

#merseycycle2023

Welcome!



Chris Malburn



How to build a safe cycling city

Chris Malburn

@chrismalburn



What factors impact cycling uptake?

- Access to a working bike
- Skills to ride a bike
- Perceived normalcy/cool factor
- What destinations are within a cyclable distance?
- Is there a safe & desirable route?

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Stereotypes

Shitbox 'Normal' Sporty Luxury Hippy









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Stereotypes

Shitbox 'Normal' Sporty Luxury Hippy













Stereotypes

SOCCER MOM



BAKFIETSMOEDER



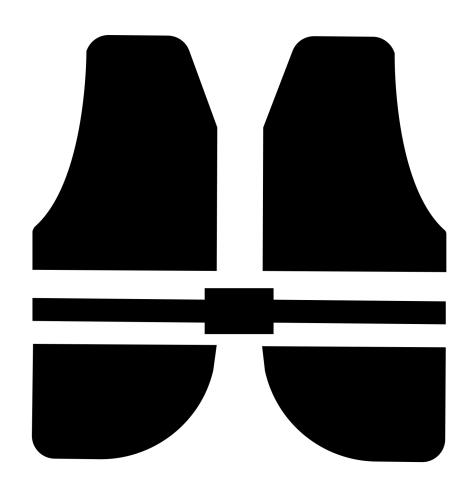




WHAT DESTINATIONS ARE WITHIN A CYCLABLE DISTANCE?

HOW GOOD IS THE INFRASTRUCTURE THAT WILL GET YOU THERE?

Physical environment



Safe:

Absence of physical or psychological danger or the threat thereof. Road safety, personal safety and (traffic) health.



Cohesive:

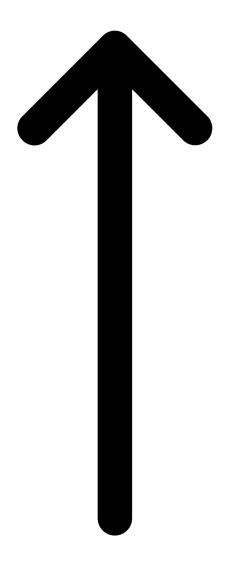
All branches are (readily) accessible by means of proper interconnection. This applies not only to road sections in the cycle network but also to significant destinations, such as public transport.



Comfortable:

Perception and convenience cannot be underestimated.
Cyclists also wish to enjoy cycling.

This is even more important for recreational cyclists, as well as 'new' cyclists, such as commuters who previously travelled by car.



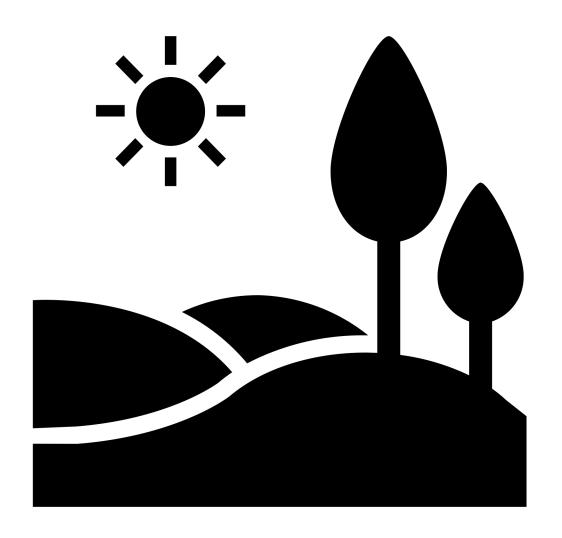
Direct:

Two components are important for the requirement directness, namely:

Directness in terms of distance

Directness in terms of time

In principle, due to the fact that the cyclist is often self-powered, their preference will often be the shortest route.



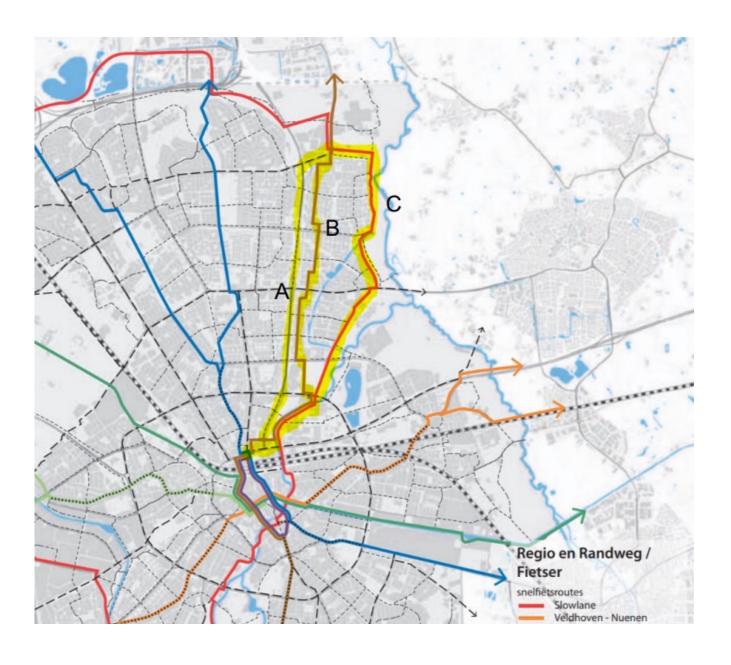
Attractive:

Personal safety and an attractive environment are fundamental factors contributing to making cycling enjoyable.

At network level this means that utilitarian connections should pass through lively areas, in a varied environment, with a well-maintained public space, and that the connections are lit as much as possible.

Selection Table for Bicycle Facilities in Built-Up Areas

ROAD CATEGORY	SPEED LIMIT MOTORIZED TRAFFIC (km/h)	VOLUME OF MOTORIZED TRAFFIC (per day)	BICYCLE NETWORK CATEGORY		
			Basic (< 750 bikes per day)	Main (500 - 2 500 bikes per day)	Bicycle highway (> 2 000 bikes per day)
Residential road	30	< 2 500	MIXED TRAFFIC	MIXED TRAFFIC / BICYCLE STREET	BICYCLE STREET (with priority)
		< 2 000 - 5 000		MIXED TRAFFIC / BICYCLE LANE	BICYCLE LANE / BICYCLE PATH
		> 4 000		BICYCLE LANE / BICYCLE PATH	(with priority)
Distributor road	50	All volumes 2x1 lanes All volumes 2x2 lanes			
	70	All volumes	BICYCLE PATH		



One route isn't always enough

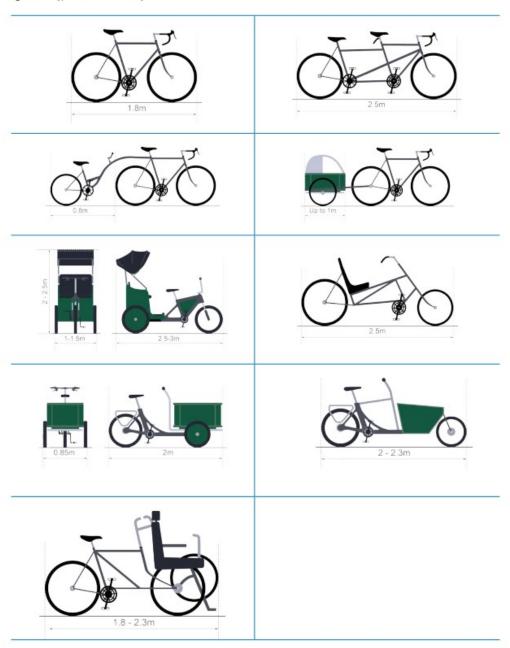
A – more direct, but less safe or comfortable.

B – safer and more comfortable, but less direct.

C – Most attractive, but least direct.

Planning for one type of cyclist isn't enough

Figure 5.2: Typical dimensions of cycles



Conclusion

Include and campaign for cyclists of all abilities and ages.

Include all types of journeys (commuting, school, recreation, sport, errands, etc)

LTN 1/20 is a good minimum stand, but you can ask for more.

Get involved, get informed, and make your views known to decisionmakers.

Community champions



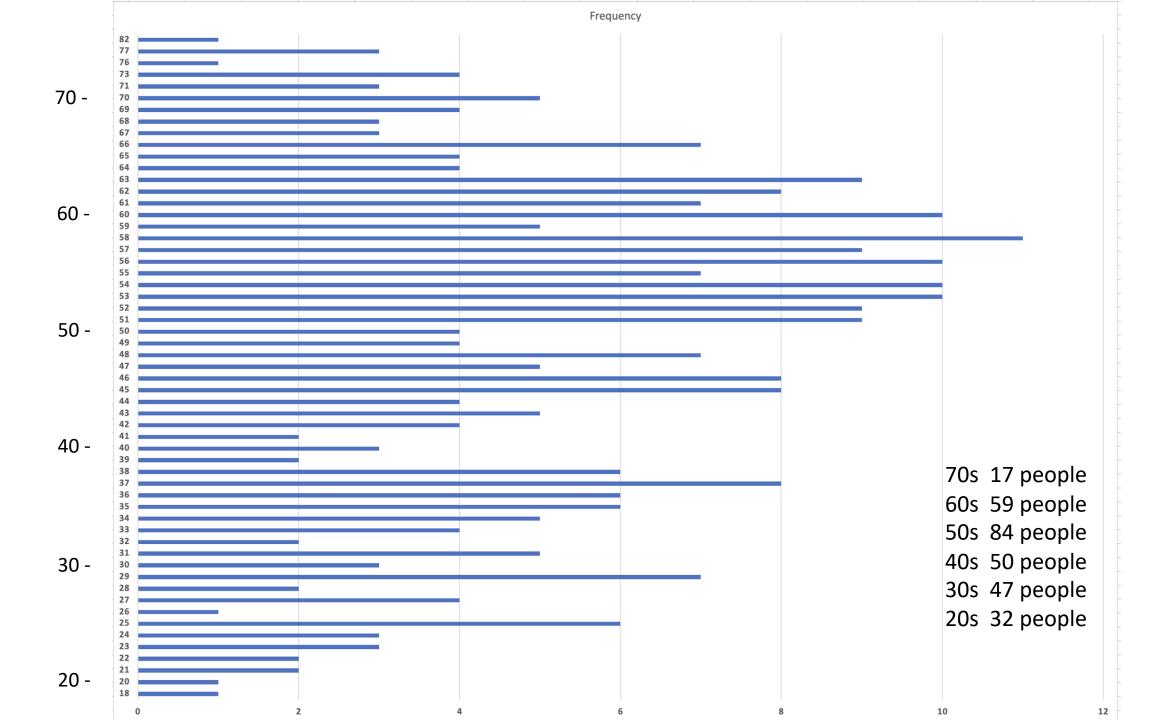
Helen Holcroft Aigburth Community Cycle Club







- Started in June 2021 with funding from Cycling UK and local councillors
- 3 hubs Greenbank Lane, Croxteth Park and Kuumba Imani Centre
- Bikes and helmets available to borrow for free
- 12-15 rides per month, average of 8 riders on each ride
- 28 Volunteer Ride Leaders + 4 Admin Volunteers
- 350 people have joined at least one ride: 57% women, 43% men



How are you benefitting from joining the cycle rides? 63 responses

50
43
42
39
38
30
17

"I always look forward to the rides. Before I joined, my cycling was solitary and a bit lonely if I'm honest. Now I look forward to the company, the goodwill and support of the group. I am cycling more now and feeling fitter. "





"I feel good to be part of this cycling community.

I commend the intermingling of communities, such as the two different cycling groups from Kuumba and Greenbank, which provides many options for rides out.

I love the link to the cycle repair and maintenance groups. This strengthens the community to be active and independent and to feel supported.

I have benefitted from the sharing of information, in particular, Wheels for All, which I have passed on to my nationwide work organisation and now use in my workplace.

I am truly grateful for this community group."



"Before joining the club, I used to cycle 10-12 miles from time to time. Now I'm doing 50+ mile rides. The club has helped me to discover my love for cycling and, at the same time, improve my confidence and knowledge about how and where I can cycle safely around Liverpool. That means that I'm now cycling more often and longer while feeling much safer.

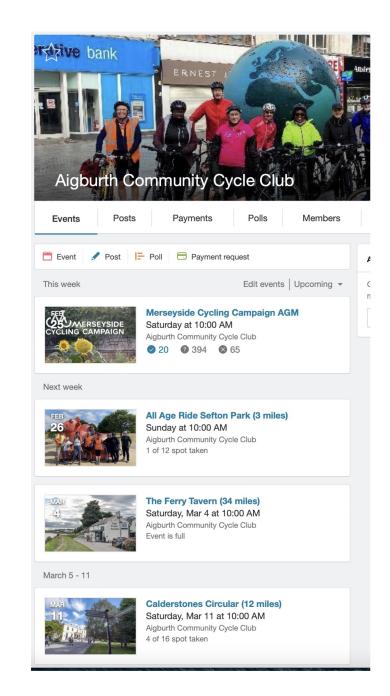
You can meet really nice people and have a lovely time chatting while riding your bike. So, you feel very motivated to become a regular cyclist and join longer rides while exploring marvellous places around Liverpool and enjoying breaks in amazing coffee shops."

... the accessibility, warm welcome, extremely well organised rides that are complimented by the fantastic ride leaders and community spirit that envelops the Club, are a shining example of what can be achieved from a grass roots organisation and I'm so glad I got involved to become part of something special.

I truly believe that accessibility is the key to encouraging more people to get involved with cycling in and around our city.

Accessibility is facilitated through the Spond App which is great because all of our rides, events and news are available for us all to keep up to date with in real time. Plus, we can communicate with each other at any given moment and contact the leaders about the rides if necessary.

I believe this is an invaluable tool that other clubs / organisations can benefit from in helping people to connect & get involved with cycling."





"My first ride was the three parks and that was fun. I felt people were like me and not super competitive.

Since then I have challenged myself to greater distances which has been positively challenging.

I feel very included and that has kept me going back for more. I like talking and those that go like it too so suits me.

I am learning lots about Liverpool that I did not know despite living here for some time.

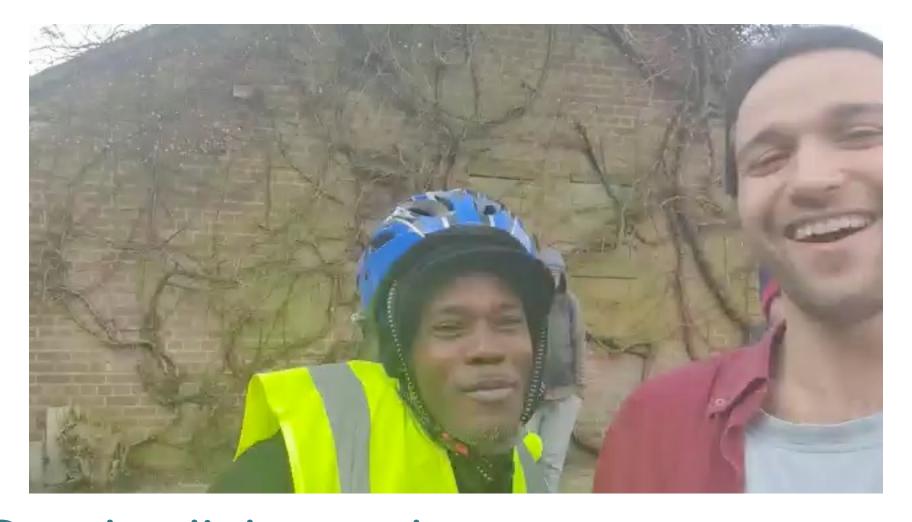
What is even better is this is something for me and while I can stretch myself if I want I don't have to - nobody is judging me.

Long may this club continue."

Asylum Link Merseyside







rory@asylumlink.org.uk Instagram: @action.asylum Facebook: asylumlinkmerseyside





Jim Yeoman City of Liverpool FC Cycling Club







CYCLING CLUB cycling for all

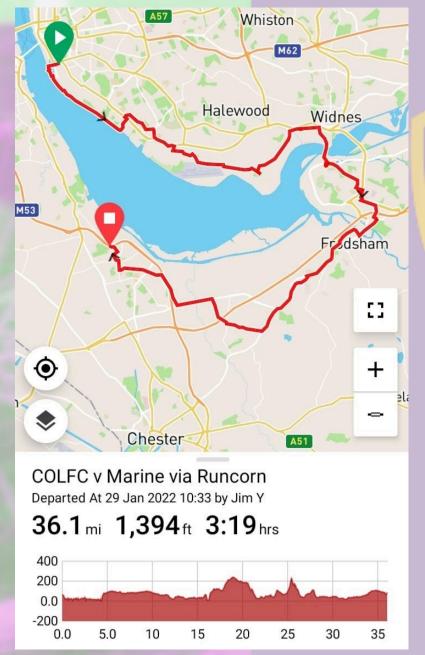
GROUP RIDES TO CITY OF LIVERPOOL FC GAMES

FREE TO ALL

ALL AGES + ABILITIES WELCOME

AWAY GAMES + SOCIALS













cyclina





Contact:

Jim Yeoman: 07735345408 @COLFCCycling



CYCLING CLUB
cycling for all

#merseycycle2023

Obi Cycle of Life



Magdalena Cichocka Cycling UK









England

BehaviourChange &Development



Our programmes





Big Bike Revival for Workplaces 2023







Big Bike Revival







Big Bike Revival

- Programme of FREE events and services
- Delivered by community organisations who address local needs
- Funded by Department for Transport since 2015
- Supported by local authorities
- Rolled out nationally in England







Aims and objectives

- Make cycling accessible to everyone
- Encourage people who don't already, to cycle
- Encourage people to cycle more often
- Increase short cycling trips
- Improve the perception of cycle safety
- Improve people's confidence to cycle







The FIX-LEARN-RIDE model



Fix

Provide services to repair broken bikes and essential checks to ensure bikes are safe to ride.



Learn

Provide instruction, training or skills for people to learn and improve maintaining and riding their bike with confidence.



Ride

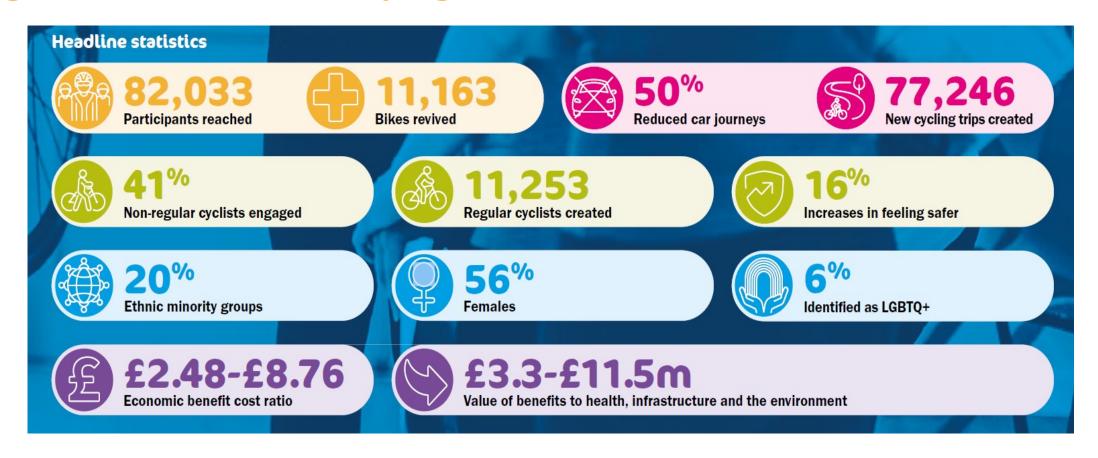
Provide led rides for people to practice cycling locally and learn new routes in a social environment.







Big Bike Revival - national programme statistics March 2021-March 2022







Liverpool City Region	March 2021 - March 2022
Number of people we have reached	6,080
Number of events	380
Delivery partners	18
Women engaged	49%
Non-regular cyclists engaged	28%
Identify as an ethnic minority	8%
Live in IMD 1-3	29%





Who can apply?

- Volunteer-led groups
- Non-for-profit organisations
- Social enterprises
- Community groups
- Local authorities
- **➤** Rooted in local economies
- Working to address a range of local needs

















Community Cycle Clubs

- Available funding for new clubs and top ups for existing CCCs
- Available training: Ride Leader, Basic Bike Maintenance, Advanced Bike Maintenance, First Aid, Mountain Bike Trail Leader
- Cycling UK Membership
- Cycling UK organisers' liability insurance
- Support from your local CDO







Cycling UK Community Cycle Clubs	2023
Across England	156
The North-West	23
 Liverpool CR, Gtr Manchester, Cheshire, Lancs, Cumbria 	
Liverpool City Region	9



Liverpool City Region

- cycling UK
 - Aigburth Sommunity
 Cycle Club
- Croxteth ♥ ② Community Cycle Club 🚳





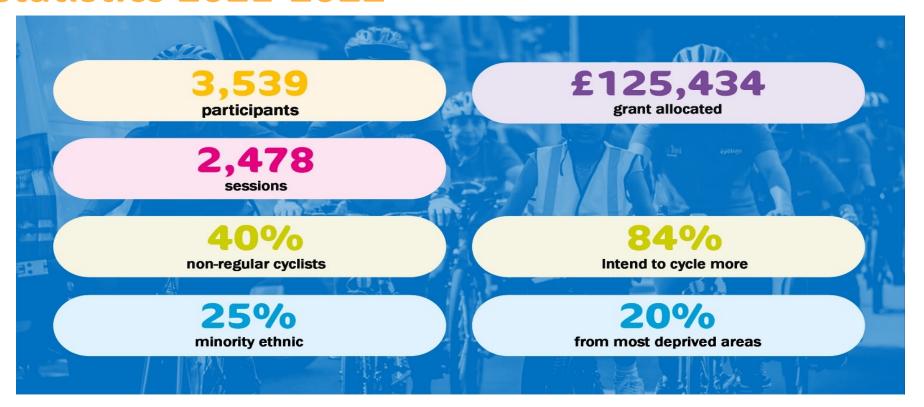


- Aigburth Community Cycle Club (including Croxteth & L8)
- Women on Bikes
- Asylum Link Bike Club
- Tour de Friends
- St Helens Pedal Power
- SAVI Northwest (Liverpool & Wirral)
- Energise Cycles
- DJK Community Bike Club





Community Cycle Clubs- national programme statistics 2021-2022





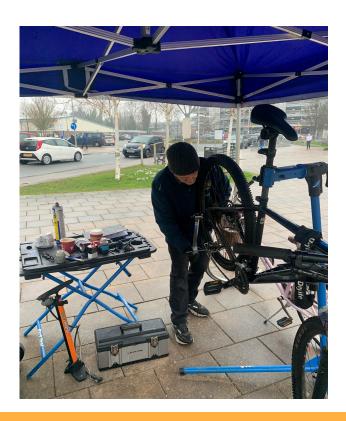


Liverpool City Region	March 2022 - August 2022
Number of people we have reached	234
Sessions	129
Community Cycle Clubs	4
Women engaged	52%
Non-regular cyclists engaged	43%
Identify as an ethnic minority	39%
Live in IMD 1-3	49%





Big Bike Revival for Workplaces









Big Bike Revival for Workplaces

- Supporting workplaces in England to encourage more employees to commute by bike
- Offering free Dr Bike basic cycle repair services to employee bikes
- Encouraging workplaces to recruit cycling champions to deliver behaviour change activities
- Current delivery from January until March 2023
- Over 40 workplaces across England
- Three workplaces within the Liverpool City Region with 13 Dr Bike events scheduled









Behaviour Change activities made easy for delivery in small steps



A cycling buddy acts as a mentor and friend to provide new cycle commuters with valuable tips on how to start, asks relevant questions, listens to their needs and gives advice that is solution focused.

O How

- Be proactive, approach colleagues who are contemplating cycling to work and offer to be their buddy.
- Ask questions, listen and show an interest in them and their concerns.
- Provide tips and advice that is bespoke to their specific commute.
 Help with route planning, go with them on a practice cycle.
- Go at their pace, cycling to work once or twice a year is better than nothing.
- Ask cycling colleagues if they'd like to be a Cycle Buddy. Share the Cycle Buddies list, so employees know who to speak to.
- Complete a Led Ride Risk Assessment, share with your mentee, make it dynamic on the day and document any incidents.
- Encourage Cycle Buddies and Champions to become a Blcycle User Group (BUG).

1 Why

Cycling to work can seem daunting to those who are new to it. Having known Cycle Buddles within the workforce can be a great source of peer knowledge and motivation.

🕲 Whe

Go the extra mile and be flexible when arranging when to meet your mentee A friendly welcoming face goes a long way with a new or nervous cyclist.

Who for

Any new commuter cyclist who is contemplating giving it a go but might need a little extra nudge to take the plunge.

Where

Arrange to meet at a location suitable to the colleague you are a buddy for. This might be during a break or outside of work hours.

(A) Who delivers

Cycle Buddies. Any employee cycling to work can become a cycle champion and be a buddy

Behaviour change tips

- Focus on them: Make your advice bespoke to your mentee, focus on their needs and concerns. Talking too much about your experiences and achievements is likely to have a negative effect.
- People like me: Your mentee will be easier to convert into a cycle commuter if they have a buddy like them, who shares commonalities





Thank you!

Liverpool City Region Cycling Development Officer

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Web: cyclinguk.org

Facebook: Cycling UK North West England

Twitter: CyclingUK_NW



Danny Robinson Peloton



Matt & Eamon Bradbury Fields and SAVI NW Tandem Club



Snoof Kattekop Wheels for All



Shazia Chaudary Women on Bikes Liverpool



#merseycycle2023

Q&A



AGM





Peloton's Overjoyed October 2022



Infrastructure experts



Danny Robinson Peloton



Ed Gommon Zero Carbon Liverpool Active Travel Stakeholder Engagement Forum

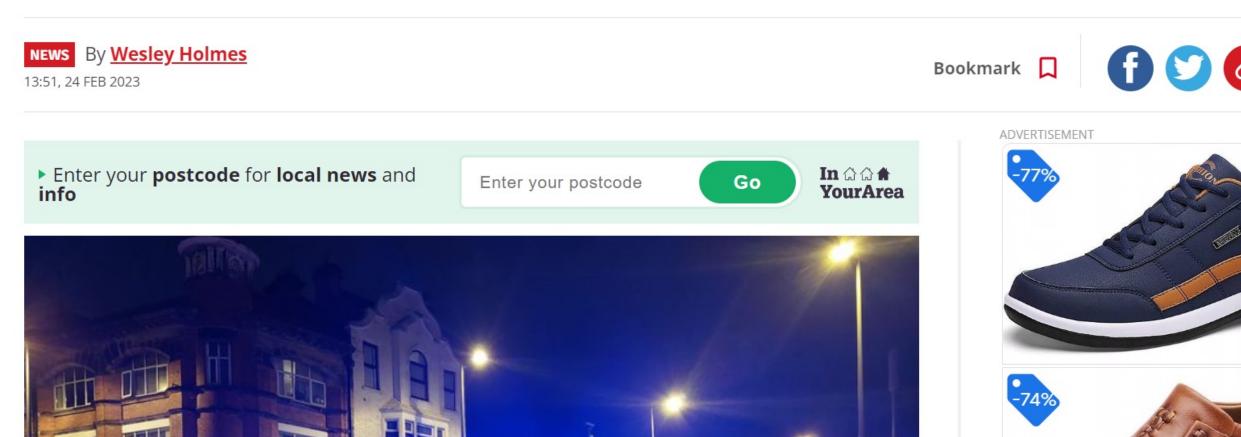


Who am I?

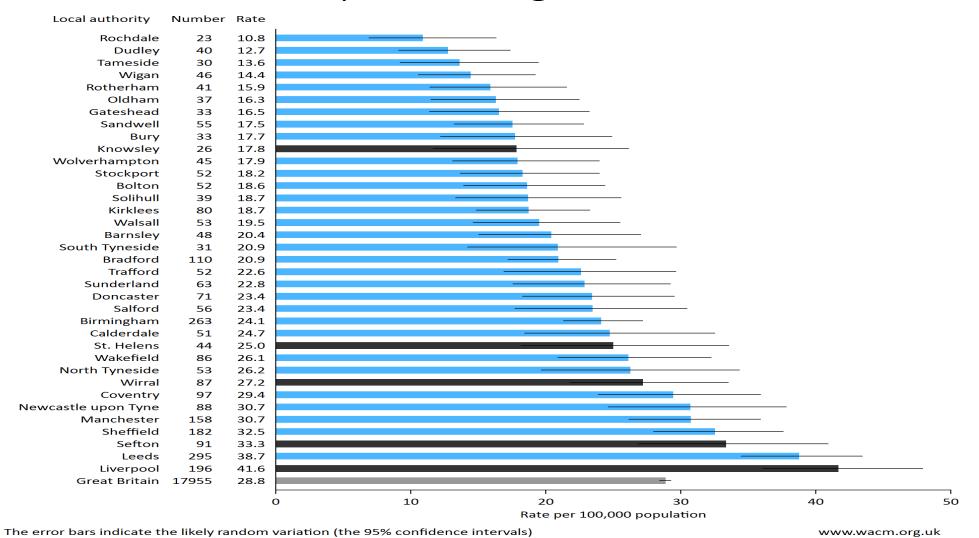


Man in his 40s seriously injured in city centre crash

The incident happened outside Yuet Ben restaurant



Cyclists reported killed or seriously injured Metropolitan boroughs 2014-18





TRANSPORT

Transport is the second largest contributor to carbon emissions in Liverpool, with most of this due to road transport. Overall transport emissions in Liverpool stand at 972,809 tCO2e, with recent data showing this may now be increasing. This includes emissions from waterborne navigation, rail, aviation and on road and off road transport. This highlights the importance of addressing the emissions of this sector. To reach net zero, as many journeys as possible need to be moved to active travel and public transport, with those remaining in vehicles moved to electric or other non-fossil fuelled vehicles. Analysis focused on on road transport as this can be controlled at the local level.



Liverpool's Cycling Bevolution A Cycling Strategy For Liverpool 2014-26

Controversial one-way scheme to be looked at again as community hit back

Councillors and residents have been split over the plans on Kingsley Road



Bookmark 🔲









Enter your postcode for local news and info

16:28, 16 FEB 2023

Enter your postcode











Channel 4 A Place In The Sun host delivers stark **Spain warning**





The Story So Far...

Recruited people to be members

Drew up and agreed terms of reference with the highways directorate

Met twice (next meeting is March 6th)

Next steps...

 $\begin{array}{c} 1 \\ \hline 1 \\ \hline \end{array} \rightarrow \begin{array}{c} 2 \\ \hline \end{array} \rightarrow \begin{array}{c} 3 \\ \hline \end{array}$

Maintain the group and recruit more women and global majority members

Increase our understanding of funding, where it comes from, how much there is and the process by which it is allocated Get funding to support developing the group

Lou Henderson Sustrans North



By Ours Bebington



Reimagine your streets





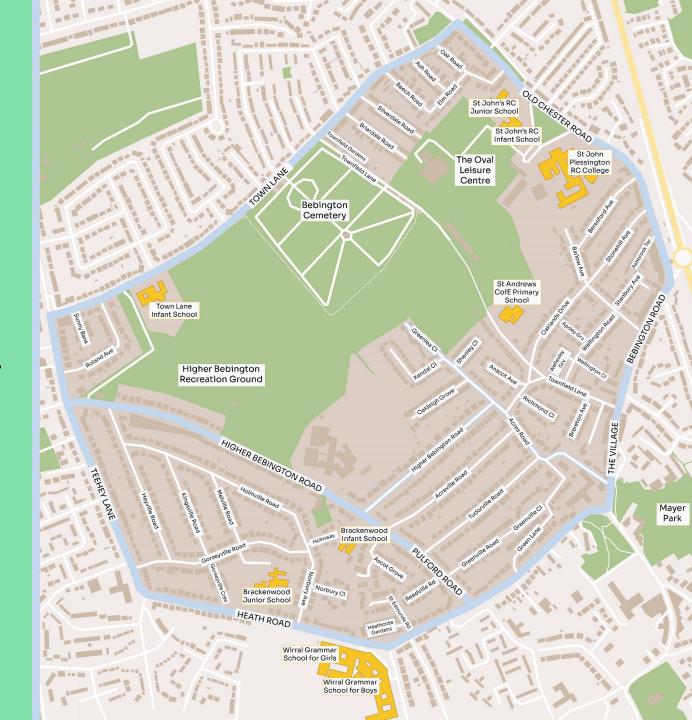


By OursBebington

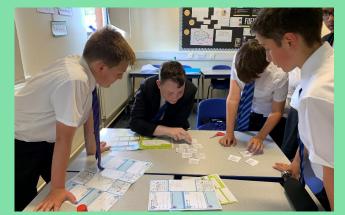
A community project helping residents, businesses and schools create safer, healthier streets that work for everyone.

We've been **engaging with local people**, community groups, youth groups and businesses in Bebington.

We are also working with **nine schools** in the area.



School Engagement – Pupils and Parents





















Out and about in the community



















Co-design Workshops



















Neighbourhood Survey

Online Community Map Tool

Launch Event

What we've done so far

School Engagement

Project Officer Engagement

Traffic Data



Key Benefits

1) Safer active journeys to school



2) More attractive, well maintained green spaces



3) Reducing the impact of motor traffic



4) Better access to local shops and services



What happens next



Update March newsletter



We've been updating Wirral Council monthly



Pre-election period and Elections from March to May



Updated designs will be shared in the Summer

Roland Graham Merseyside Cycling Campaign



#merseycycle2023

Highway audits



What are highway audits?

A thorough plan for road safety audits that could be followed by cycling and walking audits

- 1. Purpose and feasibility
- 2. Preliminary (outline) design
- 3. Detailed design
- 4. View on site when construction completed
- 5. Observation of traffic performance; e.g. Patrick Lingwood's 'Turbo roundabout', Steve Essex's roundabout in Cambridge
- 6. Traffic counts and accident records



Simon O'Brien Cycling commissioner for Liverpool City Region

Stewart Walsh NHS





Sustainability & Active Travel

February 2023







Sustainable Travel Officer

Stewart Walsh

Liverpool University Hospital Foundation Trust (LUHFT) & Liverpool Women's NHS Foundation Trust (LWH)





Sustainability & Active Travel

- Sustainability team
- Our strategy
- Why do we need to act?
- What is an anchor institution
- Supporting Active Travel
- Engaging local Communities & Partners
- Encouraging behaviour change





Sustainability Team

Nicola Daly – Head of Sustainability Joseph Levodo – Carbon and Energy Manager Raquel Quinteiro-Silva – Energy and Sustainability Manager

Lucy Raven – Sustainability Officer Stewart Walsh – Sustainable Travel Officer Nick White – Nature Recovery Ranger

Paula O'Malley – Healing Arts Manager Louise Lee – Administration Assistant







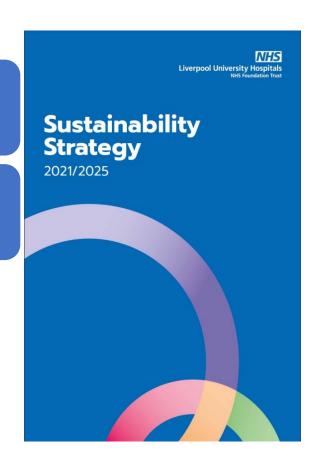


Team and Sustainability Strategy

Our Sustainability Strategy in 2021, is one of the Trust's seven enabling strategies.

The strategy encompasses two key objectives:

- Delivering against our sustainable development management plan to achieve 50% reduction in carbon dioxide by 2025
- As an **anchor institution**, be a collaborative partner who positively contributes to our community.







Why do we need to act?

The NHS is responsible for 4% of the nation's carbon emissions.

 The emissions are similar to those of small countries e.g. Croatia and Sri Lanka

We are the largest employer in Britain with **over 1.3 million staff,** and the 8th largest employer in the world

Anchor Institution



The Trust's role as an Anchor Institution is facilitated by many teams across the Trust.



Using buildings and spaces to support communities

The NHS occupies 8,253 sites across England on 6,500 hectares of land.



Working more closely with local partners

The NHS can learn from others, spread good ideas and model civic responsibility.



Purchasing more locally and for social benefit

In England alone, the NHS spends £27bn every year on goods and services.



Widening access to quality work

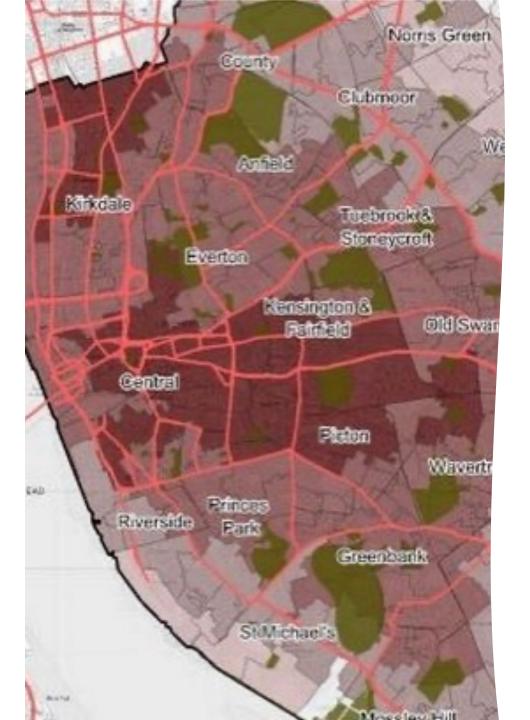
The NHS is the UK's biggest employer, with 1.6 million staff.



Reducing its environmental impact

The NHS is responsible for 40% of the public sector's carbon footprint.







Air quality and the impact on health

- Active Travel Infrastructure provides opportunities to increase local life expectancy and reduce morbidity from a wide range of chronic conditions including:
- Obesity
- Cancer
- Stroke
- Diabetes
- Cardiovascular and respiratory diseases."





Inequalities in Injury

- Walking and cycling safety in Liverpool is poor
- It has the worst rate of serious pedestrian casualties out of all the English metropolitan boroughs, with a rate over double the national average. 2014-2018
- The worst rate of serious cyclist casualties out of all the English metropolitan boroughs 2014-2018





Health & Wellbeing

 Improvements enable people to make better lifestyle choices and supports improved physical and mental health. By providing good quality facilities for cyclists and pedestrians, the potential to develop healthier habits increase, lessening the strain on NHS and social care services.

Life Expectancy

Area	Female	Male
England	83.2	79.5
Liverpool	79.9	76.1





Anchor InstitutionActive Travel

- Active Travel Stakeholder Engagement Forum
- Knowledge Quarter Sustainability Network
- Developing a NHS taskforce with LCRCA
- Set up an Ecargo bike pilot with Liverpool Peloton
- Worked with LMJU and VivaCity on air monitoring and movement sensor project





Anchor Institution - Consultations

- Liverpool Active Travel Network Improvements – Sept 22
- Pop Up consultation Dec 22/Jan 23
- Mini Holland Joint Trust response and KQSN Feb 23
- Kingsley Road 8th Mar 23
- City Route Mar 23











Other LUHFT work

- Staff Events 30+ Dr Bikes, Maintenance classes, Social Rides
- New BUG Bicycle User Group with 200 members
- New cycle secure storage facilities
- NHS Community Cycle Club









LIVING OUR VALUES







#merseycycle2023

Q&A



How do we build a sustainable transport network?

#merseycycle2023

David Bisset Bolton Clarion



THE CLARION

Still radical after all these years?



THE NATIONAL CLARION CYCLING CLUB

- A partial and prejudiced history
- David Bisset: member of Bolton Clarion and therefore National Clarion
- Member of London Clarion and aligned with National Clarion 1895



LATE 19TH CENTURY

- Development of the "safety bicycle"
- Political parties:
 - Social Democratic Federation
 - Independent Labour Party
 - Labour Church Movement



ROBERT BLATCHFORD AND THE CLARION

- Robert Blatchford left the Daily Chronicle and set up a weekly socialist newspaper named The Clarion
- Founded 1891



THE CLARION: WEEKLY NEWSPAPER





ROBERT BLATCHFORD





EARLY CLARION WRITERS



E. C. Pay, (The Evander).

THE CLARION WRITERS.

A. M. Thempson, (Dengh). Rahas Macdalad, (Mingran).

M. Blackford, (More Blood).



THE START...

- In February 1894 at Birmingham Labour Church a group of men set up a socialist cycling club
- Not long after they changed the name to Clarion Cycling Club
- More and more Clarion Cycling Clubs were founded and in 1895 they met in Ashbourne and became...

THE NATIONAL CLARION CYCLING CLUB



CLARION

- London Clarion founded May 1895
- Bolton Clarion founded February 1896
- There were many other Clarion Clubs, including choirs, handicrafts, swimmers, ramblers







DECLINE

- Robert Blatchford supported the Great War and lost many readers who were pacifists
- The Clarion newspaper folded in 1934
- The Labour Church movement, ILP and SDF had folded earlier



CYCLING AND SOCIALISM?

- In the early years, the clubs combined cycling and socialism, and there was always a tension between the two
- As the 20th Century progressed, there was more cycling and less socialism, but socialism remained part of the constitution
- Until 2021, one of the aims of the National Clarion Cycling Club was:

SUPPORT FOR THE PRINCIPLES OF SOCIALISM



The Socialist Commandments.

不

- Love your school-fellows, who will be your fellowworkmen in life.
- Love learning, which is the food of the mind; be as grateful to your teacher as to your parents.
- Make every day holy by good and useful deeds and kindly actions.
- Honour good men, be courteous to all men, bow down to none.
- Do not hate or speak evil of anyone; do not be revengeful, but stand up for your rights, and resist oppression.
- Do not be cowardly, be a friend to the weak, and love justice.
- Remember that all the good things of the earth are produced by labour, whoever enjoys them without working for them is stealing the bread of the workers.
- Observe and think in order to discover the truth; do not believe what is contrary to reason, and never deceive yourself or others.
- Do not think that he who loves his own country must hate other nations, or wish for war, which is a remnant of barbarism.
- Look forward to the day when all men will be free citizens of one fatherland, and live together as brothers in peace and righteousness.











BOLTON CLARION

- 200 members in the 1930s, a major force in racing including several workers' Olympiads
- Survived the Second World War with the loss of several members
- Low ebb in 1970s, but club revived by new members in 1983
- Now around 60 members: club rides, tours, sportives, but little racing





NATIONAL CLARION

- Now more than 2000 members in around 30 sections
- Annual Easter meet, autumn meets, racing championships
- Sections a mixture of old and new, some are recently formed



WHAT HOLDS THE CLARION TOGETHER?

- Shared history
- National Activities
- Twice yearly magazine: Boots and Spurs
- Fellowship is Life: book by Denis Pye
- Third party insurance



WHAT MAY TEAR THE CLARION APART?

- The continued tension between cycling and politics
- The removal of Socialism from the constitution
- Sections behave and think of themselves as local clubs, many members have little knowledge or interest in the history.





NATIONAL CLARION 1895

- An association of Clarion Cyclists who support the founding principles.
- Support for Clarion House in Pendle.
- Alternative Easter meet, all cyclists welcome.
- Commemoration of Clarion Cyclists who fought and died in the Spanish Civil war.













Thank you!

