

## UCI BIKE CITY LABEL

### QUESTIONNAIRE FOR APPLICANT CITIES AND REGIONS

#### Introduction

Thank you for applying to become a UCI Bike City (or Region). The label recognises cities and regions that not only host cycling events but also demonstrate outstanding commitment to cycling for all.

The aim of the UCI Bike City label is threefold:

1. To reward cities and/or regions that invest in cycling in all its forms;
2. To build long-term relationships between the UCI and different cities and/or regions, supporting them in their strategies for cycle use;
3. To inform the wider public about bike friendly cities and/or regions that are excellent locations for bike tourism.

The assessment of each application is based on two key pillars:

1. Hosting UCI events
2. Investing in Cycling for All, based on the following 8 criteria:
  - a. A clear, long-term cycling strategy
  - b. Dedicated funding for the promotion of cycling in the city or region
  - c. Better infrastructure for bikes
  - d. Increase in cycle usage
  - e. Promotion of road safety
  - f. Organisation of mass participation and closed road events
  - g. Provision of child cycle training
  - h. Measurement and monitoring of progress

To understand how your city and/or region supports the promotion of cycling through these key pillars, we kindly request that you fill in the ten thematic questions below. Please do note that to best assess each application, each city will be considered individually in a balanced fashion; considering the present cycling situation, planned objectives, city size and available resources. Please do not hesitate to attach any additional supporting documents, which provide further details on any of the themes, when returning your application.

The UCI Bike City label is awarded once a year at the UCI Road World Championships; in 2017, this will take place in Bergen (Norway) between the 16<sup>th</sup> and 24<sup>th</sup> of September.

We kindly request that you return this questionnaire electronically to Isabella Burczak, UCI Campaigns Manager, at [Isabella.burczak@uci.ch](mailto:Isabella.burczak@uci.ch) by Friday June 23<sup>rd</sup> (or as agreed with the UCI if more time is required).

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We thank you in advance for your completed application and remain at your disposal should you have any questions.

#### Questions

<b>Region</b>	Essex
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1. Please list the UCI events your city and/or region have hosted in the last 4 years, as well as the events your city and/or region plans to host in the next 4 years.

Essex has been committed to bringing World Class cycling events to the county since 2006 when they officially backed the bid for the London 2012 Olympics. Since then Essex has hosted the London prepares series, The MTB XC event at Hadleigh Park for the London 2012 Olympics, A stage of the Tour de France, 2 x International MTB events which include UCI, HC classification and Junior World series status (Hadleigh Park International on 30-31 July 2016 and Hadleigh Park International on 5-7 May 2017)



The aspiration in the near future is to bid for and deliver World Cups at Hadleigh Park and we continue to work closely with colleagues at the UCI to develop our events strategy.

To broaden the appeal of cycling in Essex we will continue to support nationally significant cycling events such as the Tour of Britain and the National BMX championships, however we would also like to host a UCI indoor championships utilising significant new facilities in Brentwood.

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#### 1.1 Testimonials

Having a UCI event on home soil is good preparation for the World Cup season. Being able to train and then race at a world class venue in the uk is very useful, and as Hadleigh is an Olympic legacy course it offers the terrain necessary to compete at the highest level.

Essex not only has an ambition to develop its world class cycling but has an ambition to promote cycling as healthy, fun and normal activity. The UCI's Bike Region label will be a great way for Essex to celebrate both sport and everyday cycling.

*Annie Last, is an English professional cyclist, who specialises in mountain biking and cyclo-cross. She was chosen as a female competitor in the cross country mountain bike event for the Great Britain team at the 2012 Summer Olympics.*



Hadleigh Park has an important place in the world of mountain bike cross-country racing: the venue for the very successful 2012 London Olympic MTB races, it remains the only mountain bike venue in Olympic history to have a legacy effect, with regular races on the Olympic course and a venue that is open to all levels of riders year-round who can either try the sport for the first time or continue to improve their skills. It also proves a valuable training venue for the best of the sports' British athletes plus visiting international teams and Federations who have seen the value in time spent at an Olympic venue.

As the best race venue in the UK, and with the history of the Olympics and it's lasting legacy, it is vital that a variety of good quality events continue to be held here, from the youngest kids on the pump track up to the best in the world on the Olympic course. Successful UCI events of the highest HC category have attracted a number of iconic riders, including Olympic champions Julien Absalon from France and Nino Shurter from Switzerland & their world champion compatriots Pauline Ferrand-Prevot & Yolanda Neff, and the next goal should be to secure World Cup racing at Hadleigh Park in the next Olympic cycle to Tokyo 2020.

The addition of World Cup racing would provide a huge boost to cross country racing in the UK and show a world wide television audience that in Hadleigh Park, Essex has a world class sporting venue and is helping to continue to develop the next generation of stars.

The UCI's Bike Region Label is a great opportunity for Essex to be seen by a worldwide audience as both a leading destination for word class mountain biking and as a region that promotes everyday cycling.

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2. Please describe the multi-year strategy for cycle use - including main priorities, objectives and milestone targets - which has been established for your city and/or region. Please confirm if this strategy has been endorsed or is supported by the respective senior political leadership.

*Just as a bicycle needs both wheels and a rider to make progress, the strategy needs three elements to drive it forward. Enable, Promote and Provide.*

Within Essex, we recognise the huge benefits in cycling. It is more than just a pastime for a dedicated few, or a cheap mode of transport; it is a solution to the problem of congestion in our towns and poor health in our society. Given we are blessed with relatively flat terrain, with easy access to the countryside and an extensive rail network, we want to encourage more people to experience cycling within Essex, more safely, more often.

During the past 9 months, we have made significant improvements in cycling initiatives and awareness and have moved from a learner to climber, with aspirations to be a champion. Our renewed approach to increasing cycling levels in Essex is detailed within our [Cycling Strategy](#), which was adopted by elected members in June 2016. This confirms our long-term plan that will lead to a significant and sustained increase in cycling within our County. We built our strategy on the following three elements:



We have identified nine areas of strategic action within the three key elements, to deliver the growth in cycling we want to see as a Local Authority. All of these areas are underpinned by our intention to make cycling safer for all through, amongst other things, audit, design, promotion and training.

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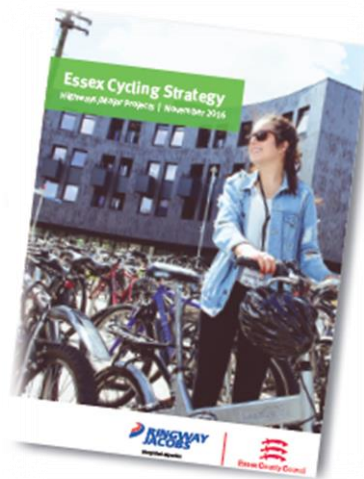
<b>1</b>	An Essex Cycling Advocate	<b>4</b>	A 'Cycle Essex' Brand	<b>7</b>	Coherent Cycle Networks
<b>2</b>	Transformational Funding	<b>5</b>	High Profile Events	<b>8</b>	Continental Standard Cycling Facilities and Quietways
<b>3</b>	'Best Practice' Design	<b>6</b>	Increased Support for Local Initiatives	<b>9</b>	Training and Access

We want to ensure that the promotion and development of cycling is embedded into everything we do in Essex and to drive this forward have made a number of key appointments over the past 9 months, including our Essex Cycling Advocate and Essex Cycling Strategy Leader.

Our **ESSEX CYCLING ADVOCATE** has been recruited from Member level and is tasked with educating and inspiring other elected Members. Acting as a high profile voice for cycling within Essex the advocate champions the outworking of the Essex Cycling Strategy and Chairs a quarterly Essex Cycling Steering Group (ECSG).



*Strong political support for cycling across Essex*



**ESSEX CYCLING STRATEGY LEADER** is solely dedicated to supporting and developing cycling in Essex. Building strong relationships with Members, Officers and Stakeholders the Strategy Leader acts as a 'hub' for information on cycling in Essex, directing Essex Highways and Council designers, planners and stakeholders to best practice and current sources of information and support.

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#### 3. What % of the local (city and/or region) budget is dedicated to cycling, and what areas does this funding target (such as events, infrastructure, training and education, tourism, etc.)?

A step change in the provision of cycling infrastructure and promotion will require an increase in funding over and above the current level of funding for cycling in Essex therefore we commit to:

- Ensuring a consistent level of revenue and capital funding to support the delivery of this strategy.
- Increasing the level of funding in Essex from its current level of £2 - £3 per head of population to £10 per head of population by 2025.
- Increasing the utilisation and prioritisation of other funding sources such as developer contributions and central Government grants/allocations.
- Developing a clear and cohesive methodology for the allocation of cycle funding across Essex Districts.

This will ensure that new proposals are not frustrated by a lack of funding and designers and promoters are set free to develop measures that will lead to a consistent growth in cycling numbers, frequency and safety.



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4. Please detail planned improvements to cycling infrastructures within your city and/or region, including protected bike lanes, bicycle junctions, bicycle parking, etc., as well as any recent developments which have already been implemented in this area.

*High quality and well planned infrastructure is vital in encouraging cycling and improving safety. We will ensure that every urban area has a well-planned, safe and well-maintained cycle network*

*'Best Practice'* Design is key. We are committed to ensuring that the cycling infrastructure we design looks attractive, serves its purpose and encourages more people to cycle. In order to facilitate this, we are creating a specific Essex Cycling Design Guide that incorporates national best practice and provides a 'tool kit' for cycle route assessment and design.

In the short term, a *'Standardisation of Design Guidance'* has been used as a way of 'kick-starting' a fuller Essex Cycling Design Guide. Initially, in the absence of an 'up-to-date' Design Guide, the principal aim of the process was to set clear and (appropriately) comprehensive cycle design standards in advance of and/or during the early stages of the design work, to help ensure a consistent approach from various Design teams. Using ECC endorsed standards/guidance in advance will minimise delays and/or abortive work.

Designers and promoters have been set free to develop measures that will lead to a consistent growth in cycling numbers, frequency and safety. This cultural shift within the design teams, engineers and clients is fostering the adoption of 'next generation' cycling infrastructure such as hybrid cycle tracks, pre-green lights and light segregation.



*Helping Essex cycle*

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As part of the county-wide Essex Cycling Strategy, Cycling Action Plans have been developed for individual Boroughs and Districts of Essex. These documents provide an opportunity to develop and promote cycling through improved infrastructure, together with the wider promotion of cycling to establish it in the public's mind as a 'normal' mode of travel, especially for short A-to-B trips, and as a major participation activity and sport for all ages.



**Above: An artist's impression of how the new Riverside complex and Springfield cycle route might look**

We have committed to delivering high quality and well planned infrastructure, which is vital in encouraging cycling and improving safety. This is the key to increasing cycling levels within our County. As yet, we don't have the high profile '*next generation*' cycling infrastructure, nor do we have high profile engagement programmes, but we have aspirations to bring these, and a major cycling modal shift, to Essex.

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- 5. What is the planned increase in the levels of cycling for your city and/or region in the coming years? Please provide details on how you plan to achieve this, including any specific targets regarding modal share or total trips.**

Essex has great potential for cycling, with its relatively flat terrain, easily accessible countryside and extensive rail network (which can be accessed by bicycle by many users). The following facts and figures help to understand the current situation, in terms of cycling provision and usage:

- Essex currently has 177 miles of National Cycle Route, over 200 miles of off-road cycle routes and 43 miles of on-road cycle routes.
- Essex County Council currently spends £2.50 per head of population on cycling.
- According to Sport England's Active People Survey 9, 57.4% of 16-25 year olds across Essex participate in sport and active recreation at least once a week, with lower percentages for all other age groups (42.8% - 26-34; 38.7% - 35-44; 34.6% - 45-54; 26.1% - 55-64; 17.2% - 65 and over).
- Active People Survey 9 revealed that cycling is the third most popular sport in Essex, in terms of participation after swimming and attending the gym, with 8.4% of the population participating. (By comparison, the figure for participation in cycling in the East of England as a whole is 9.1%, and the overall figure for England is 8.7%).
- There were 32 registered cycling clubs in Essex in 2016, 25 of these were open to all age groups and proficiencies

#### Our Vision

***We want to see more people cycling in Essex, more safely, more often***

#### Our Objectives

We aim to:

- Double the number of cycling stages (trips) in Essex from 2014 levels by 2025 at our monitored counter sites and other key routes.
- Cultivate a mind-set that sees cycling as a normal, enjoyable and everyday activity for the majority of short journeys.
- Establish cycling as an enjoyable participation activity for health gain and a popular competitive sport.

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- 6. How do you plan to make cycling safer – as well as reducing the perceived risk of cycling by the local population? Please provide details of any projects related to enforcement or road user behaviour change. If you have targets for reductions in serious injuries and deaths, please do include these.**

Analysis of accident data highlights that cyclist casualties on the roads of Essex are increasing. However Cycling UK research includes data showing that where long term large scale increases in cycling have taken place (in London<sup>1</sup>, New York, The Netherlands and Copenhagen), there has been a corresponding decrease in cycling casualties. It also shows that within the UK, places with a higher percentage of cycle commuters have a lower number of cyclist KSIs per commuter. As a result the Essex Cycling Strategy will co-ordinate and drive forward a new approach to cycling safety, ensuring successful implementation of the following:

- Bikeability courses to help children and adults acquire physical skills and road safety awareness.
- Designers and promoters are set free to develop measures that will lead to a consistent growth in cycling numbers, frequency and safety.
- Communicate a safety message to both drivers and cyclists - without overstating risks.
- High quality and well planned infrastructure is vital in encouraging cycling and improving safety.
- Continuing to improve cycle safety at sites with actual and perceived safety problems.
- Developing an improved mechanism for the reporting of safety issues.
- Monitoring the safety information as part of collisions and casualties recorded on the network.

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<sup>1</sup> Between 2000 and 2008 there was a 91% increase in cycling in London, with 33% fewer casualties per year compared to 1994-98.  
Source: [http://www.ctc.org.uk/sites/default/files/0905\\_sin\\_full\\_rpt\\_0.pdf](http://www.ctc.org.uk/sites/default/files/0905_sin_full_rpt_0.pdf)

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**7. Which mass participation and closed road events are (or will be) regularly organised within your city and/or region, including amateur racing or family cycling events, to give everyone the opportunity to cycle in a safe environment?**

Essex has been very successful in attracting high profile cycling events to the County that have been well attended by the public (London prepares series, The MTB XC event at Hadleigh Park for the London 2012 Olympics, A stage of the Tour de France, 2 x International MTB events which include UCI, HC classification and Junior World series status). We want to use those on future events to encourage people to make the step from spectator

to cyclist. We will continue to support and be visibly prominent at regular events to encourage people to give cycling a try, including:

- Mass events – sport and leisure based, such as the Tour de France and charity bicycle rides.
- Car free days/circuits in town centres.
- Bike festivals, either as part of dedicated cycle events or as stand-alone events in public places.
- Events at the Hadleigh Park Olympic Mountain Bike venue and Braintree BMX Club track.

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**8. What programmes are (or will be) implemented for the promotion of children's cycling in your city and/or region? If schools in your city and/or region carry out education and training programmes (such as mandatory bicycle training in schools), please do detail these.**

Essex County Council continues to engage with young people across the county through a variety of initiatives aimed at improving health and increasing cycling levels. The following are examples of the initiatives that are currently implemented across the county:

- **Bike It Plus South Essex.** The objective of the project is to develop a programme that is specially tailored to South Essex and Hadleigh Park (host of UCI events), which brings together sport and transport. ECC is aware that there are aspirations to increase local usage of the superb facilities at Hadleigh Farm and in particular to increase participation by girls in mountain biking. ECC is also aware that there is potential to increase walking and cycling for the journey to school in South Essex. Working with Sustrans our objective is to combine these two aspects in a way that brings about modal shift and a boost to mountain biking. In the 2015/16 academic year the Sustrans Bike It Officer delivered 99 sessions to 2,284 pupils and 342 members of staff; in eight schools, located in and around South Essex
- **The Eco-Race Essex.** Working in partnership with Sustrans the Eco Race is an easy to run competition, which encourages pupils to record how they travel to school, with those who choose active travel (cycling, walking and scooting) receiving higher scores. Offer the well-established Eco Race to all schools in Essex (publicity to be via email, social media advertising & Eco Race website promotion) The number of schools participating in the Eco Race has steadily grown over the last few years with 25 taking part in 2014-15, 32 in 2015-16 and 45 registering for the race in 2016-17.
- **Bikeability.** All schools in Essex assigned to Essex County Council Bikeability scheme are offered Bikeability training, either level 1 & 2 or 3.
- **Bikeability Learn to Ride.** These sessions are for those children, who are unable to cycle - in particular children who, for whatever reason, are struggling to master the skill.
- **Bikeability transition.** Provides students moving from primary to secondary school with route planning skills and the opportunity to then cycle the planned route to their new school.
- **Bikeability Fix.** These sessions teach Bikeability trainees how to perform basic maintenance on their bikes.

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**9. How do you plan to monitor and measure the increases in cycling levels, safety and satisfaction of the public? What tools and measurement methods would you be able to share to provide an annual update on your progress?**

We will monitor the effectiveness of the strategy using a range of measures including:

- Creating a Cycle Essex biennial online survey – in line with Residential Travel Plans, to receive feedback on schemes/promotions undertaken and also opinions/ideas on what is needed next.
- County-wide cycle count data (through Automatic Cycle Counters and DfT classified traffic count data) from a representative sample of locations (at least one in each borough/district) utilising the existing 200+ DfT annual count programme (AADF) locations and 53 fixed cycle monitor counters across the county, adding further counters in suitable new areas.
- A regular manual check of sites to assess cycling activity.
- Before/After assessment of sites where cycling measures have or will be implemented to understand if they are having an impact on cycling levels.
- Adopt as a working target the doubling of cycle stages (trips) in Essex from 2014 levels by 2025 at our monitored counter sites and on other key routes.
- Cycle parking usage and provision.
- Self-completion questionnaire surveys attached to bikes parked at railway stations to back up the online survey.
- Annual resident cycle surveys.
- Bikeability monitoring.
- Air quality monitoring.
- Monitoring the percentage cycling mode share in schools and companies that have an active Travel Plan in place.
- Monitoring the safety information as part of collisions and casualties recorded on the network.
- In addition to the above monitoring actions we will also include the monitoring of cycling levels as part of the transport monitoring programme and we will explore opportunities to develop proposals to meet identified needs in this strategy.
- Monitoring will also be carried out on an informal basis through continued dialogue with cyclists and other road users through local cycle forums, focus groups and stakeholder engagement.

To understand the impact of the strategy and the extent to which the actions are being achieved a series of performance indicators and targets need to be derived.

- A preliminary set of Performance Indicators are set out below and will be refined once baseline monitoring has been undertaken by the Cycle Champion and the Essex Cycling Steering Group (ECSG).

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- Double the number of cycling stages (trips) in Essex from 2014 levels by 2025 at our monitored counter sites and other key routes.
- Increase cycling mode share from 2011 levels by 2021 Census and reverse or halt the long term decline in cycling that was recorded between 2001 and 2011.
- Monitor participation rates as measured through the Active People Survey, which can allow comparison with other sports.
- Improve satisfaction of NHT survey results in relation to cycling.
- Reduce the number of cycling KSIs in Essex by 2020.
- Reduce the number of <3mile journeys carried out by car and transfer these to bicycle (Census 2021 results).
- Increase the number of school children cycling (travel plan results).
- Reduce cycle theft by 20%, particularly at rail stations (police data statistics).
- Review of usage and volume of cycle parking at railway stations/housing locations/workplaces using a trigger point of 75% usage to install further parking.
- Increase the number of cycling clubs and membership of these.
- Increase the number of qualified cycling coaches.
- Increase the number of cycle ride leaders.

**14% of adults in Essex cycled at least once a month in 2014/15.**

**This is equivalent to about 163,000 people.**

Source: Department for Transport, Local Area Walking and Cycling Statistics: England, 2014/15, July 2016.

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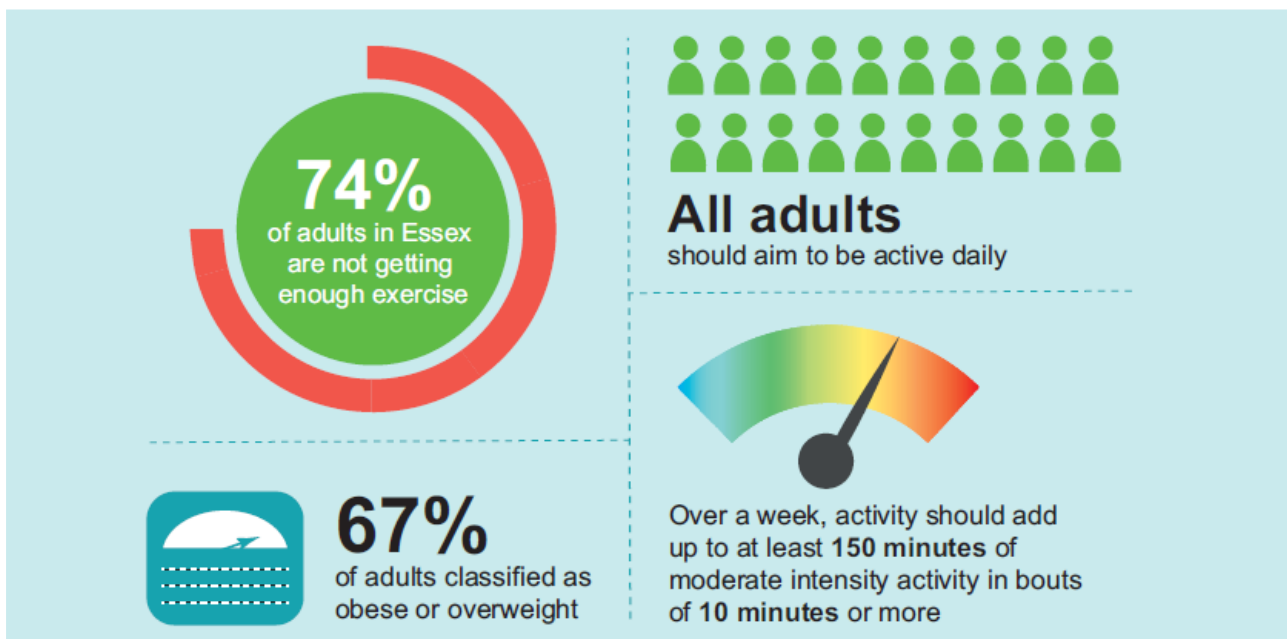
### QUESTIONNAIRE FOR APPLICANT CITIES AND REGIONS

**10. Are there any other initiatives that you would like to highlight, which demonstrate the city and/or region's commitment to the promotion of cycling in all its forms?**

#### Working with Public Health ;

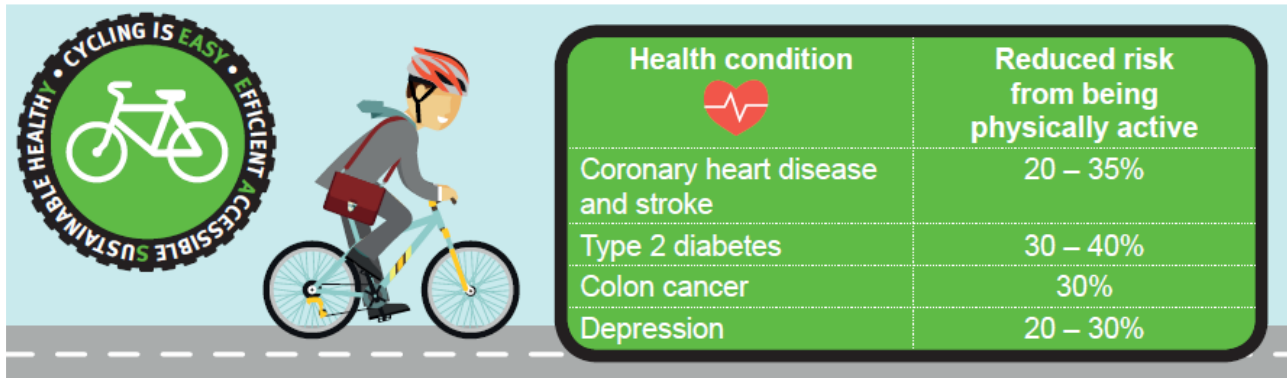
Cycling has a number of significant health benefits and ECC are working closely with Public Health to promote cycling and enable people to take exercise which results in health benefits. Evidence suggests that exercise (through cycling) increases productivity in school/work and a fifteen minute cycle ride, twice a day, would meet the Governments recommended minimum level of activity for adults (150 minutes, each week, of moderate to vigorous intensity physical activity). As a result Essex County Council is using the Essex Cycling Strategy to encourage people to incorporated cycling into thier lifestyles by commuting to work or riding to local shops/leisure facilities.

Below are some examples of recent social media infographics used to promote cycling and the health benefits.



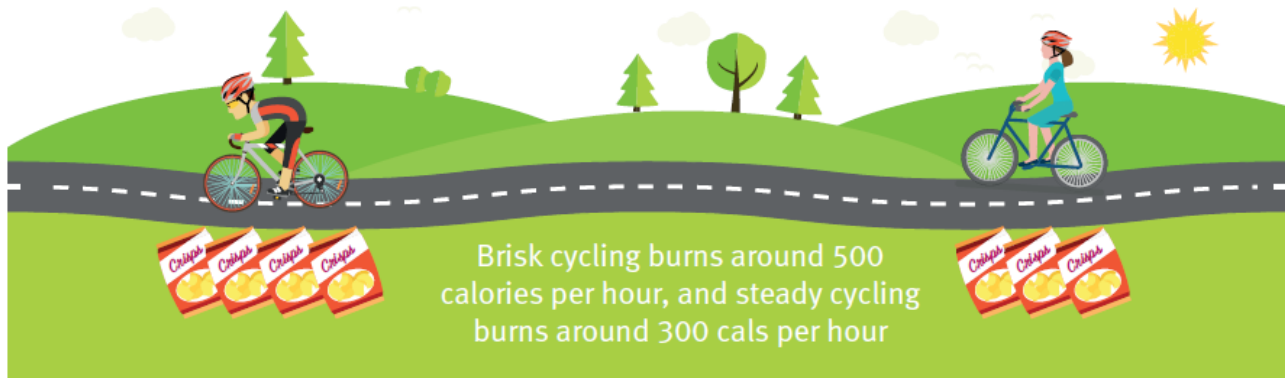
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#### Supporting local initiatives ;

Local initiatives are particularly effective at engaging with people on a personal level.

We commit to:

- Empowering the Boroughs/Districts in Essex to promote cycling locally.
- Supporting community providers/charities who are already developing/promoting cycling well.
- Supporting cycling clubs, groups and the volunteers that run them, by ensuring that:
- Cycling coaches are able to join Active Essex coaching support programmes and are eligible for coach education bursaries.
- Cycling clubs are supported to become accredited club mark accredited clubs.
- Ensuring that all urban areas have widely available and up-to-date cycle maps to promote the existing infrastructure.
- Assisting large employers and secondary schools to develop and maintain travel plans that incentivise cycling.
- Ensuring that all our major hospitals and council offices have travel plans that promote cycling as an attractive mode of transport to both staff and visitors.

ECC's support for local initiatives continues to ensure that people are encouraged to cycle by other local cyclists, and are provided with the practical advice and support that they need to be confident to use their bicycles on a regular basis.

#### Continental standard cycling facilities and 'Quietways'

Cycling infrastructure options have expanded rapidly since 2012, with a new generation of continental standard facilities being rolled out in towns and cities across the country. These facilities represent a huge improvement on previous provision and have been seen to lead to significant increases in cycling following their implementation. For our major routes on high-demand corridors which serve important trip attractors, we will include continental standard segregated facilities, where appropriate.