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1. Introduction

This report gives an overview of the activity carried out through British Cycling's Cycling Delivery work in the North West during the financial year 2017-18. It outlines further key changes that have taken place in the regional structure.

2. Cycling Delivery - Regional Team reorganisation

As the NW Board will be aware, British Cycling has finalised a restructure of the whole organisation. The regional element of this is now complete and will be presented to the Board in more detail at the September meeting. The majority of the new regional structure will fall into the Cycling Delivery department and a new Director, Danielle Every has been appointed alongside Cycling Delivery Managers for the NW (Rob Pickering), NE (Lorna Bennett) and Yorkshire (Anthony Gill) which will comprise the Northern region. One of the Cycling Delivery Managers, Rob Pickering, will also take on a lead role for the North and the main points of contact for the NW Board will be that lead role and the Cycling Delivery Manager for the NW.

More information will be available at the September meeting.

3. Cycling Delivery 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 – expired 31st March 2018 but under renegotiation.
- Lancashire County Wide Partnership (*Agreement with Lancashire County Council, Blackburn with Darwen Council and Blackpool Council*) – expired 31st March 2018 but under renegotiation.
- 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*) – expired 31st March 2018 but under re-negotiation.

British Cycling Cumbria Partnership Update

The existing partnership came to an end on 31 March 2018. A proposal has been presented to partners at Cumbria County Council, the Lake District National Park Authority and the six district councils to continue and build on the partnership work that has taken place since 2012. The proposal, which will form British Cycling's support for the implementation of the new Cumbria Cycling Strategy, includes the following elements:

Community Recreation Programmes:

HSBC UK Guided Rides / HSBC UK Breeze / HSBC UK Ride Social / Let's Ride Pop-up / Routes / Cycling Projects/Wheels for All Coordinator & Programme (tbc)

Cycling Development Programmes:

Go Ride Coach / Go Ride and schools coaching / Talent identification and pathways / Facility development / Club and regional events

So far financial commitment has been received from the Lake District National Park Authority, Carlisle City Council and South Lakeland District Council. It is expected that other councils will commit to the partnership in due course.

The Tour of Britain also has x2 stages in Cumbria this year and much work is on-going to thoroughly integrate the Tour into the local Cumbrian communities.

An additional Let's Ride Festival is also being added to the calendar. Working with the Lake District National Park Authority and based in the Brockhole visitor centre near Bowness, the event, scheduled for the 8th September, will comprise of guided rides and a short 2km circuit within the centre for mass participation riding. There will be the usual Let's Ride activities going-on and it is hoped that this will be a precursor to a larger Lake District National Park Let's Ride event in 2019.

British Cycling Liverpool Partnership Update

The current one-year partnership with Liverpool came to an end at the end of March 2018. A new longer-term partnership is in discussion building on much of what has already been achieved in recent years. A particular focus will be to further maximise the use of the two key facilities at Knowsley Velodrome and Litherland Cycle Circuit as well as the development of our ride programmes in the city. The Let's Ride festival, scheduled for the 23rd September in Sefton Park is well down the planning stage and promises to be a fantastic event!

British Cycling Lancashire Partnership Update

The current three-year partnership with Lancashire County Council came to an end at the end of March 2018. A new partnership is in discussion building on much of what has already been achieved in recent years. Activity will likely focus around Community Recreation Programmes and Community Development Programmes (as detailed in the Cumbria section above).

British Cycling Manchester / Transport for Greater Manchester Partnerships Update

The City of Manchester is signed up to an agreement until 2025 and British Cycling is working on extending the GM partnership with stakeholders in the city region.

Programme delivery statistics

The table below gives a summary of the activity carried out in each partnership area in the Northwest. The table shows the full year 2017/18.

Programme Statistics, North West Partnership Locations, Full Year 2017-18 to 31.03.18						
	TfGM	MCC	Liverpool	Lancashire	Cumbria	Total
HSBC Ride Social						
Rides taken place	258	148	103	323	77	909
Participants	1215	568	221	1956	120	4080
Unrecorded throughput	588	275	107	1013	58	2041
Buddies	174	29	21	156	18	398
Groups	14	9	4	10	2	39
HSBC Breeze						
Rides taken place	383	74	22	282	257	1018
Participants	2347	184	87	1027	736	4381
Unrecorded throughput	589	46	22	268	185	1110
Champions active	43	6	7	27	25	108
HSBC Guided Rides						
Rides taken place	89	35	45	91	44	304
Registrations	858	421	385	367	140	2171
Participants	832	399	392	403	167	2193
Attendance rate	97%	95%	102%	110%	119%	101%
Active Ride Leaders	73	12	12	55	25	177
Routes	107	35	25	102	74	343
Total						
Total participants	4394	1151	700	3386	993	10624
Unrecorded Throughput*	1177	321	129	1281	243	3151
Rides	730	257	170	696	378	2231
Grand total throughput	5571	1472	829	4667	1236	13775

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
£7,959,167	£21,909,726
Environmental	
Number of new commuters	CO2 savings (tonnes)
48144	4333

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

4. Other Achievements and Actions

The Partnership Managers (as they are currently until the reorganisation is complete) 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:

- We are exploring opportunities to work with Liverpool City Region in 2018 onwards.
- In Greater Manchester we are in continued conversation with the GMCA and Mayor's Office and new Cycling and Walking Commissioner - Chris Boardman
- Our partnership with Transport for Greater Manchester has now ended and we have a new partnership with Manchester City Council.
- 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.
- We are actively procuring new long-term partnership agreements with Liverpool, Lancashire and Cumbria upon their expiry at the end of March 2018.
- We are delivering our first Let's Ride the Lakes on the 8th September at the Lake District National Park Visitor Centre at Brockhole, Windermere.
- Carlisle saw the opening of its new 1km cycle circuit facility at Harraby earlier this year.

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:

Rob Pickering **Lead Cycling Delivery Manager – Northern Region**

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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.