

British Cycling North West Board

Partnerships Team Report

April 2016 – August 2017



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1. Introduction

This report gives an overview of the activity carried out through British Cycling's Partnership work in the North West during the financial year 2016-17. It outlines the key changes that have taken place in the Partnerships Team in the transition from British Cycling partnership with SKY to its partnership with HSBC UK. It gives a synopsis of Partnership activity planned in the North West for current year and beyond.

2. Transition from “Recreation” to “Partnerships”

British Cycling has worked in partnership with local authorities since 2008 to deliver its recreation programmes (Sky Ride, Sky Ride Local, Breeze and Ride Social) through partnership agreements covering the following areas of work:

- British Cycling priority support and expertise
- Workforce and volunteer development
- Strategy and policy development
- Programme delivery
- Marketing and communications

From 2017 onwards British Cycling's Partnership Agreements with local authorities are encompassing a wider range of activity than ever before. Our strong relationships with Local Authorities and other local stakeholders provide us with the investment, places and community contacts to land our programmes in a local area. From 2017 onwards each Partnership will have an Action Plan outlining the joint work that will be undertaken cross-departmentally by British Cycling colleagues and by the partners. Joint investment from local authorities and British Cycling is enabling us to carry out a broad range of activity with our partners, reflecting the local differences whilst allowing us to deliver at scale to achieve British Cycling's aims of making cycling the most popular activity and sport of choice in Great Britain.

3. Partnerships Overview – North West

In the North West region British Cycling has partnerships covering much of the region - in Greater Manchester, Liverpool, Lancashire and Cumbria. Specifically, we have partnership agreements in place with the following organisations:

- Transport for Greater Manchester (TfGM)
- Manchester City Council (MCC)
- Liverpool City Council
- Lancashire County Wide Partnership (*Agreement with Lancashire County Council, Blackburn with Darwen Council and Blackpool Council*)
- Cumbria County Wide Partnership (*Agreement with Cumbria County Council on behalf of Allerdale, Barrow, Carlisle, Copeland, Eden and South Lakeland Councils, Active Cumbria, the Lake District National Park Authority and The National Trust*)

Programme delivery statistics

Sky Ride Local, Breeze and Ride Social

The table below gives a summary of the activity carried out in each partnership areas across the Sky Ride Local, Breeze and Ride Social programmes from 1 April 2016 - 31 March 2017. Altogether we saw over 19,000 attendances on these three programmes in our North West partnership areas in the last partnership year.

Programme Statistics, North West Partnership Locations, 2016-17						
	TfGM	MCC	Liverpool	Lancashire	Cumbria	Total
Ride Social						
Rides taken place	532	133	94	493	79	1198
Participants	2153	683	487	4038	606	7284
Unrecorded throughput	1185	376	268	2222	333	4008
Buddies	11055	2574	2009	2769	1036	16869
Groups	114	44	14	32	15	175
Breeze						
Rides taken place	436	114	85	253	266	1040
Participants	2194	584	404	916	640	4154
Unrecorded throughput	832	222	153	347	243	1575
Champions active	36	20	16	35	20	107
Sky Ride Local						
Rides taken place	112	22	37	75	46	270
Registrations	1467	452	471	453	375	2766
Participants	1206	355	351	385	329	2271
Attendance rate	82%	79%	75%	85%	88%	82%
Active Ride Leaders	187	137	63	188	78	516
Routes	107	35	25	102	74	308
Total						
Total participants	5553		1242	5339	1575	13709
Unrecorded Throughput*	2017	598	137	2569	576	5299
Rides	1080	269	216	821	391	2508
Grand total throughput	7570	1622	1663	7908	2151	<u>19292</u>

*See Appendix 1

HSBC UK Guided Rides started last month. We will provide a progress report on the Summer-Autumn 2017 programmes in our next Board Report.

Mass Participation Events

The North West Region has hosted three traffic free mass participation events over the last year, with one further event still to take place in September.

City Event	Attendance
Manchester Sky Ride 2016	11,000
Liverpool Sky Ride 2016	5,000
Manchester City Ride 23 July 2017	12,000
Liverpool City Ride 24 Sept 2017	Target 8000

Across all of our recreation programmes in the 2016-17 period the North West region saw 35,292 attendances, a significant contribution to British Cycling's Sport England targets.

The Power of Cycling

As well as measuring attendance on our programmes we measure our programme's impact in our partnership areas. We are able to give an indication of the contribution our programmes make to the economy, the environment and public health in our partnership areas.

Economic	Health
Investment in to the Economy	£ Saved Though Increased Activity
£1,175,310	£1,680,170
Environmental	
Number of new commuters	CO2 savings (tonnes)
2100	567

N.B. Please see Appendix 1 to read the methodology behind these statistics.

4. Looking Ahead

The Partnership Managers are now planning ahead for 2018 and beyond with existing partners, as well as exploring opportunities to broaden our partnerships and work with new organisations to help achieve British Cycling's aims.

Some specific developments to note and look out for include:

- Rob Pickering, new partnership manager for Liverpool, started his role at British Cycling on 21 August. Please join us in welcoming Rob to the organisation.
- We are exploring opportunities to work with Liverpool City Region in 2018 onwards.
- In Greater Manchester we are in conversation with the GMCA and Mayor's Office and new Cycling and Walking Commissioner - Chris Boardman
- We formed a partnership formed with Mobike at the Manchester City Event and we are looking to build on this in the future.
- In the Lake District we have created a series of World Heritage Site Guided Bike Tours to link in with the National Park's new UNESCO World Heritage Site Status, granted in July.
- Our Cumbria wide partnership funding has contributed to the new Go-Ride Coach post in Carlisle – a great example of collaborative working with Councils reaching beyond our Recreation programmes.
- In Lancashire and Manchester we will be trialling a new "Ride Active" product to target inactive people. Specific locations are Chorley, Blackburn, Blackpool and Manchester.

5. Contact details and more information

More detailed reports are available for every partnership area upon request.

If you have any questions, suggestions or comments please contact the Partnership Managers:

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Appendix 1

Reporting calculations

Unrecorded throughput

Our research tells us that, while we are successful in encouraging people to cycle more often through delivery of guided rides, routes or the inspiration of the overall campaign effect, **not everyone will record their activities with us** as they continue to ride in other ways apart from our programmes.

Nevertheless, the positive effect of our campaign is what has prompted this activity, and the good news is that we are able to monitor overall levels and attribute an additional proportion as 'unrecorded' activity in Lancashire. This means that even if people don't use Ride Social to plan their routes and record their rides, or perhaps just pull out their bike for a quick ride with friends, we can still include this activity as a positive outcome of our work. The calculation is based on survey responses from our participants and volunteer workforce.

- % delivering rides but not publishing on gsr.com
- On average how many rides they deliver per year
- On average how many participants attend each ride

Health saving

This is the estimated financial savings through reduced mortality rate created by an increase in cycling volume that can be attributed to our programmes. It's calculated by taking the overall number of participants across all programmes, collecting baseline cycling frequency at registration for each programme, measuring the increase in cycling frequency post-event for each programme (participants have to state they will definitely cycle more as a result of the intervention), and finally establishing a sum saved per person through validated methods used by the World Health Organisation.

Economic impact

This is the estimated monetary value of the behavioural change impact of all British Cycling programmes. The calculation is based upon the Gross Cycling Product of a new occasional, regular or frequent cyclist (as measured by the LSE British Cycling Economy Report) and the estimated conversion rates of our programmes (participants have to state they will definitely cycle more as a result of the intervention). This figure can be used to illustrate the return on investment in terms of impact on the local economy.

Environmental impact

28% of cyclists engaged through our programmes have the propensity to sustain or increase their commuting by bike. Based on this %, the number of new occasional, regular or frequent cyclists and the estimated conversion rates of our programmes we can calculate the number of new commuters. The source of data is our annual participation survey and the goskyride.com database. Using DfT average commuter statistics and average MPG for car usage we have developed a CO2 saving of 0.23 tonnes per commuter per annum.