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Appendices: Summary tables, Infrastructure proposals
We are experiencing a cycling renaissance in South Yorkshire, in common with the rest of the country. The second stage of the Tour de France made its way through South Yorkshire in July 2014 and ended in Sheffield, bringing huge crowds onto the streets. Already we are seeing a boom in recreational cycling and a steady increase in the number of people cycling to school and to work.

The Local Enterprise Partnership and the Combined Authority recognise the role that cycling can play in achieving their shared objectives. A more attractive cycling environment will help deliver the Strategic Economic Plan by supporting the transport needs of those trying to enter employment, by creating a healthier workforce, reducing congestion and attracting inward investors to locations with strong environmental credentials and a high quality of life.

We are ambitious and aim to increase the mode share of cycling to 10% of all journeys by 2025 and to 25% by 2050. We are confident this can be achieved - sustained investment in infrastructure and behaviour change initiatives in the area has led to a 22% increase in cycling in just four years. You can read about the steps we have taken later in this report.

This Action Plan supports the Cycle Yorkshire regional legacy strategy which aims to build on the huge success of the Tour de France Grand Depart and embed a cycling culture. We will do this by investing in high quality cycling infrastructure, training, publicity, customised behaviour change projects and mass participation events. These measures will reach the whole population and will be carefully targeted at children, families, novices, commuters, sports and recreational cyclists. The plan will help to realise the full range of health, transport and economic benefits.

We recognise the importance of effective leadership and strong partnerships. We will work closely with cycle user groups and local stakeholders to ensure that our investment is delivered effectively.

With government support, we plan to deliver a coherent and attractive cycle network around which we can deliver our bold vision.
Our vision for cycling

Our vision for 2025 is that South Yorkshire will have a thriving cycling culture. It will be a place where cycling is a natural travel choice for everyday short journeys and become a premier destination for cycle sport, leisure and tourism.

Businesses will benefit from increased productivity, healthier workers, extended labour markets and reduced traffic congestion. Residents will benefit from improved air quality, safer streets, and faster, more reliable journey times. The tourism sector will benefit from an attractive, cyclist friendly offer for families, visitors and local cycling clubs. Children and families will benefit from safer routes to school, healthier lifestyles and better opportunities to play and share quality time together. Everyone will benefit from safer streets, and in the longer term, active travellers can expect to live longer, healthier lives.

We aim to increase the mode share of cycling to 10% of all journeys by 2025 and to 25% by 2050. In particular we will promote more cycling to work, to school and to college and achieve an overall reduction in the rate of cycle collisions.

We will do this by creating a safe and attractive environment for cycling, and encouraging children and new cyclists through tailored training and engagement programmes. We will ensure that cyclists have all the information they need to make safe and convenient door to door journeys, making use of public transport where necessary. We will inspire a new generation of sports cyclists by offering entry-level rides on traffic-free routes, mass participation events and elite cycling events. In addition we will ensure that we have the right policies in place to ‘cycle proof’ new roads and developments, and offer tailored training to those planning for cycling.
“When you said you would deliver the grandest Grand Depart it was the truth, you have raised the bar for all future hosts of the Tour de France”

Christian Prudhomme, Tour de France Race Director 2014

It was a momentous year for cycling in 2014. The first two days of the Tour de France were hosted in Yorkshire with Stage Two ending in Sheffield. An estimated 3.5M people lined the route, contributing to amazing television coverage transmitted across the globe.

The immediate impact was huge with 429,000 people cycling to the event and 52% of all spectators saying they felt inspired to cycle more often. A third of spectators have already increased their levels of cycling and it is calculated that the event attracted £102M into the regional economy. The first ever cultural festival to accompany the Tour de France was delivered over the preceding 100 days with many amazing artistic events across the region attracting over 800,000 participants.

A legacy for everyone

As part of the bid to secure the Grand Depart, the organisers committed to a ten year legacy programme to promote cycling. A unique partnership of local authorities, cycling organisations and other stakeholders agreed to deliver a five point plan under the Cycle Yorkshire banner. Some of the outcomes so far include an education pack for schools, Slow Tour of Yorkshire day rides to attract novice cyclists and a Bike Library network enabling every child to have access to a bike, whatever their circumstances. South Yorkshire has its own Legacy group which meets regularly and ensures that the strategy is taken forward.
Benefits for all

Economy
Making cycling more attractive for short journeys reduces congestion and carbon emissions, improves air quality and journey time reliability. It improves access to employment for those who don’t have access to a car and saves people money, giving them more disposable income. It also provides a punctual, healthier and more productive workforce, reducing absenteeism by up to 20%. Local businesses can flourish when cycling increases, exemplified by the recent boom in the number of bike shops, cafés, bike hire and recycling and training outlets.

Health
Cycling is one of the most accessible and cost-effective ways of incorporating physical activity into everyday lives, for example for the journey to work, local shopping trips, visiting family and friends, or the school run. Cycling has enormous potential to improve physical and mental health and reduce health inequalities. Regular cyclists have a significantly lower risk of cardiovascular disease, type two diabetes, high blood pressure, obesity and a variety of cancers. More walking and cycling could save roughly £17 Billion in health care costs over 20 years.

Environment
Vehicle emissions are the principal source of air pollution; and a switch to cycling is one of the most effective ways of improving local air quality and meeting longer term climate change targets. A safe and attractive environment for cyclists and pedestrians is an important part of community life and can present a highly attractive image to visitors and inward investors. What’s more, reduced traffic levels and safer roads will help to reduce traffic casualty rates and improve feelings of safety: fear of traffic is the greatest deterrent to people taking up cycling or cycling more often.
Building on success

Our efforts to promote cycling are working…

Recent data shows that there has been significant growth in cycling with a near 30% increase in numbers of cyclists in the principal urban areas of South Yorkshire over the last seven years (see table on page 7). Growth has been even stronger in Sheffield where cycle commuting journeys have increased by 80% in ten years. Local projects, some funded with local public health and Department for Transport support, have helped us to learn what works best whilst delivering impressive results.

50,000 people took part in British Cycling Sky Ride events, contributing to an 85% increase in recreational cycling in 2013.

Cycling is becoming safer: the number of cycle collisions has remained level despite a 40% increase in cycling since 2003.

Cycleboost has engaged with over 11,000 employees and local residents by providing Dr Bike check up and repairs, cycle training, route advice and free loan of a bike.

The Trans Pennine Trail is a multi-user recreational path which forms part of the National Cycle Network. There was a 7% increase in usage of the Network nationally in 2013 with 187,000 cyclists using the Trail in South Yorkshire spending £1.15m.

Sustrans is working with 120 schools where cycling levels trebled in 2014. Roughly 10% of pupils now report they usually cycle to school.

Approximately 5000 children now receive Bikeability cycle training every year.
Case Studies

Some people who have benefitted from CycleBoost*...

Joseph Canetti
Sheffield
“I hadn’t cycled in 52 years. It was quite difficult at first but I soon got back into it, and within six to eight weeks I was cycling on the roads. I’ve made lots of friends. I feel much fitter and happy again.”

Cristina Lopez Moreno
Sheffield
“I can’t emphasise enough how much Cycleboost* has changed my attitude to cycling. I went from couch potato to bike fiend in two weeks. I now commute by bike nearly every day!”

Tom Spencer
Barnsley
“The scheme has given me an opportunity to go out riding with my family. I haven’t ridden for about 10 years. It’s a brilliant scheme and only takes about half an hour to sign up which I was able to do in my lunch break.”

Trish Wood
Doncaster
“My husband and I loaned bikes through the CycleBoost* scheme and it gave us an activity we could both do together. I lost weight, really enjoyed it and the scheme was straightforward to take part in. I would recommend it to anyone.”

Craig Burns
Rotherham
“I didn’t cycle before and I wanted to try an electric bike before I bought one. My health and fitness has improved as a result. I’ve lost two stone, saved over £50 on travel costs each month and I’m also doing my bit for the environment.”

Joseph Canetti
Sheffield
“I hadn’t cycled in 52 years. It was quite difficult at first but I soon got back into it, and within six to eight weeks I was cycling on the roads. I’ve made lots of friends. I feel much fitter and happy again.”

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*Cycleboost is a free three-part cycling support service for residents and employees aimed at first time cyclists. Participants can loan a customised bike for up to four weeks supported with training in riding safely and basic bike maintenance. Usage is recorded online and the bike is available to buy on completion of the trial period.
“We need to get the whole of Britain cycling, not just healthy people or sporty young males, but people of all ages and backgrounds, in urban and rural areas”

Get Britain Cycling Report

Our journey patterns are similar to most developed countries and yet we have a distinct over-reliance on the private car. Journeys of less than five miles comprise two thirds of all journeys made in Britain. Yet more than half (55%) are made by car compared with just 2% made by bike. Many people own a bike, but of the 12.8 million adults who own and ride one, just 1.2 million ride to work regularly.

Research from several sustainable travel towns shows that on average, nearly half of all car trips within the towns could be replaced by sustainable travel modes subject to better information and awareness. People are swayed in their travel choice by strong misperceptions about relative travel times for different modes of travel and lack information about the alternatives.

Over 90% of residents commute within the Sheffield City Region. Despite travel patterns becoming increasingly complex and scattered, 70% of those employed in South Yorkshire work within the district where they live. Half of all journeys to work are less than 5 miles, and within the urban areas the potential for cycling is even greater; for example half of all journeys in Rotherham are less than 2 miles. Over one third of people surveyed in the target areas for sustainable transport investment considered they were ‘the type of person who would ride a bicycle’ if conditions were right.

Many cities have successfully transformed their cycling culture, and some have done so in a very short space of time. New York doubled cycle use within four years, and despite its hot climate, Seville managed a ten-fold increase in just three years, reaching 60,000 daily cycle journeys by 2010.
This action plan takes a broad view of cycling

Our vision recognises that there are many reasons why people choose to ride a bike: a means of day to day transport, a positive health intervention, a sport and leisure activity, or as part of their job. Cycling is also a growing sector of the local economy in its own right.

There are four high level objectives this plan aims to achieve:

1. Realise the economic potential of cycling
2. Improve health and reducing health inequalities by introducing cycling into everyday life
3. Improve cyclists’ safety and feeling of safety
4. Provide leadership and partnership to deliver an increase in cycling

These objectives support the goals of the South Yorkshire Local Transport Strategy. Investment in cycling is one of the few interventions that deliver benefits for all of our goals and ambitions.

The interventions which follow are grouped under the themes of improved infrastructure; engagement activities; training & publicity and leadership & partnership. They are based on an understanding of what works, derived from evidence, local project outcomes and the extensive knowledge of our project partners.

Overlap with other strategies:

- Sheffield City Region Strategic Economic Plan
- Sheffield City Region Transport Strategy
- Cycle Yorkshire – realising the legacy of the Tour de France.
- Move More (and other local public health strategies)
- Sheffield Outdoor Capital City of the UK
- Peak District National Park Cycling Strategy and Action Plan
Meeting our objectives

Creating a cycling culture requires that we achieve a step change in cycling, making cycling a natural travel choice for different types of journeys across all age groups and communities. Learning from other towns and cities, from our own work and current trends, we aim to meet our objectives in the following ways:

Realising the economic potential of cycling:
1. Prioritise new cycling infrastructure along congested commuter routes
2. Make cycling a viable alternative for the school run, especially in congested areas
3. Promote cycle tourism and major cycling events
4. Offer seamless door to door journeys by integrating cycling with public transport
5. Create safe, vibrant retail spaces, easily accessible to cyclists

Improving health and reducing health inequalities:
1. Promote cycling in workplaces and at schools
2. Support bike recycling schemes and bike libraries to help extend cycle ownership
3. Reduce car use and make cycling attractive in air pollution hotspots
4. Introduce cycling to the least active, especially in ‘hard to reach’ communities
5. Address cycle parking needs in areas of high housing density

Improve cyclists’ safety and perceptions of safety:
1. Build segregated cycling facilities and safe crossings along busy roads
2. Introduce lower speed limits in residential areas, in urban centres and close to schools
3. Provide cycle training at schools and as part of cycle loan schemes
4. Launch cycle safety campaigns aimed at cyclists and drivers
5. Improve maintenance and signage, particularly along routes shared with vehicles

Provide leadership and partnership:
1. Nurture and support cycling champions to lead the cycling action plan
2. Present cycling as an integral part of the city region ‘brand’
3. Provide professional training for transport planners and engineers
4. Ensure local policies are joined up to promote cycling
5. Work closely with stakeholders and local community groups
Local cycle networks are already being developed in each of the urban areas. A wider network will help prioritise investment and demonstrate that South Yorkshire is a great place to cycle. This schematic plan shows the routes which are likely to generate greatest usage by linking areas of population with the main employment and service centres, public transport interchanges and popular cycling destinations. Links are also required with neighbouring urban centres and long distance cycle routes. An evaluation of prioritised schemes which could be delivered in the short and mid term is being prepared by Sustrans and will be ready in Summer 2015.
Infrastructure

Cycle routes
We aim to install full segregation on busy traffic routes in urban areas, and where this is not possible we will introduce wider cycle lanes clearly separated from traffic. More priority for cyclists will be introduced at major junctions. We will create 20mph zones in residential areas and create a network of safe routes to schools which are compatible with Bikeability Level 2 training standards. The impact of changes on all road users will be considered as schemes are developed.

We will also investigate the best opportunities to deliver routes away from traffic and through green spaces which can attract new cyclists and families. This will be achieved with full consideration for pedestrians and other path users. Lower speed limits will be reviewed along rural roads which are popular leisure routes or which form important links in the network.

Cycle Parking
We will review cycle parking needs in the main urban centres and work closely with our partners to improve facilities at important trip destinations such as rail stations, universities/colleges, schools and employment sites. We also recognise the importance of providing secure bike storage in flats, on estates and in other areas of high housing density where secure communal storage or other customised solutions may be needed.

Cycle Hubs
Cycle Hubs will be developed which offer bike hire, secure parking, repair services, changing facilities and information where there is proven demand and interest from partners such as rail operators, shopping centres and universities. We will learn from successful operations such as the award winning Bike Hub at the Sheffield Railway Station and mobile facilities being developed in other areas.

“Our streets, roads and local communities need to become places for people, where cycling and walking are safe and normal”
Get Britain Cycling Report, 2011
Public Spaces
City centres, vehicle restricted areas and new developments will need to accommodate through cycle journeys where possible. High standards of urban design, cycle parking and signage will ensure that public spaces are attractive and offer a welcome to responsible cyclists whilst protecting pedestrian amenity.

Signage
Clearer signage will be installed to reflect the extent of the developing cycle network, in particular to potential users (car drivers) and will offer clear information about journey times as well as distance. Cycle counters, visible to cyclists and drivers, can provide a strong marketing message along busy corridors and cycle routes.

Integration with public transport
The cycle network will provide safe and direct access to all key rail interchanges. We will work with partners and public transport operators to investigate opportunities for bike carriage as new vehicle fleets are purchased. We will facilitate hubs at rail stations in urban centres and close to major employment sites, and develop secure covered parking at minor stations and principal tram stops.

Road design and route maintenance
We will liaise with the Highways Agency on the government’s proposals to ‘cycle-proof’ the Strategic Road Network. New developments will be audited to ensure that access roads and site layouts encourage cycle access and all highway maintenance programmes will review opportunities to improve facilities for cyclists. Maintenance of the strategic cycle network will be planned into future capital programmes.
Engagement

Travel behaviour patterns are established early in life and are most easily challenged when major life changes occur, for example when moving school, going to college, moving house, changing job or taking retirement.

Activities which promote cycling need to be carefully tailored to different ages and population groups and should adapt to peoples’ readiness for change, offering practical cycling opportunities as far as possible.

Schools and Further Education
A package of work will include:
• Cycling engagement projects, supporting local champions to inspire a culture shift within the school community
• Cycle training for children and family members
• Annual school cycling challenge
• Investing in minor safety improvements and cycle parking

We will continue to work in partnership with our universities, who have had great success in implementing their travel plans.

Workplaces and Jobseekers
We will work with employers to extend our successful CycleBoost scheme. This includes bike loan, training, route advice, and the option to purchase the loan bike. We will extend the scheme to areas of high unemployment where residents are keen to access new employment opportunities. An annual workplace challenge will encourage employees to compete within large employment sites and with other workplaces.

Bike Libraries
We recognise that not everyone can afford a new bike and that cycle ownership rates are lower in more deprived areas. We will support the Cycle Yorkshire ‘Bike Library’ scheme and build upon existing bike recycling schemes.

Leisure and sport
South Yorkshire has a range of established cycle sport facilities and we will provide bikes, equipment and training to encourage more use. We will continue our partnership with British Cycling to develop Sky Rides, and a network of coaches and volunteer ride leaders will develop community cycling clubs.

We will promote short day rides to visitors and those new to cycling, building on initiatives such as the ‘Slow Tour of Yorkshire’. These rides will vary in distance and difficulty, linking with public transport where possible.
Training and promotion

Infrastructure solutions work best when combined with education, training and promotion

Bikeability is the national ‘cycling proficiency scheme for the 21st century’. Three levels of training are offered to cover basic balance skills through to planning and making journeys on busy roads. Roughly one third of South Yorkshire children receive Bikeability training every year and we aim to double this by 2020. We will also ensure that adults who are new or returning to cycling are offered and incentivised to take up Bikeability as part of CycleBoost and other schemes.

We will draw on the experience of the Safer Roads Partnership to raise awareness of cyclists’ safety with car drivers and cyclists, for example by providing cycle awareness training to freight and bus drivers.

We welcome the government’s proposal to review the current legislative framework for road traffic offences and penalties. As a partnership, we will continue to lobby for regulation that improves the safety of vulnerable road users and seek to influence driver training standards.

Our promotional work will build upon the successful ‘In-motion’ brand. We will continue to develop and manage websites, journey planners, social media campaigns, cycle network maps and other promotional literature.

“Half of children and parents agree they cycle more after Bikeability training”

Cycling England 2010

SOUTH YORKSHIRE CYCLING ACTION PLAN
Leadership and partnership

“There is a need to work across organisational boundaries to promote personal and public health and reduce the costs of physical inactivity, particularly among older people and women.”

Department for Transport 2014

The All Party Parliamentary Cycling Group’s report “Get Britain Cycling” identified senior political and executive commitment as essential to achieving growth in cycling. This is reiterated in the government’s Cycling Delivery Plan which highlights leadership as one of the pre-requisites for entering into a partnership with government.

Each of the South Yorkshire districts will appoint a senior officer or member as a cycle champion to ensure that the Cycling Action Plan is properly funded and taken forward. A steering group will be established to monitor progress and coordinate activities. This will take full account of other economic, health and outdoor strategies set out earlier in this report.

We will review and update any policies and design standards which relate to cycling, particularly those which can influence the design and location of new housing, employment sites, schools and hospitals. We will provide appropriate training for relevant design and planning staff and work with our consultancy teams to achieve the highest design standards.

We will ensure that strong local partnerships continue with relevant organisations through a process of consultation, regular communication, and where practicable, joint decision making and project delivery. Once this action plan is approved for publication, all key stakeholders will be consulted, seeking their commitment to a shared vision for cycling.
Targets and outcomes

If cycle use increases to 10% of all journeys by 2025 and then 25% by 2050, the overall benefits would be worth £248bn, yielding annual benefits in 2050 worth £42bn in today’s money.

Cycling and the Economy Report 2015

In line with the Get Britain Cycling Report, we have an ambitious aim to achieve 10% of all trips by cycle by 2025. This represents at least a quadrupling of current levels. To help track our progress and ensure that we are reaching our broader objectives we have set the following targets:

a) Quadruple the level of cycling to work in South Yorkshire by 2021
   (Current level is 1.5% in 2011 census)

b) 10% of all secondary school pupils cycling to school by 2025
   (Current estimate is 1-2% based on last school census data 2010)

c) Double the proportion of primary school pupils achieving Level 2 Bikeability before they leave school by 2020
   (Currently about 5000 pupils trained every year)

d) For the annual rate of cycling casualties to be below the national rate for England for the next 10 years

We will also set project specific targets for our work in schools, in workplaces and wider communities.

Monitoring and evaluation will be vital for the effective management of different projects and promotional messages. More investment will be required in automatic cycle counters and wider surveys. Schools and businesses should be encouraged to report progress with their travel plans.

Bicycle Account

Sustrans is currently working with a number of UK cities to establish a common data set to help measure and publicise progress towards targets. We are keen to learn from this project and adopt its recommendations. One common theme from Copenhagen and other cities which have successfully promoted cycling is the importance of measuring changes in residents’ attitudes. Useful indicators which could be included in future resident and visitor surveys include:

- awareness of local cycling facilities
- satisfaction with cycling facilities
- perception of safety
- potential for change; and
- general support for investment in cycling
Funding and value for money

We aim to spend a minimum of £10 per head of population each year and make a step change in cycling.

This equates to a budget of at least £13 Million across South Yorkshire. We expect to raise a substantial local contribution from the following sources and match any funding made available through the government’s Cycling Delivery Plan, once more details are confirmed.

- South Yorkshire Transport Plan
- Sheffield City Region Growth Fund
- Local authority public health budgets
- Highway maintenance budgets
- Community infrastructure levy
- European structural funding
- Contributions from partners, for example universities and rail operators
- Grants via third sector organisations, for example landfill tax and lottery awards

Measures to increase cycling can contribute to a wide range of social, economic and environmental objectives at a relatively low cost. Economic appraisal has shown high benefit cost ratios (BCR’s) for investments in cycling, largely through congestion and health savings. Investment in the Cycling Demonstration Towns led to a 27% increase in cycling in just three years generating health benefits alone of £2.50 for every £1 spent. Area wide investment in the London Cycle Network led to a return of approximately 4:1.

These results are not limited to capital projects. An evidence review for Bristol City Council concluded that small scale, local interventions can deliver even higher BCR’s, averaging 19:1. An appraisal of Sustrans’ personalised travel planning programme showed high economic benefits from reduced congestion, reduced absenteeism and increased physical activity with a BCR of nearly 8:1.18

We currently spend about £2.50 per head of population on cycling initiatives in South Yorkshire. Sheffield City Region (SCR) has set out a clear aspiration for investing in cycling infrastructure as part of its Strategic Economic Plan. We recently asked Government for £11m to support sustainable transport alongside the transformational SCR Investment Fund. Whilst we were unable to achieve the full level of funding as part of the first Growth Deal, we are determined to secure devolved funding and to deliver cycling proposals as part of an Integrated Infrastructure Plan.
## Next steps

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<td>1. Agree role and appoint Cycling Champion in each authority</td>
<td>5. Establish clear set of baseline data and monitoring framework</td>
<td>9. Prepare route network plans for the main urban areas</td>
<td>14. Prepare funding bids</td>
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<td>2. Publish and disseminate Cycling Action Plan</td>
<td>6. Agree common cycling design standards (existing standards elsewhere may suffice)</td>
<td>10. Provide training and resources for design teams/consultants</td>
<td>15. Influence emerging investment strategies</td>
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<td>3. Establish membership and terms for partnership steering group</td>
<td>7. Review cycle parking, ‘Safer by Design’, urban design and other planning guidance</td>
<td>11. Agree share of funding for walking and cycling from community infrastructure levy</td>
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<td>4. Submit expression of interest for partnership with DfT and Cycling Ambition Grant process</td>
<td>8. Implement process for cycle proofing new developments and new transport infrastructure</td>
<td>12. Agree budgets and detailed work programme</td>
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<td>13. Review and update Cycling Action Plan</td>
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“Our vision for 2025 is that South Yorkshire will have a thriving cycling culture. It will be a place where cycling is a natural travel choice for everyday short journeys and become a premier destination for cycle sport, leisure and tourism.”
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Acknowledgements
South Yorkshire PTE
Sheffield City Council
Doncaster Metropolitan Borough Council
Rotherham Metropolitan Borough Council
Barnsley Metropolitan Borough Council
British Cycling
CTC
Local cycling groups
The Peak District National Park Authority
Creative Sheffield
Trans Pennine Trail
About Sustrans

Sustrans makes smarter travel choices possible, desirable and inevitable. We’re a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

It’s time we all began making smarter travel choices. Make your move and support Sustrans today.

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