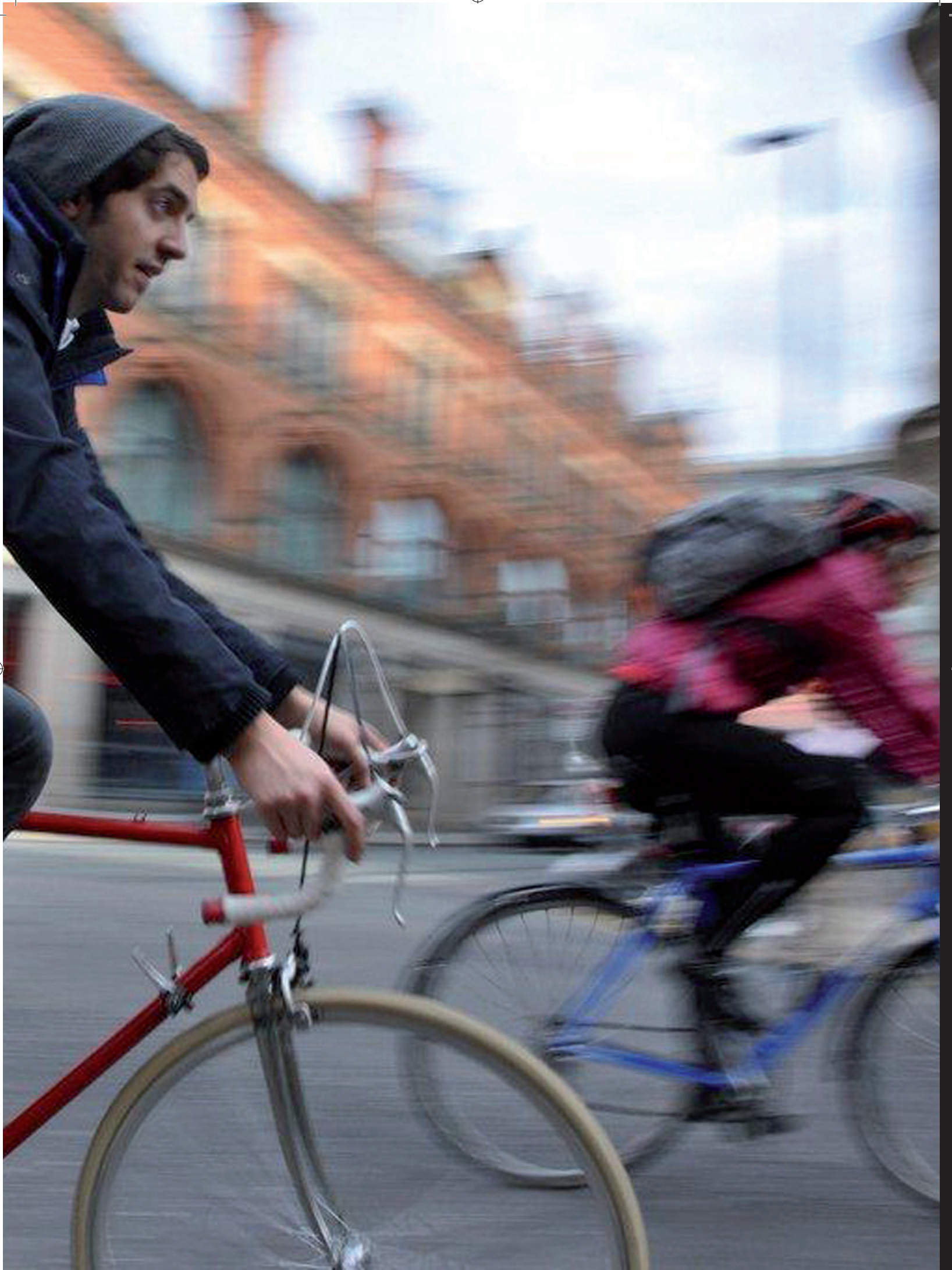




CYCLE YORKSHIRE

– MORE PEOPLE
CYCLING MORE OFTEN

Cycle
Yorkshire



**More people cycling more often.
This is the simple ambition of Cycle Yorkshire.**

Cycle Yorkshire is a unique initiative seeking to use Yorkshire's Tour de France Grand Départ to deliver a region wide cycling legacy for all generations and all abilities.

The last 10 years has seen a revolution in British cycling with Olympic and Tour de France successes galvanising enthusiasm and participation in the sport. Cycling has the potential to help address major social issues in the region through promoting healthy living, increasing green travel, boosting tourism and supporting social inclusion.

Yorkshire has a rich cycling heritage.

The region is home to pioneers of British professional cycling such as Beryl Burton, Brian Robinson, Barry Hoban and Malcolm Elliott. More recently Yorkshire athletes Ed Clancy and Lizzie Armitstead have been at the heart of British Olympic success.

Every year Yorkshire plays host to major races on the cycling calendar; from professional road races to world cup mountain biking. Ilkley, Otley and Clifton cycle clubs are among the oldest in the country. Their members join thousands of other enthusiasts to take part in the hundreds of organised sportives and mass participation cycling events across the county each year.

The drive and passion for cycling in Yorkshire has a long history. Participation is above the national average across our region and York has been named in the top three best cycling cities in the country.

This is a great base from which to start but there is still a lot to do. All local authorities and Cycle Yorkshire partners are committed to building Yorkshire's cycling reputation even further.

We recognise there is still much to do.

There are wide discrepancies in cycling infrastructure, participation and opportunities across the region. Cycle Yorkshire and its members recognise this and have outlined five key areas of focus to address these differences. In conjunction with local authorities, key partners and its members, Cycle Yorkshire is a broad alliance of enthusiastic and passionate people who are committed to delivering a significant and enduring legacy of the Tour de France's visit to Yorkshire for this and future generations to come.

FOREWORD



Kersten England

Kersten England

**Chair of Cycle Yorkshire
and Chief Executive of City
of York Council**



A LEGACY FOR EVERYONE

Learning to ride a bike is a rite of passage for most children. The vast majority of us will remember our first bike, our first ride, that moment where the instability disappears and zooming around on two wheels feels as natural as a walk to the shop. It provides a new degree of freedom and independence, the ability to go where you want under your own steam; that injection of effort to climb a hill and the joy of descending the other side, becoming fitter with every ride.

Our view is that every child should have the opportunity to enjoy this experience and

we hope this is yours too. This is why we ask every person in our great region to make it even greater and do your bit to get on your bike, ride more often and encourage others to do the same.

Too often, however, this enthusiasm and passion for cycling remains just a happy childhood memory and the bike gets consigned to the garage all too quickly. The practical issues of cycling to work, highway concerns, lack of awareness and confidence on how to get involved mean that cycling is sometimes overlooked as a leisure, travel or sporting choice.



Cycle Yorkshire has outlined five overall key objectives to address these issues and get more people cycling more often in Yorkshire over the next 10 years:

1 Get more people cycling

Provide adults and children with greater training and access to cycling to build both the current and next generation of cycling enthusiasts, commuters and maybe even the next sporting heroes.

2

Make choosing cycling easier

Work closely with local authorities, businesses and partners to improve cycling infrastructure and facilities to address both real and perceived barriers to cycling.

3

More events to see and take part in

Broaden the number and awareness of cycling events and opportunities for people of all generations and abilities to get involved.

4

Greater awareness of cycling and cyclists

Undertake a range of campaigns and events to generate a wider appreciation of the benefits of cycling, travel planning, bike safety, cycle friendly routes and respect between everyone using our roads.

5

A thriving network of cycling businesses and social enterprises

Encourage and support all cycling related businesses in the region to provide a dedicated network of experts to sustain Yorkshire's growing cycling community.

WHAT IS CYCLE YORKSHIRE?



“The core principle of Cycle Yorkshire is that cycling is and should be for everyone.”

Kersten England

Cycle Yorkshire is a not for profit organisation led by City of York Council working with all of the region's local authorities and supported by partners.

The organisation aims to bring together, support and coordinate a range of new and existing projects that support Cycle Yorkshire's ambitions and take forward a worthy legacy of the Tour de France in our region.

As part of this approach, everyone in the region - individuals, sports clubs, businesses, schools, social enterprises and community groups are all invited to become members of Cycle Yorkshire.

As a member you will help us to deliver key parts of the legacy, for you, Yorkshire and future generations. It's all about you!

Members will pledge to support a range of projects to promote cycling, from providing travel planning for employees, hosting Bikeability courses for students or providing bike libraries for children as they take part in major events.

Together we believe we can achieve the ambition of more people cycling more often, realising the benefits of cycling and set the challenge for other regions to follow Yorkshire's lead.



WHAT ARE WE DOING?

The next generation: We are passionate about developing the next generation of cyclists. We would like to encourage schools and children's groups throughout Yorkshire to become members of Cycle Yorkshire. Together we can provide training courses and events so that children across the region are equipped with the set of basic skills, knowledge and enthusiasm to ride confidently and safely. It is essential to foster the interest of children who are already keen young cyclists but also provide access and taster sessions for children who do not yet have a bike.

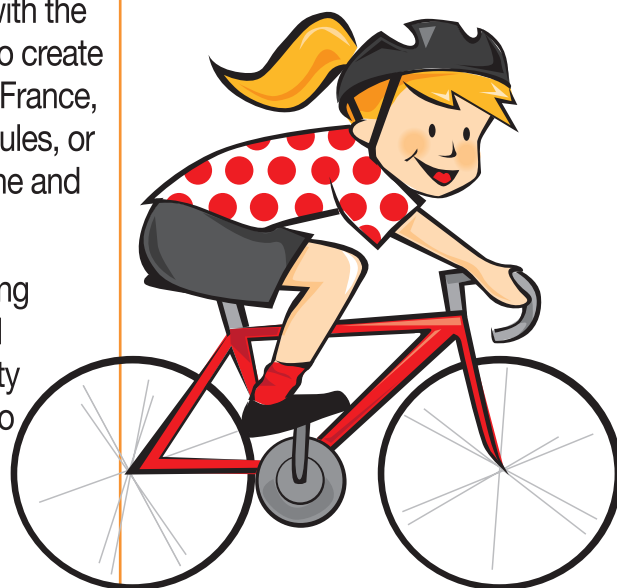
Education Pack: Cycle Yorkshire has developed the first ever Tour de France downloadable education pack for schools and community leaders to use in various classes. The pack provides suggestions on how to build a cycling theme into a range of different subjects and lessons. To date the pack has been downloaded over 5,000 times.

Sky rides and Breeze: Cycle Yorkshire is working closely with our partner British Cycling to develop more opportunities to ride. Already we have seen a significant increase in Sky Rides, closed cycle circuits and the expanding female only cycle network, Breeze. With the successes British Cycling have seen on the track, this partnership will help ensure we see successes in our communities.

Big Pedal: In 2014, 150 Yorkshire schools signed up to take part in Sustrans' Big Pedal initiative to encourage teachers, students and parents in switching to two wheels for the school journey. Cycle Yorkshire, with Sustrans, will continue to work with these schools, using this momentum to try and make this switch a permanent one.

Film your Tour: Cycle Yorkshire partner Sustrans is working with the Yorkshire Festival 2014 to challenge pupils across the region to create a two minute film explaining one of six aspects of the Tour de France, including the history, the route, the jerseys, the bikes and the rules, or the 2014 visit to Yorkshire. The winning entries will be put online and shown on big screens throughout the Tour weekend.

Mobile apps & safety training: The regional road safety cycling group, in partnership with Cycle Yorkshire, has developed and launched a new mobile app with videos, route maps and safety advice for urban and rural cycling. Building on this we intend to make extensive use of the Cycle Yorkshire website and social media pages to create a one stop shop for cycling related news, activities and campaigns.



IN FOCUS: GETTING PEOPLE STARTED AND SUPPORTING OUR BUSINESSES

Bike Libraries and Cycle Recycling

A key part of the Cycle Yorkshire journey is our ambitious aim to provide everyone in the region the opportunity to access a bike and receive the training to use it.

What is a Bike Library?

The concept of a Bike Library is simple. A location or mobile unit with a fleet of bikes which are available for free hire to all children and at a small cost for adults. These bikes can then be used to partake in specific Bikeability or maintenance courses, to ride on recommended routes or made available for trial periods.

What next?

Our first major campaign, in partnership with Social Enterprise Yorkshire and the Humber, is to build on and expand the network of cycling organisations that already provide invaluable cycling related support to Yorkshire communities.



We invite existing and new cycling enterprises to work with us to expand operations and provide new services to fill gaps in existing facilities and further improve access to equipment and training – from recycling, bike hire, training courses and taster sessions to Bike Libraries our aim is to rescue unused bikes, old and new, to provide free and lower cost bikes for all.

We would also love to hear from schools, community groups and local leaders that would like to get involved and use this fleet of bikes to create a new range of training courses and taster sessions.

Whilst the set-up, uses and practicalities of each library may be unique the guiding principles and features will all support our aim to give each child access to a bike.

Keeping the wheels moving

To support the Bike Library initiative and others, we have secured match-funding, through the Skills Enhancement Fund, to provide bike maintenance, train the trainer and other teaching courses to hundreds of people across the region. Thanks go to our partners in Leeds Met and Calderdale colleges for their support.

Our vision is that this new body of trained experts and mechanics can support local cycling businesses and enterprises in making a range of new Bikeability, maintenance and skills sessions available for everyone.

“British Cycling is delighted to support the Cycle Yorkshire initiative and to be able to play our part in delivering benefits that reach into a lasting legacy. Recent years have brought significant growth in cycling; as a sport, a form of recreation and as a means of sustainable transport. Vital to continuing this momentum is the work being done with partnering Local Authorities, to ensure that all roads are open to Cycle Yorkshire.”

Bob Howden FRSA
President British Cycling





IN FOCUS: MAKING IT EASIER TO CYCLE

We are committed to improving cycling infrastructure and facilities to make the decision to cycle easier. Whether this is a journey to work, a family day out or a training ride for the next big race, we are working closely with our network of local authorities, national sports bodies and key partners to improve and promote the cycling experience in Yorkshire.

Yorkshire, through Cycle Yorkshire, is the first region to fully sign up with British Cycling, who are one of our founding members. Together we share similar objectives to support cycling and cyclists. The recently launched national Choose Cycling campaign identifies 10 proposals which complement Cycle Yorkshire's ambitions. We support their goal to ensure cycling is forefront of mind in road design and share their aim to develop better sharing and respect on the roads. We also agree that national and local governments should set out long-term cycling strategies.

As outlined in this document we have already started putting some of these plans into action.

However, we recognise this must be a long-term commitment and that fundamental changes in highways, infrastructure, participation and awareness require continued focus, energy and determination from everyone to achieve.

We challenge everyone to take the initiative, work with us and be ambitious!

Yorkshire's Cycle Network

Using Cycle Yorkshire's five regional objectives, all of our local authority members have created their own long term cycling strategies to improve infrastructure and facilities at a local level. Cycle Yorkshire will help coordinate and support the delivery of these improvements across the region, acting as a forum to track progress, challenge plans and share experiences and ideas.

We are proud to have Sustrans as a founding member of Cycle Yorkshire. Their expertise and success in delivering miles of cycling friendly routes across the country is invaluable in helping guide and support Cycle Yorkshire and its development.

Sustrans, Cycle Yorkshire and local authorities will continue to boost awareness and encourage investment in the National Cycle Network (NCN) in the region.

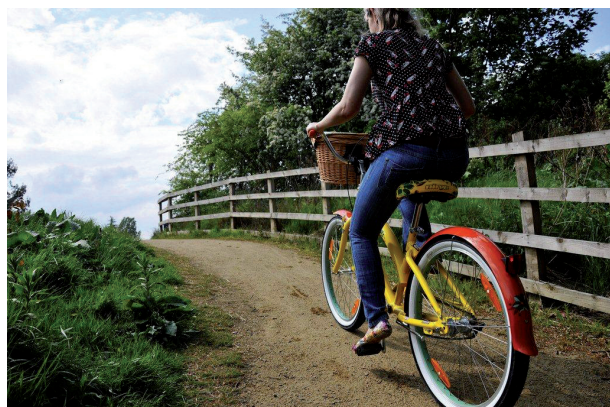
This work will see the 1,000th mile of NCN in the region completed in 2014. We challenge all of you to see how many of these 1,000 miles you can ride!

Sustrans, with support from the regions Directors of Public Health have also developed a number of family friendly cycle routes on the NCN allowing families to get out and enjoy a "Slow Tour of Yorkshire". We would love as many families as possible to get out and ride the "Slow Tour" this summer.

Our vision is that families will ultimately be able to easily access a bike and head out on a little cycling adventure for the day, or longer, and discover Yorkshire and its world-class scenery and hospitality.

"Sustrans is delighted to be a founding member of Cycle Yorkshire. We look forward to working closely with partners and volunteers to further extend the NCN in Yorkshire and help give people the skills and confidence to ride a bike for everyday journeys in a traffic safe environment"

**David Hall,
Regional Director, Sustrans**



IN FOCUS: GETTING MORE PEOPLE TO CYCLE

CityConnect

Leeds City Council and City of Bradford Metropolitan District Council, together with Metro and other local partners have come together to deliver a programme of cycle improvements in the Leeds City Region. The project is called CityConnect.

Funded through the Department for Transport's Cycle City Ambition Fund, CityConnect will make it easier and safer to get around on foot and by bike giving you better access to local areas, increasing travel options and reducing congestion along this key route in West Yorkshire.

Getting to work

Cycling to work is healthy, green and you don't have to pay for parking. Through projects such as City Connect and many others, we want to reduce the barriers which put some people off deciding to cycle and make cycling the norm, especially for local journeys.

Facilities and travel planning – we will challenge all of our local business, corporate, school and other members to pledge to provide, improve and promote cycling. We want to support the provision of secure bike storage, showering facilities, lockers and travel planning to all employees and pupils.

If you are interested in finding out more about how to improve your workplace, school or village hall to be cycle friendly please get in touch and we can provide further information and support.

We will also encourage our members to share their cycle success stories, from increasing the number of staff cycling to installing a new bike rack we want to hear about it! Healthy competition between all our members is actively encouraged – can you be the first to get all your staff cycling to work?

Bike & Go scheme – Cycle Yorkshire is also proud to be working with Northern Rail. The Bike & Go project is a new bike hire scheme that lets you quickly and easily complete your train journey by bike. With an annual subscription fee of £10 and low daily rental charges, Bike & Go is a flexible, easy way to hire a bike and complete your journey. Bikes can be hired for £3.80 per day and kept for up to 72 hours.

Places to go

Cycle Yorkshire will use its network to promote and support both existing cycling venues and exciting new facility projects. Opening up more locations where people can learn and practice cycling is a key part of improving access and participation.

Whether these opportunities will be located at new developments such as the up and coming York Velodrome alongside the new closed circuit cycle track, existing sports centres, schools or local parks we would encourage anyone that has an existing bike related activity or is interested in setting up a new one anywhere across the county to let us know so we can support you!





IN FOCUS: MORE EVENTS TO TAKE PART IN

Being part of it

With the Grand Depart around the corner people across the region are gearing up for the arrival of cycling heroes such as Mark Cavendish, Bradley Wiggins and Chris Froome. The excitement and interest in cycling has never been greater and we want to encourage everyone, all abilities and all ages, to get involved.

To do this we are aiming to provide a range of new events from mass participation Sky Rides and Festivals of Cycling to enthusiast sportives and professional races. We also want to use our online platforms to increase awareness of existing events.



IN FOCUS: DEVELOPING GREATER AWARENESS OF CYCLING, CYCLISTS AND CYCLING EVENTS

The Cycle Yorkshire website

The Cycle Yorkshire website will become the one stop shop for all things cycling in the area. It will be a central hub of information on routes, organised rides, maintenance tips, cycling campaigns, project updates and your cycling stories.

Cycle Map – We are working to develop a comprehensive mapping tool on the Cycle Yorkshire website. The site will help everyone to search for events of all types in their area. This will be a powerful tool to let everyone find nearby events, cycle businesses, clubs, rides, cycle routes and more.

Find a ride – We are working with British Cycling, local authorities and partners, to map existing events in the area including mass participation events such as Sky and Breeze

Rides alongside other major local cycling events. The aim is to provide users the ability to search for events and routes which are most appropriate for them. We hope this simple tool will make it easier for people to find local events to go along to, support and take part!

Find a route – The website will include a find a route page allowing users to search for local routes on safe cycling tracks and roads. We will work with Sustrans, British Cycling, local authorities and partners to provide a range of options from tough training rides to easy family friendly options. We will also include links to other relevant pages, such as Calderdales “Cycle Hub”, go-cycling, Dalby Forest mountain biking routes and local cycle routes to simply get you from A to B. More details of where



to go and what to do whilst out on your bike across the region will be posted on the website (<http://cycle.yorkshire.com>) so do keep checking back as new information is being added all the time!

Cycle clubs - We would like to invite cycle clubs of all sizes across the region to get in touch and join Cycle Yorkshire. We will have a Cycle Club page on the Cycle Yorkshire website and we want to use our online platforms to provide information on your local rides, sportives and details of how people can join.



YOUR STORIES

Cycle Yorkshire is about the people in the Yorkshire and Humber region cycling more. We want to hear about all of your interesting cycling stories, challenges and ideas so we can share these online and hopefully inspire more people to get cycling.



JOIN THE PELOTON

We want to invite everyone to join this journey to make Yorkshire a premier cycling destination and set an example for others to follow.

If you would like to become a member and find out more information on how you can help us get more people cycling more often please register at: <http://cycle.yorkshire.com> or email: legacy@cycleyorkshire.com

KEEP CYCLING!



**Cycle
Yorkshire**