

Craven District Council – Tour de France Legacy Plan

Background Information

Part of Yorkshire's commitment when securing the Tour de France was to use it as a catalyst for a long term cycling legacy. As part of overarching agreements between the Yorkshire local authorities, York City Council has led the coordination and production of a regional cycling strategy 'Cycle Yorkshire' (CYS) which was launched at Y14 on the 27th March 2014. It is proposed that this strategy is used as the framework for Craven to develop its own plans. The ambition of Cycle Yorkshire is simply *"More people cycling more often"*.

The key sector for long term economic legacy will be tourism, with Welcome to Yorkshire's efforts in coming years focused on developing growth in cycle-based visitors and facilities. Within Craven District Council maximising the benefit of the Tour de France within Craven is one of the objectives within the Enterprising Craven priority of Craven's Council Plan.

Context

There are a wide range of different people cycling for different purposes and motivated by a wide range of factors. This complexity makes it impossible to have a single solution to get "more people cycling more often". The National Institute of Clinical Excellence (NICE) sums this up by saying:

Encouraging and enabling people to cycle requires action on many fronts – and by many different sectors. A range of issues have to be addressed, including environmental, social, financial and personal factors. In addition, other measures are needed to tackle the wider influences on cycling, including measures to reduce road dangers and to reallocate road space to create a more supportive environment. Action in these areas is particularly important in tackling inequalities in health, including with regard to people with impairments.

It would be very challenging and somewhat pointless to fully audit, list and organise this activity, but there is a need to try and co-ordinate activity to add value and avoid duplication. Craven should also address where it underperforms against the 5 strategy targets, these being:

- Utility Cycling
- Competitive Cycle Events
- Cycle Safety

The benefits of cycling are well established across a range of areas including:

- Heath: Cardio vascular, Diabetes, Mental and weight management,
- Social: inclusion, social cohesion and connected communities,
- Economic: Tourism, productivity and reduced sickness,
- Environmental: reduced road congestion, air quality and CO2.

Of all sports, Cycling represents the best return on investment and there are proven evidence based interventions that lead to increases in cycling. The most recent of these were the Cycle Demonstration town programme and the Travel Smart initiative that proved a sustained increase in cycling per year of between 2 - 4%

With Welcome to Yorkshire chairing the Cycle Legacy board, they have agreed with the ASO to put on an annual 3 day professional cycle race 1-3 May called Tour de Yorkshire. This event has been approved by the UCI (International Cycling Governing body) and will provide an annual international cycle race for the next three years. In 2015 the race will not come through Craven. Starts and Finishes have been announced as Leeds, York, Selby, Scarborough, Hull and Wakefield with a full route announcement expected on 21st January 2015. We are waiting to hear how we may be affected in subsequent years.

Cycle Yorkshire – the Craven context

Cycle Yorkshire Vision - More people cycling more often

Cycle Yorkshire has outlined **five overall key objectives** to address these issues and to get more people cycling more often in Yorkshire over the next 10 years (2013 – 2023):

A. 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.

B. 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.

C. More events to take part in

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

D. 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 and cycle friendly routes.

E. A thriving network of cycling businesses & social enterprises

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

In order to measure success against the above objectives, the regional plan has established the following **5 targets for Cycle Yorkshire** partners to work towards:

1. For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, with an interim target of at least three percentage points by 2018,
2. For the number of trips made by bicycle in each local authority area to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018,

3. For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023,
4. For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to the 2012 baseline: of competitive events, 3% increase from a baseline of 232 events; of non-competitive events, 10% increase from a baseline of 9 events.
5. For the annual rate of cyclist casualties in the Yorkshire and Humber region to be below the national rate for England for the next 10 years

1. How does Craven Perform in relation to the above targets?

The table below sets out how well Craven performs against the regional target baseline. Those in

Green - above baseline or meet the 2023 regional Target.

Red - below the regional target baseline

Target 1	For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, with an interim target of at least three percentage points by 2018.
How Craven Performs	3.5% higher than England, 4.6% higher than Yorkshire and 1% higher than North Yorkshire, Craven is ranked in the top 5% of Councils for this target
Target 2	For the number of trips made by bicycle in each local authority area to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018.
How Craven Performs	1% lower than England, 0.7% lower than Yorkshire and North Yorkshire, Craven is in the bottom 10% of all UK Councils for this target.
Target 3	For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023.
How Craven Performs	6% above the National Average and meets the target, Craven is in the top quartile for this target
Target 4	For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to the 2012 baseline: of competitive events, 3% increase from a baseline of 232 events; of non-competitive events, 10% increase from a baseline of 9 events.
How Craven Performs	Competitive events = 7, Non-competitive events = 8
Target 5	For the annual rate of cyclist casualties in the Yorkshire and

	Humber region to be below the national rate for England for the next 10 years.
How Craven Performs	Increasing in England, Yorkshire, North Yorkshire and Craven

A fuller analysis of the data is presented in **Appendix 1**

2. What would success look like in Craven by 2023?

The table below sets out what output is needed to be delivered in Craven in order to meet the 2018 and 2023 Regional Strategy targets

Target 1	2350 more cyclists riding once a month for recreation (261 per year)
Target 2	69 more people cycling to work regularly (7 per year)
Target 3	813 of target 1 should be Female cyclists (90 a year)
Target 4	Increase number of competitive cycle events by 1 Increase number of non-competitive cycle events by 1
Target 5	Reduce the number of KSI to 5 by 2018 and 4 by 2023

Developing our Strategy and Future Plans

Pre Tour de France Legacy Actions

As part of the Regional and North Yorkshire Delivery Plan, Craven District Council set out to deliver the following pre Grand Depart Cycle Legacy Actions:

1. Launch and promote the 20 Craven District Council Recreational Ride guides

20 Guides published on CDC website, in Craven Herald and Ilkley Gazette. 651 unique webpage hits to the cycle guide page. Positive feedback from map users.

2. Launch, promote and deliver the 1st June Cycle event: Le Petit Depart

900 entries to the event making it the largest community based sportive ride in UK, successful delivery of the event with 60 volunteers and very positive feedback. £6000 surplus from the event to be split 50:50 with Skipton Cycle Club and sponsors wish to run and support the event for 2015 onwards.

3. Support the development and delivery of the Skipton Junior Riders cycle club from April 2014.

6 Club volunteers qualified to level 2 Cycle Coach. Junior Cycle Club running weekly “Go Ride” British Cycling Junior club activity programme. Plan in place for developing and growing the junior club.

Post Tour de France Actions

In order for Craven District Council to get “more people cycling more often” it is proposed that the following 3 high level strategic priority objectives are adopted by the Council

1. Improve Cycle Infrastructure

To secure more investment and fund cycle infrastructure to start building a high quality cycle network in Craven.

2. Develop Cycle Events and Festivals

To help facilitate the delivery of a showcase Town Centre Cycle race in Skipton and increase participation rates in existing events

3. Improve Training and Promotion

The provision of training to upskill cyclists, businesses and volunteers in order to provide high quality experiences for cyclists and targeted promotion of cycling information.

Objective 1 – Improve Cycle Infrastructure - To secure more investment and fund cycle infrastructure to start building a high quality cycle network in Craven by:

- Work with local communities to regenerate and revitalise the stretch of the Leeds & Liverpool Canal Corridor within Craven
- Facilitate the development of a strategic cycle route connecting Settle and the Pennine Bridleway to Gisburn Forest
- Improve connectivity between Skipton town centre and Aireville Park including educational and recreational facilities
- Improve connectivity and strategic links to long distance cycle routes within Craven District including the Way of the Roses and the Pennine Bridleway
- Increase number and quality of facilities for cyclists
- Refurbish the Aireville Wheel park and build a Pump Track in Aireville park as part of the Park Master plan with 106 Funding allocated from Granville Street Development and external grant funding by the end of 2015

Objective 2 – Develop Cycle Events and Festivals - to deliver a showcase Town Centre Cycle Race in Skipton and increase participation rates in existing events

- Run an annual Town Centre Cycle race in Skipton with competitive and non-competitive fun events, similar to the successful Town Centre races in Otley, Ilkley and Colne. This event could also be used to integrate the [national school games competition for cycling](#) to create a Craven School Games cycling competition

- Deliver Le Petit Depart with Skipton Cycle Club as annual cycle legacy event and increase number of entries and income to the Council by 10% each year
- Work with 3 existing Sportive events to increase number of entries by Craven residents by 10% each year
- Consider organising a spring and autumn low cost “reliability ride” cycle event to generate income to the Council
- Consider organising a yearlong recreational cycle challenge, with sponsored prizes, for residents that complete 10 or 20 of the Craven Recreational cycle rides

Objective 3 – Improve Training and Promotion - provision of training to upskill cyclists, businesses and volunteers in order to provide high quality experience for cyclists and targeted promotion of cycling information.

- Create a programme for hospitality businesses to raise the awareness of the cycling offer in Craven District – programme to be piloted in Settle
- Create a cycling marketing toolkit to provide businesses with a package of information they can use to attract cyclists.
- Create a guide to the route – way of encouraging people to explore the villages and landscape through which the Tour de France travelled.
- Launch a commercial cycle training service based upon the Bikeability level 2 and 3 programme to businesses and community targeting Cycle to work week: 13-21 June 2015, Cycle to work day: 3rd Sept 2015 and Easter / Summer holiday period to train 50 people per year
- Train 30 volunteers each year in cycle related activity in order to improve and enhance the cycling offer,
- Promotion of cycling opportunities for employers and their employees e.g. bike purchase, access to public health information and testing, support large employers to have implemented travel plans (accredited by Get Yorkshire Cycling), discounts at local shops and local rides – pilot could be Airedale and Snaygill.
- Promotion of the Safer Roads Yorkshire and Humber road safety campaigns within the district each Spring, Summer and Autumn in partnership with the Craven Road Safety Partnership to address key road local and seasonal road safety issues.

3. How Craven District Council will deliver the objectives

A detailed and costed Action Plan is set out in **Appendix B**.

4. Monitoring and Evaluating success

As set out earlier there are 5 clear targets that the regional legacy plan is working towards. These will be assessed each year in order to report how progress is being made regionally towards meeting the targets.

Craven District Council should also report back to CLT and Members on an annual basis setting out how progress is being made towards delivering the above objectives. The report should also include data on how Craven is performing against the 5 regional targets as set out in section 4 and 5 above, and how much funds have been secured/allocated

5. Equality and Diversity

Craven District Council welcomes and celebrates diversity and the strengths this brings to our communities and workforce. The council aims to provide excellent and efficient local services enabling everyone to fulfil their potential. To do this we must give everyone equal access to services and job opportunities regardless of their age, disability, sex (gender), gender reassignment, sexual orientation, race, religion or belief, pregnancy or maternity, marriage or civil partnership.

Treating everyone the same does not necessarily give people equality of opportunity. Sometimes we need to treat different people in a different way to give them equal access to a service or job. Where appropriate we will ensure we carry out an Equality Analysis for initiatives within the action plan to ensure that we:

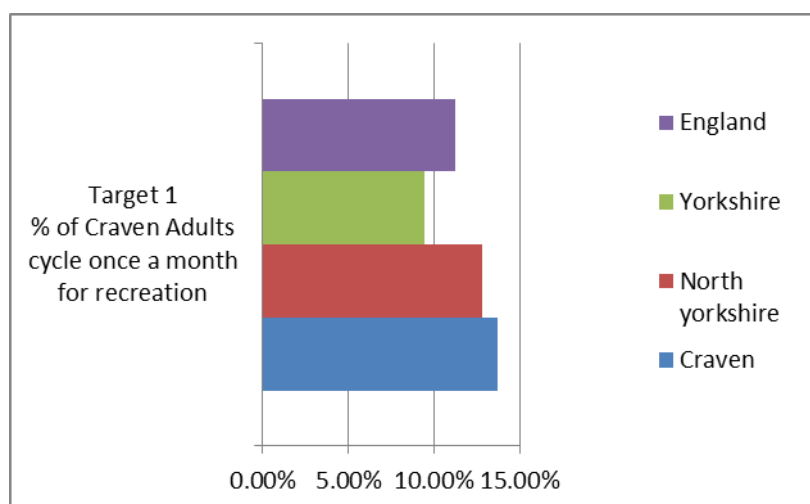
- Have due regard to the need to eliminate discrimination,
- Advance equality of opportunity, and
- Foster good relations between different people when carrying out their activities

Data analysis for Craven District

TARGET 1 - For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, with an interim target of at least three percentage points by 2018,

Craven's Current Position

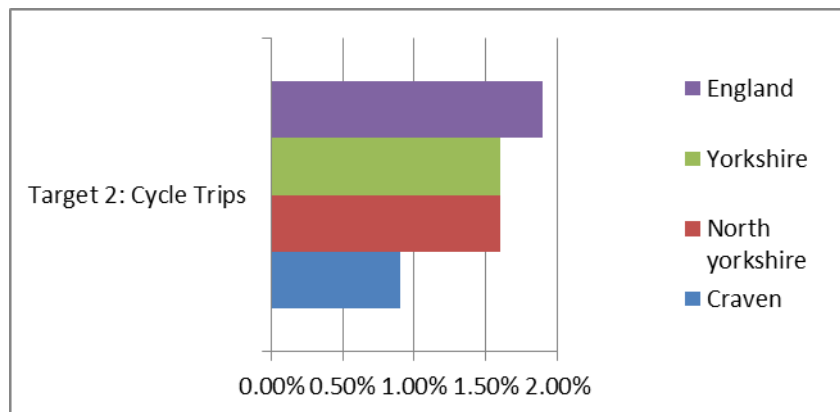
- 13.7% of Craven Adults cycle once a month for recreation, this is 4.3% higher than Yorkshire, 3.5% higher than England and just less than 1% higher than North Yorkshire. It represents over 6000 residents.
- 10.4% of Adults have expressed that they would like to do more recreational Cycling (latent demand). This represents 4900 adults.
- A 5% increase for Craven represents 2350 more adults cycling (2023 target)
- A 3% increase for Craven represents 1400 more adults cycling (2018 target)
- NB - 15.8% of Craven Adults cycle once a month for all purposes (Recreation and Utility). This is 2.2% higher than Yorkshire and 1.1% higher than England.



TARGET 2 - For the number of trips made by bicycle in each local authority area to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018,

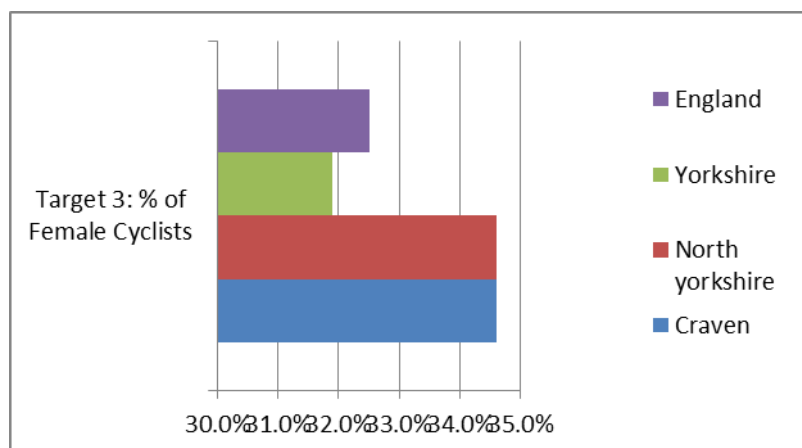
Craven District has one of the lowest rates for adults cycling to work (bottom 10% of Council areas). Only 343 adults in Craven cycle to work regularly (0.9%), this is 0.7% lower than the Yorkshire and North Yorkshire figure and a full 1% lower than the England figure. The City of York is 7.5% and is one of the highest in England.

Utility Cycling decreased over the past year across England.



TARGET 3 - For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023,

Craven has 34.6% participation rates for female cycling which is well above the Yorkshire and National average and therefore already meets this target.



TARGET 4 – For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to the 2012 baseline: of competitive events, 3% increase from a baseline of 232 events; of non-competitive events, 10% increase from a baseline of 9 events.

Craven has fewer Competitive events but more non-competitive events compared to the regional baseline.

There are 3 Cyclocross Races, two Time Trial Series and a couple of individual Time Trial races. There are no: Road Races, Go Ride Junior Races, BMX Races, Cycle Speedway races or mountain bike races.

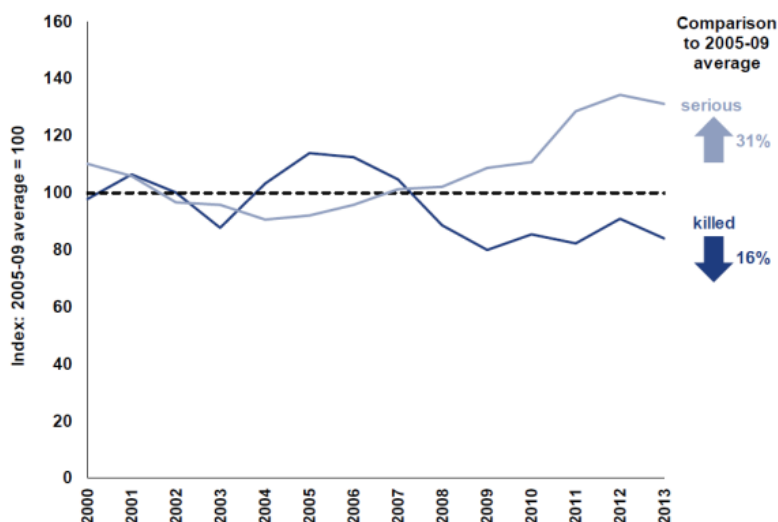
There are 8 non-competitive events that start in Craven and many more that come through the district.

TARGET 5 - For the annual rate of cyclist casualties in the Yorkshire and Humber region to be below the national rate for England for the next 10 years

Sadly Cycle casualties are increasing and have been for several years, despite the overall trend of decreasing casualties on the roads. Cyclists make up only 1% of the vehicles on the road but are involved in 11% of all collisions and 11% of all KSI (Killed or seriously injured).

North Yorkshire has seen a 33% increase in Cycling casualties between the 2007 to 2011 average and 2012. In Craven there has been an increase of the number of KSI cyclists over the past 10 years with an average of 5.4 KSI per year over the 5 years 2008-2012. There are a wide range of factors that cause cycle accidents.

Chart 5: Number of killed and seriously injured pedal cyclists, GB: 2000-2013



Craven Cycle Legacy Action Plan

This action plan sets out a range of deliverable projects and actions in order to implement the Craven Cycle Legacy Strategy. Key projects will be reported via TEN.

Priority 1 – Improve Cycle Infrastructure - To secure more investment and fund cycle infrastructure to start building a high quality cycle network in Craven.

Cycling Project	How and What actions are required?	Responsible Service/Officer	What resources are needed?	What are the timescales for delivery?	Which strategy target does this project link to?
Work with the Canal & River Trust and partners to regenerate and revitalise the Leeds & Liverpool Canal Corridor as outlined in the Leeds & Liverpool Canal Access Development Plan.	Phase 1 – Deliver a sustainable transport greenway between Silsden, South Craven and Skipton	Economic Development	Support from Bradford City Metropolitan Council and the West Yorkshire Combined Authority £450,000 funding secured from Department of Transport (Cycle Ambition grant) Secure support and financial investment from partners	Capable of delivery in the short to medium term – timescale dependant on identification and availability of external funding Phase 1 Skipton-Bradley. On site April 15 and completed by June 15	Targets 1, 2, 3 & 5
	Phase 2 – Improve connectivity between Skipton town centre and Aireville Park including educational and recreational	Economic Development	External services to design the scheme and provide technical assistance Identification of delivery mechanism	December 2015 – design of scheme completed	Targets 1, 2, 3 & 5

	facilities		Secure financial investment from partners		
	Phase 3 – Deliver a sustainable greenway between Skipton and Gargrave as an access point to the Yorkshire Dales National Park	Economic Development	Identification of delivery mechanism Secure financial investment from partners	Long term – timescale dependant on identification and availability of external funding	Targets 1, 2, 3 & 5
	Phase 4 – Improve connectivity with East Lancashire using the National Cycle Network and Canal	Economic Development	External services to design the scheme and provide technical assistance Secure financial investment from partners	Long term – timescale dependant on identification and availability of external funding	Targets 1, 2, 3 & 5
Work with the Forest of Bowland AONB and partners to facilitate the development of a strategic cycle route connecting Settle and the Pennine Bridleway to Gisburn Forest	Undertake a feasibility study to identify and agree a value for money link that maximises the opportunities available at the Gisburn Forest Hub	Economic Development	Funding for the development of the feasibility study and delivery of the agreed route	August 2015 – Feasibility study completed October 2015 onwards – application to funding sources for delivery	Targets 1, 3 & 5
Improve connectivity and strategic links to long distance cycle routes within Craven District including the Way of the Roses and the Pennine Bridleway	Identify and confirm scope of project	Economic Development	Dependant on identified scope of project	March 2015 – Discussion with appropriate organisations to identify scope of project	Targets 1 & 3

Increase number and quality of facilities for cyclists.	Skipton – Rackhams.	Mary Arber & CDC.	Land Owner approval, Funding from Mary Arber.	By Easter 2015.	Targets 1, 2 & 3
Refurbish the Aireville Wheel park and build a Pump Track in Aireville park as part of the Park Master plan with 106 Funding allocated from Granville Street Development and external grant funding by the end of 2015.	Tender for designer construction. Secure planning permission. Secure funding. Build.	CDC Property, HS and BD, Procurement and Friends of Aireville Park	Project Feasibility & Steering group established. Specialist design & build company appointed. Funding from planning gain & external funding from Yoreventure. Total project costs CA £40,000.	Tender December 2014. Design January 2015. Funding Applied Jan 2015. Funding Secured May 2015. Planning May 2015. Build June 2015.	Targets 1 & 4

Priority 2 – Develop Cycle Events and Festivals - to deliver a showcase Town Centre Cycle Race in Skipton and increase participation rates in existing events.

Cycling Project	How and What actions are required?	Who is the Lead?	What resources are needed?	What are the timescales for delivery?	Which strategy target does this project link to?
Facilitate an annual Town Centre Cycle race in Skipton with competitive and non-competitive fun events, similar to the successful Town Centre races in Otley, Ilkley and Colne. This event could also be used to integrate the national school games competition for cycling to create a Craven School Games cycling competition.	Identify potential funding sources for Criterium. Skipton Town Partnership to consider funding and to appoint company to deliver. To be discussed at next board meeting. Confirm CDC input – Financial, Comms and Engagement	Sharon Hudson Lead	Indicative Budget needed of £24k Sponsorship Target of:£19k as £5k to be generated from cyclist entry fees. Potential sponsorship of £12k already identified and funding from Skipton Town Partnership of £5k secured. £2.5K agreed by CDC.	Looking at target date of 2 nd July (Thursday before Sheep Day)	Targets 1, 3 & 4

Deliver Le Petit Depart with Skipton Cycle Club as annual cycle legacy event and increase number of entries and income to the Council by 10% each year.	Implement 2014 review recommendations. Secure sponsorship. Confirm Skipton CC input. Deliver event plan.	Bruce Dinsmore – Sports Development	Allocation of officer time. Target of £5000 Sponsorship. Agreed Skipton CC volunteer manager & promotion lead.	Sponsorship secured by Dec 2014. Event launch Jan 2015. Event 31 st May 2015.	Targets 1, 3 & 4
Consider organising a spring and autumn low cost; no frills “reliability ride” cycle event to generate income to the Council.	Pilot in Spring 2015. (March) Produce simple event plan.	Bruce Dinsmore – Sports Development	Support from two volunteers from Skipton CC. Event timing system.	Produce event plan by Dec 2014. Date announced Jan 2015. Deliver event March 2015. Review by April 2015	Targets 1 & 4

Priority 3 – Improve Training and Promotion - provision of training to upskill cyclists, businesses and volunteers in order to provide high quality experience for cyclists and targeted promotion of cycling information.

Cycling Project	How and What actions are required?	Who is the Lead?	What resources are needed?	What are the timescales for delivery?	Which strategy target does this project link to?
Create a programme for hospitality businesses to raise the awareness of the cycling offer in Craven District, including the provision of resource materials	To be included as an area of commissioned activity to be delivered through the Yorkshire Dales LEADER programme Develop a project specification – scope of activity, required outputs and outcomes to be achieved	Economic Development	Participation on the LEADER Task and Finish Group for Strategic Priority 1 to strengthen the tourism industry	April 2015 – LEADER Executive to agree programme of activity Timescale dependent upon the outcome of LEADER Executive	Targets 1 & 3
Create a guide to the route – way of encouraging people to explore the villages and landscape through which	To be included as an area of commissioned activity to be delivered through the Yorkshire Dales LEADER	Economic Development	Participation on the LEADER Task and Finish Group for Strategic Priority 1 to strengthen the tourism	April 2015 – LEADER Executive to agree programme of activity Timescale dependent	Targets 1 & 3

the Tour de France travelled	programme		industry	upon the outcome of LEADER Executive	
Launch a commercial cycle training service based upon the Bikeability level 2 and 3 programme to businesses and community targeting Cycle to work week: 13-21 June 2015, Cycle to work day: 3rd Sept 2015 and Easter / Summer holiday period to train 50 people per year.	Register Bikeability scheme for Craven. Pilot Easter 2015 Skipton Levels 1, 2 & 3. Review pilot.	Bruce Dinsmore – Sports Development	Online booking system via CDC website. Officer CPD.	Scheme registered by end of Dec 2014. Launch Feb 2015. Review end of April 2015.	Targets 1, 2, 3 & 5
Work with local cycle clubs to train 30 volunteers each year in cycle related activity in order to improve and enhance the cycling offer, to facilitate growth of clubs and junior cycling.	Skipton CC – Junior club, back in the saddle, ride leader training, LPD volunteers. Settle CC TBC. South Craven Wheelers - junior club.	Bruce Dinsmore – Sports Development	Identify and confirm volunteer training needs.	Ongoing & in line with each program.	Targets 1 & 3
Promotion of cycling opportunities for employers and their employees e.g. bike purchase, access to public health information and testing, support large employers to have implemented travel plans (accredited by Get Yorkshire Cycling), discounts at local shops and local rides – pilot could be Airedale and Snaygill.	Accreditation to be developed by Cycle Yorkshire. Although identified in Legacy plan as potential action – still not clear how this will be taken forward.	Comms Officer and dependent upon growth bid for Marketing officer	Targeted mailing – could be accommodated through Comms budget. Officer time.	Tie in to National Bike Week. Date for 2015 not yet confirmed but was in 2014 was in June so look at summer 2015.	Target 2
Promotion of the Safer		Craven Road Safety	Fire officers, PCSO's	Devise timetable to	Target 5

Roads Yorkshire and Humber road safety campaigns within the district each Spring, Summer and Autumn in partnership with the Craven Road Safety Partnership to address key road local and seasonal road safety issues.		Partnership Lead	can be utilised via Safer Craven Road Safety Partnership	support/complement events that are established seasonally via the Safer Craven annual events calendar.	
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