. | Project Team – Engagement, Construction, Design. Quadrant Leads. |
| Birmingham Chamber of Commerce | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces. | Regular engagement, at least quarterly. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |
| Business Improvement Districts | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces. | Regular engagement, at least quarterly. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |
| Local Businesses | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces. | Ad hoc engagement as required. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |
| Rail Operators | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on rail stations. | Ad hoc engagement as required according to project plan. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |
| Local Enterprise Partnership / Local Transport Board | Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces. | Regular engagement, at least quarterly. | Project Management Team –Engagement & Consultation Lead. Project Team – Engagement. |

B13. Management Case - Assurance

We will require Section 151 Officer confirmation (Section D) that adequate assurance systems are in place.

For large schemes please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews.

Assurance and Approval

As shown in Figure B33 Project Governance and Delivery Structure (See section B10), a system of approvals and assurance will sit outside the main project governance arrangements. At the highest level, this function will be performed by the Transport, Connectivity and Sustainability Overview and Scrutiny Committee. Ongoing scrutiny and review of the project delivery will lie with the well-established officer group Transport & Street Services Group (TSSG) which comprises senior officers from the highways and transportation department and finance. This group will:

- Undertake scrutiny and oversight of project implementation;
- Monitor delivery of the programme against the strategic objectives and targets identified within this bid document, ensuring compliance with the proposals contained herein;
- Monitor project expenditure through the receipt of regular reports from the Senior Responsible Officer endorsed by the Project Board; and
- Providing instructions for corrective actions in the event that delivery does not conform to agreed programmes.

The Project Management Team will also carry out spot checks on the activities of the Project Team and Quadrant Leads to provide additional project assurance.

The approval methodology is a staged process as reflected within the Management Case – Delivery. This is designed to mitigate the risks associated with projects by making provision for formal review at key points in the project lifecycle. The Cabinet Report provided in Appendix K provides executive approval for the bid and Project Definition Document. Further approvals at Full Business Case are required for each individual scheme within the programme through the Project Governance group and are subject to external review through a number of groups, including the Transport, Connectivity and Sustainability Overview and Scrutiny Committee.

As part of the City Council's approval processes an independent objective assessment of all projects at key gateways is undertaken by a central investment evaluation function within Corporate Finance. The group combines finance and project management skills to build a specific appraisal expertise for assessing submitted business cases. The range of the group's activities also extends to providing advice to project managers using the City Council's gateway process. The group's remit does not extend to the actual approval of funds, but is limited to recommending to the executive, i.e. Cabinet, one of the following actions: recommended for approval; recommended for rejection; and deferred pending further information.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful.

Please set out how you plan to measure and report on the benefits identified in Section C1, alongside any other outcomes and impacts of the scheme

A fuller evaluation for large schemes may also be required depending on their size and type.

Approach to Monitoring and Evaluation

Birmingham City Council has a framework for monitoring and evaluating schemes; the Post Implementation Review (PIR). The purpose of the PIR is to measure a project's outcomes against the scheme objectives, and work toward continuous improvement. It covers delivery outcomes, scope, costs, timeliness, methodology compliance and lessons learnt.

We will adapt the PIR process to suit the geographical spread and differing nature of the schemes proposed as part of the Birmingham Cycle Revolution. This will ensure robust monitoring and evaluation that enables analysis of the outputs and outcomes of the 2016 implementations to shape the strategy going forward to 2023 and 2033.

In 2011, Birmingham City Council commissioned Sustrans' Research and Monitoring Unit to undertake a review of all data currently held on levels of cycling in the city. Sustrans' report presents an overview of the current state of cycling in Birmingham and provides a baseline against which monitoring findings can be compared.

Birmingham City Council currently has 45 automatic cycle counters installed on key routes across the city. Whenever a section of route is build or upgraded as part of the Birmingham Cycle Revolution, we will consider the appropriateness of installing an additional counter. These are supported by regular cordon surveys at locations, i.e. City Centre, as well as cycle parking counts, school surveys and wider transport surveys which provide details on cycle usage in the network

In addition to analysis of cycling levels, to evaluate the wider impacts of Birmingham's Cycle Revolution, we will also use additional data sets available to us to measure health and wellbeing, access to employment, personal safety and crime.

The expected outcomes against which Birmingham Cycle Revolution will be monitored are:

1. To increase the number of cycling trips: a) for all trip purposes; and b) as part of an integrated transport trip;
2. To increase the number of people cycling: a) to school; b) to work; c) for leisure; d) and in harder to reach communities;
3. To contribute to improved health and wellbeing;
4. To improve the access to employment in the bid area attributable to the delivery of measures to support cycling;
5. To improve awareness of cycling provisions in the city, and to improve the perceptions of cycling in the city;
6. To decrease carbon emissions through reduced car kilometres that are attributable to modal shift in favour of cycling; and
7. To ensure a decrease or no overall change in incidence of accidents involving cyclists and crimes involving cyclists or bicycles

The outcomes to be measured in this project align closely to those of Bike North Birmingham. The monitoring process of Bike North Birmingham is now established and some of the initial difficulties with data collection have been overcome, so we will be well equipped to implement the Birmingham Cycle Revolution monitoring strategy quickly and effectively.

Table C1 summarises the expected outcomes of the Birmingham Cycle Revolution and the proposed data sets that will enable analysis and evaluation of each outcome.

Table C1: Overview of Monitoring and Evaluation

| Outcome | Indicators | Monitoring tools |
|---|--|---|
| To increase the number of cycling trips for all trip purposes | <ul style="list-style-type: none"> increase in number of people cycling for different trip purposes including; to/from work, leisure, escorting children and other utility trips such as shopping increase in number of bikes parked across bid area increase in number of cycle trips counted manually and automatically | <ul style="list-style-type: none"> manual counts automatic cycle counters traffic counts (i.e. number of pedal cycles counted on roads) counts of parked bikes |
| To increase the number of cycling trips as part of an integrated transport trip | <ul style="list-style-type: none"> increase in number of people including cycling as part of a longer, multi modal trip. increase in number of bikes parked at rail stations uptake of cycle hire from Brompton Docks | <ul style="list-style-type: none"> counts of parked bikes at rail stations manual counts automatic cycle counters Brompton Dock hire data workplace travel surveys |
| To increase the number of children cycling to school | <ul style="list-style-type: none"> increase in children reporting they have cycled to school increase in bikes parked at schools | <ul style="list-style-type: none"> counts of parked bikes at schools Pupil Level Annual School Census (PLASC) data* automatic cycle counters school travel surveys |
| To increase the number of people cycling to work | <ul style="list-style-type: none"> increase in people reporting they have cycled to work | <ul style="list-style-type: none"> workplace travel surveys automatic cycle counters manual counts census travel to work data (comparison of 2011 baseline data with 2021) |
| To increase the number of people cycling for leisure | <ul style="list-style-type: none"> increase in number of people using some routes for leisure purposes increase in number of people cycling at leisure times of the day relative to commuter times | <ul style="list-style-type: none"> automatic cycle counters Be Active hub bike use data Big Birmingham Bike user surveys |
| To increase the number of people cycling in harder to reach communities | <ul style="list-style-type: none"> increase in number of cyclists recorded in specific area or location increase in reported cycling by key groups of people | <ul style="list-style-type: none"> automatic cycle counters Be Active hub bike use data Big Birmingham Bike user surveys |

| Outcome | Indicators | Monitoring tools |
|--|--|---|
| To contribute to improved health and wellbeing | <ul style="list-style-type: none"> reduction in childhood obesity levels rise in subjective wellbeing levels | <ul style="list-style-type: none"> Public Health England National Child Measurement Programme Subjective wellbeing data covering 'life satisfaction' and 'happy yesterday' collected for the West Midlands via the Annual Population Survey |
| To improve the access to employment in the bid area attributable to the delivery of measures to support cycling | <ul style="list-style-type: none"> number of people living within half a mile of new/improved routes with better access to employment sites and stations number of people using Big Birmingham bikes to access employment number of people stating that they feel their employment prospects have improved due to increased accessibility distance cycled to/from work | <ul style="list-style-type: none"> GIS mapping workplace travel survey school travel surveys Big Birmingham Bike user survey |
| To improve awareness of cycling provisions in the city, and to improve the perceptions of cycling in the city | <ul style="list-style-type: none"> number of hits on Birmingham Cycle Revolution webpage's number of people in receipt of printed materials e.g. route maps number of people attending project events and participating in project activities number of mentions in local and national media number of advertisements placed in newspapers, radio, TV | <ul style="list-style-type: none"> usage of Birmingham Cycle Revolution webpage's record of printed materials record of events and people in attendance record of media articles and advertisements |
| To decrease carbon emissions through reduced car kilometres that are attributable to modal shift in favour of cycling | <ul style="list-style-type: none"> decrease in proportion of people driving for different purposes distances that people drive for different purposes proportion of people who have switched from using a car to cycling increase in proportion of people saying they could have used a car but chose not to | <ul style="list-style-type: none"> school travel surveys workplace travel surveys Be Active hub bike use data Big Birmingham Bike user survey |
| To ensure a decrease or no overall change in incidence of accidents involving cyclists and crimes involving cyclists or bicycles | <ul style="list-style-type: none"> reduced number of, or no change in, KSI incidents involving cyclists relative to number of cyclists reduced number of reported minor incidents involving cyclists relative to number of cyclists reduced number of reported bicycle thefts | <ul style="list-style-type: none"> STATS 19 accident data Police.uk datasets |

This selection of data collection methods will enable us to monitor all predicted outcomes and to evaluate impacts by quadrant and across the study area as a whole. Using our PIR form Quadrant Leads as part of the Project Team will provide monthly monitoring updates to the Project Management Team, enabling the performance of the scheme to be evaluated and the lessons learned to be embedded for future. Birmingham City Council will provide DfT with six monthly update reports on outputs and outcomes as outlined above.

SECTION D: Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Birmingham Cycle Revolution I hereby submit this request for approval to DfT on behalf of Birmingham City Council and confirm that I have the necessary authority to do so.

I confirm that Birmingham City Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Chris Tunstall

Signed:

Position: Director Sustainability, Transportation and Partnerships



D2. Section 151 Officer Declaration

As Section 151 Officer for Birmingham City Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Birmingham City Council:

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2014/15
- confirms that the authority has the necessary governance / assurance arrangements in place and, for smaller scheme bids, the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place

Name:
Jon Warlow, Director of Corporate Finance

Signed:



Submission of bids:

For both small bids and large bids the deadline is 5pm, **30 April 2013**

3 hard copies and a CD version of each bid and supporting material should be submitted to:

Cycle City bids (Wave 1 and 2)
Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR

An electronic copy should also be submitted to cycling.ambition@dft.gsi.gov.uk

Shortlisted authorities may be invited to give a presentation of their bid between 10 and 21 May 2013.