Cycling Charter
Action Plan
The vision of the Cycling Charter is to realise the full potential of cycling’s contribution to the health and wealth of the West Midlands – creating more sustainable suburbs, towns and cities that are healthier, safer and more desirable places to live, work and learn.

We want to raise levels of cycling across the region to 5% of all trips by 2023. This represents a 400% increase in cycling journeys from the 1% baseline.

This ten-year aim of the Cycling Charter is just the start. By 2033, we want to raise cycling to 10% of all trips, making cycling a commonplace travel choice for journeys to work, school and leisure.

This Cycling Charter Action Plan (CCAP) sets out specific, strategic, and targeted actions that will help realise the vision and aims of the Charter. The activities will be delivered by the Cycling Charter Steering Group through collaborative working (Appendix 1). Delivery of these actions will be achieved through regular communication and engagement with the members of the Cycling Charter Steering Group and other stakeholders, utilising skills and expertise and fostering a Combined Authority approach where cycling schemes and programmes are aligned, cross boundary and delivered as a group effort.

The aims of the Cycling Charter support the priorities of the Strategic Economic Plan of the West Midland Combined Authority including, housing, public health and social inclusion. While the Cycling Charter was developed through transport, the actions identified in this plan will be delivered through a cross sector approach, partnering with public health, housing and others when appropriate to ensure interventions achieve the desired behaviour change and cycling is normalised in the region. This is a new way of working for greatest impact with objectives that are cross cutting.

The Cycling Charter also supports the aims of Movement for Growth Strategic Transport Plan and its associated 2026 Delivery Plan, including policies on improving connections through sustainable travel, improving air quality and increasing physical activity.

This plan will be reviewed on an annual basis to ensure that identified activities and schemes are up to date and continue to be relevant.

This Action Plan specifically aims to increase the levels of cycling across the West Midlands however links to walking are also included where possible. We acknowledge that not everyone will choose to cycle or have the ability to do so. Many actions within this plan can help increase walking levels, which have also been in decline in the region since the 1970s.
Summary of Cycling Charter Action Plan

**Leadership and profile**

**Action 1:** We will continue to engage with the Mayor and Local Councillors and foster the development of local Champions and cycling ambassadors to help raise the profile of cycling and active travel and to influence decisions on funding.

**Action 2:** We will work with stakeholders to ensure cycling is included in their strategic and policy frameworks by providing technical support and a strong evidence base.

**Action 3:** We will raise the profile of cycling by hosting larger events in the West Midlands and build on the legacy of the 2022 Commonwealth Games.

**Cycling network**

**Action 4:** We will develop West Midlands Cycle Design Guidance.

**Action 5:** We will continue building the physical network and we will ensure new and existing infrastructure are well maintained.

**Action 6:** We will improve provisions for cycling and walking at public transport interchanges to provide better choices to combine modes of travel.

**Action 7:** We will develop a West Midlands Bikeshare Scheme.

**Promotion and encouraging cycling**

**Action 8:** We will develop a customer based approach to promote cycling through behaviour change that addresses motivations, barriers and attitudes with coordination across sectors.

**Action 9:** We will work with partners and stakeholders to develop a robust plan for resilience that includes cycling and walking.

**Action 10:** We will continue to work with local authority staff, West Midlands Police, West Midlands Fire Service, Safer Travel Officers, Police Crime Commissioner, the freight industry and public transport operators to improve safety on roads for vulnerable users including people including pedestrians or cyclists.

**Action 11:** We will work with West Midlands Police, British Transport Police and other stakeholders to reduce cycle crime.

**Funding**

**Action 12:** Working with our partners and stakeholders, we will use a coordinated approach to bid for funding.
Theme 1: Leadership and profile

Why is this important? Effective and high profile leadership has acted as a catalyst for change in cycling provisions in places such as London, Nottingham and West Yorkshire, and will be the key to delivering an increase in cycling across the West Midlands. Leadership and political support provide a strong driving force to advocate to both local and central government for implementation of improvements to cycling and walking provisions by committing funding and resources.

Who will we work with on this? We will start at the top. We will work with the Mayor of the West Midlands, West Midlands Local Councillors, Local Authority staff and other stakeholders to normalise cycling and to provide resources for schemes. Enhancing provisions for cycling and active travel will contribute towards "Building a healthier, happier, better connected and more prosperous West Midlands".

Action 1: We will continue to work with the Mayor and Local Councillors to help raise the profile of cycling and active travel to influence decisions on funding and delivery of high quality schemes.

Our progress: We communicate with the Mayor and local councillors on the need for improvement in cycling provisions and the impact of the schemes already delivered. Mayor Andy Street has committed to supercharging cycling and walking in his Renewal Plan for the West Midlands. This includes a commitment to raising the levels of cycling to 5% of all journeys by seeking funding to increase to £10 per person to improve routes and to promote cycling.

Our plan: We will continue to raise the profile of cycling to our local leaders through regular communication and engagement. We will make the case to Councillors across the West Midlands for a Combined Authority approach to delivery of schemes, for example through implementation of the West Midlands Cycle Design Guidance and delivery of region-wide schemes such as West Midlands Bikeshare.

We will work with local leadership including the Mayor to identify local champions who will help raise the profile of cycling through engagement with the public, local businesses and leaders. Champions will be able to take the lead to showcase cycling improvements across the region through presenting briefs on progress, and planning events such as led rides and site visits along new routes.

As the mayor is engaged with a number of priorities, we will use the opportunity to raise the profile of cycling as a benefit to the aims of the Strategic Economic Plan in other areas including development and housing. This will further encourage cross sector approaches to delivery of other actions in this plan.

The impact: With devolution, local governments will be able to make decisions and manage the delivery of local transport plans and other strategies. With clear leadership and a strong vision for cycling and active travel in the region, our leaders will be able to transform the West Midlands into a region where cycling and walking is part of daily life.
**Action 2:** We will work with stakeholders to ensure cycling is included in their strategic and policy frameworks by providing technical support and a strong evidence base.

**Our progress:** Local transport strategies now include improvements to cycling and walking provisions. The Black Country Cycling and Walking Strategy provides a framework for transforming the area connecting people and places through active travel. Birmingham Cycle Revolution, as part of the Birmingham Connected strategy has been successfully delivering improvements to cycling routes for several years. An updated Cycling and Walking Strategy will be introduced in Solihull within the Solihull Connected transport plan to help with a local vision and articulating priorities.

**Our plan:** There is a well-established body of evidence on the positive impact of cycling and active travel on public health, the environment and the transport system. This information and data is vital to make the economic and business case to prioritise delivery of schemes and increase the amount of funding. Currently however, there is no central repository of information where this can be accessed. We will work with TfWM's Customer Insight and Policy Teams to develop a database where information can be easily accessed. We will also work with organisations such as Urban Transport Group with expertise on collating research. TfWM Customer Insight Teams can help to fill the gap in the data, particularly in market research.

In order to raise the level of cycling to the Cycling Charter’s 5% target, local strategies and delivery plans will need to prioritise reallocating physical road space as well as increasing the current level funding towards improvements in cycling provisions by raising cycling as a mode with equal footing as other motorised transport.

We will continue to engage with stakeholders including developers of large scale projects such as residential and commercial centres, as well as within transport (Metro, Sprint and HS2) to ensure that cycling and walking are essential in their overall development framework. This includes participation in consultations and providing support for cycle proofing routes and local links to mitigate severances during and post construction.

Local Enterprise Partnerships provide direction to strategic local transport planning and funding. We will provide technical support through the best practice and evidence base demonstrating the long term environmental, health, economic and air quality benefits to help make the business case that active travel is good investment.

We will also work with stakeholders in other sectors such as housing and public health, to include active travel in their strategic frameworks and implementation plans as viable options for people to include for daily active living and social inclusion.

There will be continued inclusion of the voluntary sector including Cycling UK, Sustrans, Bike West Midlands Network and Living Streets, who engage and work directly with residents to ensure that strategies and approaches are aligned.

**The impact:** We will see provisions and funding for cycling and active travel integrated into policy and normalised into planning and developments. There will be a recognition at all levels of the positive impact of cycling to the local economy and public health including reductions in inequalities, air quality and congestion on the road networks.
Action 3: We will raise the profile of cycling by hosting larger events in the West Midlands and build on the legacy of the 2022 Commonwealth Games.

Our progress: In 2017, the West Midlands hosted the first ever closed road cycle sportive event, VeloBirmingham. The 15,000 participants were able to cycle 100 miles of closed roads through Birmingham, Sandwell, Dudley, Staffordshire and Worcestershire. The event was successful with £2m raised for local and national charities and is reconfirmed to take place in 2018.

Large sport events regularly take place in the region including the Great Birmingham Run, and the British Cycling National Circuit Championship hosted in Birmingham City Centre. In partnership with British Cycling, Birmingham and Coventry have also hosted City Rides, a family event whereby people can ride on a section of roads closed to traffic.

Our plan: With Birmingham bidding for the 2022 Commonwealth Games, there is an opportunity to further raise the profile of cycling and build a legacy similar to that in Glasgow. Along with the VeloBirmingham currently planned, we will look for other larger cycling events to be hosted in the region such as the national race series across the cycling disciplines (road, BMX, mountain bike, and cyclocross) delivered by British Cycling. The Cycling Charter Steering Group will support local authorities to prepare business cases and bids to host these events in the region in 2019-20.

The Cycling Charter Steering Group members will also work with Birmingham City Council, the organisers of VeloBirmingham and constituent Local Authorities on developing local community festivals during the event to build on the excitement observed in 2017. We will also support with event partners to grow the event in the region to that similar to Prudential RideLondon which includes family events, and a professional race.

Larger sport and cycling events inspire people to take up more physical activity including cycling. Whether it’s seeing a professional cyclist racing in their home town, or taking on the challenge of a sportive, these events put cycling in the spotlight. This supports the aims of WMCA’s On the Move Physical Activity Framework to increase the levels of physical activity in the region as well as supporting its aim to encourage sporting events in the region.

There is also a large economic impact of hosting large events through increased tourism, local spending, creation of jobs and employment opportunities.

Hosting larger cycling events can build a legacy in the region to transform it into a true cycling destination, where cycling as a part of transport, physical activity, and sport also contributes to the economy and builds on the culture of the region.
**Theme 2: Cycling network**

**Why is this important?** Cycling and walking are the start and end of every journey including longer journeys that are combined with other transport modes. Streets that link to the wider transport network enable people to easily walk or cycle from their front door to their destination. We need significant changes in the planning, design and maintenance of the West Midlands transport network and streets if we are to significantly increase cycling and walking levels.

This will require an approach based on current best practice in design of cycling provisions. With 57% of journeys crossing at least one administrative boundary, there is a need for the cycling network to be designed using a joined up, consistent approach for both on and off road routes to offer a range of choices to different types of cyclists.

**Who will we work with on this?** We will look to achieve a high quality cycling network through a cross sector approach, engaging with public health, housing as well as transport to ensure the network is designed and planned for the beginning, middle and end of each journey.

With Transport for West Midlands (TfWM) providing coordination, we will work with local engineers, planners and Local Authority officers to ensure that the Key Route Network is designed with the principles of best practice: safety, directness, coherence, attractiveness and comfort. We will work with Canal and River Trust and Sustrans to help improve access and links to the existing canal towpaths and National Cycle Routes. We will engage and consult with different user groups to ensure that the routes are designed for access of all users of different abilities. We will also work with transport developers including HS2, Midland Metro Alliance and Sprint to ensure cycling is integrated with other modes of travel.

The cycling network also needs to include the beginning and destination of journeys. We will engage with housing, retail and business developers as well as other landowners to ensure that spaces are constructed that enable cycling and walking to and from sites and provide accessible and safer links to the cycle network.

Planning needs consultation with the people who will be using the network. We will continue to engage with community groups, and the voluntary sector including, Bike West Midlands Network, Sustrans and Cycling UK during the network development process.

**Our progress:** To date, the West Midlands has seen an increase in cycling provision including the Managing Short Trips programme in the Black Country which included towpath improvements, as well as the installation of Cycle Hubs at four rail stations and other cycle parking improvements. Birmingham Cycle Revolution (BCR) has developed quiet routes as well as delivered improvements in tow path routes. In Solihull, Lode Lane has been improved as well as a Toucan junction crossing installed at Dog Kennel Lane.

Significant progress has also been made with implementing road safety measures through 20 mile per hour (20mph) zones in the region. Birmingham City Council have engaged with schools and promoted the Slower is Safer campaign. Coventry City Centre is also a designated 20mph zone and other areas have also introduced or piloted areas with these lower speed limits.

In 2017, the Strategic Network for Cycling was adopted by the Strategic Transport Officers Group (STOG) and the West Midlands Combined Authority Board which identifies key corridors important for cycling in the region. Moving forward, the members of the Cycling Charter Steering Group will focus on building these corridors within the constituent Local Authorities. We will also engage with neighbouring areas when appropriate to ensure consistency in cross boundary routes.

**The impact:** There will be an increase in the number of high quality, accessible routes across the West Midlands, making it more attractive for people of all ages and abilities. A higher level of safer routes, including junctions, will also reduce the number of cyclists Killed or Seriously Injured (KSI). The overall impact will be that residents will see cycling as part of their daily living whether for leisure or commuting.
Canal towpath in Smethwick

70 stands at Dorridge Station

Cycle Hub at Stourbridge Junction

Pump and tools at Sutton Coldfield Station
Action 4: We will develop West Midlands Cycle Design Guidance.

The opportunity: The West Midlands Combined Authority strategic transport plan, Movement for Growth, identifies that local cycling networks will be designed using well respected cycle design guidance. While there are cycling design guides from Transport for London and Transport for Greater Manchester, a need was identified by the Cycling Charter Steering Group to develop West Midlands based guidance to help with design for the unique challenges in the region, including the variation of urban landscapes and topography. The document will need to include resources and solutions for local engineers to design high quality cycling routes in the West Midlands where there can be constraints in physical space as well as integration with other transport modes including cars, lorries and public transport.

Our progress: A draft of the West Midlands Cycle Design Guidance was developed by the Cycling Charter Steering Group which also includes a supplement on light rail. This was achieved through consultation with the members of the Cycling Charter Steering Group, as well as with Sprint and Metro Alliance teams to provide input and feedback. The document will be presented to the WMCA Board later in 2017 for wider adoption on the Key Route Network and future plans.

The West Midlands Cycle Design Guidance includes best practice on dimensions, surface specification of cycling routes, cycle parking and integration with public transport such as trams.

Our plan: The aim is to have the guidance adopted by the members of the Cycling Charter Steering Group and the WMCA as a key document used by engineers in the West Midlands to ensure high quality cycle infrastructure design. We will also work with developers on using the guidance for cycle proofing – to ensure links to local cycling and walking networks aren’t severed and that existing provisions are improved to best practice.

Once the West Midlands Cycle Design Guidance is finalised, a consistent approach to high quality design will be achieved by delivering training on their use to local authority planning and highway engineers, design staff, and local champions and stakeholders. A tendering process will be used to procure the training provider to ensure that learning objectives and outcomes are met including an understanding on the use of the guidance as well as the motivation and understanding of benefits of including cycling provisions within designs of other transport or development schemes.

Mechanism will be put in place for training and updates to the guidance becomes an ongoing process. This will ensure that our political ambition is matched by our technical leadership and ability.

Action 5: We will continue building the physical network and we will ensure new and existing infrastructure are well maintained.

The opportunity: The Strategic Cycle Network defines key corridors for cycling within the region and we will prioritise development of these corridors. This includes construction of routes of high quality as well as linking opportunities for multimodal travel through improved access at stations and cycle parking. The Strategic Network will make cycling more accessible including to groups who are currently more under-represented among people who cycle.

Department of Transport have included Local Cycling and Walking Infrastructure Plans (LCWIPs) as part of CWIS (Cycling and Walking Investment Strategy) as a long term approach (e.g. ten year plans) to identify improvements that can be made to cycling and walking provisions at the local level. The LCWIP will set out guidance for local and combined authorities to planning cycling and walking routes and networks to help people connect to work, education, leisure or retail sites via active travel. It will explain the steps that are needed for planning as well as the range of tools such as the Propensity to Cycle Tool (PCT) that can be used to develop schemes.
Our plan: TfWM and the 7 constituent local authorities were successful in receiving financial support from Department for Transport to develop LCWIPs. The output will be a robust and realistic short and longer term (3, 5, and 10 years) delivery plan, the Strategic Cycle Network Priority Plan, for improvements to priority corridors including Key Route Network and local links. We will use data such as Propensity to Cycling, health and census data in order to understand areas of greatest need when prioritising locations for new provisions within these corridors. The Sustrans Active Travel Toolbox will also provide added information for developing the network. Business cases for these routes, as well as other potential new corridors will be prepared to support of in future bids for funding.

With the aim of improving the link between people, place and movement, we will work with local planners, developers of business parks, schools, retail, housing and transport to ensure that their sites and public spaces link up to existing networks and provide provisions for cycling and walking such as suitable and secure parking, safer routes through the site and suitable signposting. We will also seek to improve provisions of filtered permeability in residential areas, for example, with the use of bollards and road restrictions in support of the 20 mile per hour speed limit in the region. This work can provide the basis of a holistic approach to future streetscape design similar to the Healthy Streets for London. We will encourage the adoption of the best practice within the West Midlands Cycle Design Guidance with these stakeholders within designs.

We will also work with Sustrans and Canal and River Trust to link the Strategic Cycle Network with the canal towpaths and National Cycle Network. Where sites are near or adjacent to these we will work with both organisations and other stakeholders (e.g. Highways England) to improve access to those areas improving both physical access but also working together to develop comprehensive, integrated signage and information provision.

The impact: We will see an increase in the number of kilometres of segregated and accessible cycleways across the region. There will be safer routes, separate from motorised traffic making cycling safer and more accessible to all ages and abilities, including for those with special needs who use trikes and recumbent cycles. There will be a network of cross-boundary corridors linking up key destinations across the region and providing opportunities to combine active travel with other public transport modes.
Action 6: We will improve provisions for cycling and walking at public transport interchanges to provide better choices to combine modes of travel.

The opportunity: Cycling in combination with public transport offers a great opportunity to increase the number of cycling trips, particularly in hilly areas or less urban areas of the region where longer cycling journeys are more challenging. Over 65% of the UK population live within two miles of a mainline railway station, and the majority of households within the West Midlands are within 400m of a regular bus service. Currently, most stations in the region are at full capacity for car parking. Cycling has a very reliable journey time that is largely unaffected by congestion, which will raise the perception of convenience of this mode for shorter trips.

Industry leading train operating companies have long recognised that promoting cycling and rail is a great way to increase passenger numbers, and providing secure cycle parking at stations is much more cost effective than providing additional car parking.

The West Midlands will see significant increase in new development in housing as well as transport. While these will bring new opportunities in employment as well as economic growth for the region, their construction will also require network resilience to ensure seamless travel and reduce disruption for residents. Public transport along with cycling and walking play a significant role in network resilience.

Our progress: Over the last 3 years, there have been improvements to cycle parking at rail stations including the installation of four cycle hubs at Longbridge, Selly Oak, Stourbridge and Rowley Regis. We have recently increased cycle parking at several rail stations which also included additional features such as public cycle pumps at Sutton Coldfield station. Most Metro stops have Sheffield stands covered by CCTV.

Our plan: TfWM will continue to work with train and bus operators, Metro Alliance and Local Authorities to fund and promote improvements to secure cycle parking, station access as well as cycles on-carriage policies. We will also look to develop local links to rail stations to ensure safer routes, including high quality information and signage.

A new rail franchise will be operating in the West Midlands, starting December 2017. West Midlands Trains Ltd (a joint venture between Abellio, East Japan Railway Company and Mitsui & Co Ltd) have committed to the delivery of 2,500 new cycle parking spaces across the rail network. This presents an opportunity to work with the TOC to introduce or improve secure cycle parking, on carriage policies and the West Midlands bikeshare scheme.

The impact: We will see a decrease in congestion around city centres and key destinations. The pressure for car parking spaces will lessen in and around public transport interchanges. In time this will reduce the need to increase the number of car parking spaces at park and rides.
Action 7: We will develop a West Midlands Bikeshare Scheme.

Our progress: Bikeshare supports the aims of the Cycling Charter to raise the levels of cycling by addressing the barrier of bike ownership and will provide added value to existing and planned improvements in cycle routes.

TfWM are currently coordinating a network wide bikeshare scheme with the 7 constituent Local Authorities. The ambition is to develop a region wide approach to cycle hire that is integrated with the West Midlands transport network, including through integration with the Swift payment system. Integration with the wider transport network will maximise sponsorship opportunities, provide greater opportunities for multi-modal journeys and a higher quality customer experience. A specification outlining these needs has been drafted with the request for tender being released later in 2017.

Our plan: We aspire to implement bikeshare facilities at major public transport hubs as well as at key trip generators and in close proximity to new high quality cycling infrastructure in the West Midlands. The scheme will potentially pilot this approach in Birmingham and Wolverhampton city centres with an aim to expand to other areas.

To ensure increased accessibility and address some of the challenging topography in the West Midlands, the potential of electric bikes will be evaluated. The different financial and operational models will be reviewed to determine the optimum solution for the West Midlands. We will assess the capital and revenue financial contributions needed through private-sector sponsorship and other commercial opportunities for the scheme to be minimal cost, optimally zero cost, to the constituent local authorities. Currently, the Swift Smartcard is used as the system for payment on public transport and we will look to integrate bikeshare payments on this system and through other innovative commercial opportunities such as Mobility as a Service (MaaS).

The impact: A regional bikeshare scheme will improve access to bicycles for first and last mile journeys, providing a true multi-modal experience for residents and visitors. It will also provide opportunities for leisure cycling, as well as support wider goals of increasing physical activity and improving social inclusion and equity for cycling. It will positively increase cycling levels by reducing barriers of bike ownership and access.
Theme 3: Promoting and encouraging

Why is this important? The co-ordinated delivery of high quality behaviour change programmes will play a significant role in increasing cycling across the West Midlands. There will be a need to coordinate a strategy for promotion of cycling as well as delivery of specific schemes that address barriers and changing behaviour. This includes looking at attitudes and perceptions towards transport, cycling, physical activity and sense of safety while cycling. This will require a customer based approach looking at different populations including more economically deprived, and those with health inequalities. Collaboration on shared objectives gives greater value for money as it makes use of expertise and avoids duplication of efforts. Resources can be pooled while delivering a consistent message across the region.

Who will we work with on this? Stakeholders involved in promotion of cycling include disseminators, who share and spread information about cycling and delivery partners working with Transport for West Midlands and the local authorities.

Our progress: Over the past five years the Smart Network, Smarter Choices programme, delivered a range of cycling support. Thanks to funding from Local Sustainable Transport Fund (LSTF) Over 25,000 people across the West Midlands took part in the following activities:

- National Standards Cycle Training up to Level 3
- Maintenance training
- Route planning
- Led rides
- Cycle instructor training
- Lorry and bus driver cyclist awareness training

As a way to address the barrier to bike ownership, the Bostin Bikes programme offered 268 low cost bicycles to residents of the Black Country. The scheme had a positive impact with approximately 60% of participants continuing to use their bikes for transport or leisure. Big Birmingham Bikes, provided 4,000 bikes for individuals and communities and a supporting package of training, activities and information. The scheme, part of Birmingham Cycle Revolution, continues to see success and is currently being expanded.

Action 8: We will develop a customer based approach to promote cycling through behaviour change that addresses motivations, barriers and attitudes with coordination across sectors.

The opportunity: There is no silver bullet that will help achieve the step change in cycling levels in the region whether for transport or physical activity. The West Midlands has high levels of obesity, particularly amongst children, and around one quarter of adults do less than 30 minutes of moderate physical activity each week. People who are more elderly, lower socio-economic positions or unemployment, and people with disabilities or long term health conditions are populations with lower physical activity levels and health inequalities. Cycling and walking either as transport or for leisure are easy ways to increase physical activity.

Poor air quality in the West Midlands is also a major public health burden and is responsible for 2,000 – 2,400 attributable deaths across the West Midlands per year. As a result of air quality problems Birmingham is required to implement a Clean Air Zone and other targeted action is required across the wider West Midlands

In the areas where we are most concerned about public exposure to outdoor air pollution, road transport is by far the biggest contributor. For this reason our worst air pollution problems can be found on our busy roads and urban centres. Given that 41% of journeys under 2 miles in the West Midlands are made by car and cycling accounts for just 1-2% of commuter trips, there is considerable scope to improve air quality and its impact on health through increased levels of cycling.

Our plan: A range of interventions need to be delivered through a cross sector approach (e.g. transport, health and air quality) that address the attitudes and barriers to cycling. An approach that is based on behaviour change that targets specific populations and will be developed in partnership with public health officers, employers and education.

There is currently a gap in market research and a lack of understanding of the attitudes and barriers to cycling of the residents in the West Midlands.
# Cycling Charter Stakeholders

## Public

| Individuals (not in communities) | Local bloggers etc | Independent advocates with access and influence |

## Communities

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<tr>
<th>OAP groups</th>
<th>Disability Groups</th>
<th>Community centres</th>
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<tbody>
<tr>
<td>Play groups/nurseries</td>
<td>Other sport/fitness groups</td>
<td>Places of Worship</td>
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<tr>
<td>Leisure Centres</td>
<td>Emergency services</td>
<td>Job Centres</td>
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<td>TfWM Youth Forum</td>
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## Walking

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<th>Local walking groups</th>
<th>Friends of parks</th>
<th>Disability forum</th>
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<tr>
<td>Local access/rights of way forums</td>
<td>Parks and Access Teams</td>
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## Cycling

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<th>Frequent Cyclist</th>
<th>Accessible/disability cycling</th>
<th>Bike shops/cycle hubs</th>
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<tbody>
<tr>
<td>Bike It! Instructors</td>
<td>Cycling UK</td>
<td>Cycle Challenge Organisers</td>
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<td>British Cycling</td>
<td>Sustrans</td>
<td>Activity Tsar</td>
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<td>Cycling Officers</td>
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## Transport

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<thead>
<tr>
<th>Bus station/rail station staff</th>
<th>Bus/public transport user groups</th>
<th>Freight Forum</th>
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<tbody>
<tr>
<td>Bus Drivers</td>
<td>Taxi groups/taxi forums</td>
<td>Local transport businesses haulage etc</td>
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<td>Network Rail</td>
<td>Canals &amp; Rivers Trust</td>
<td>Operators</td>
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<td>TOCs</td>
<td>Community Transport</td>
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## Cycling Charter Stakeholders

### Media

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<tr>
<th>Media Type</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Cycling Media (Magazines, Websites etc)</td>
<td>Social Media and influential users, e.g. B’ham Cycling Revolution</td>
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<tr>
<td>Newspapers</td>
<td>Radio</td>
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<td>Press Officers</td>
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### Businesses

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<tr>
<th>Category</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Major employers on routes</td>
<td>Cycle hire schemes</td>
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<tr>
<td>&amp; in town/city centres</td>
<td>Entrepreneurs</td>
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<td>Shops &amp; shopping centres</td>
<td>Large venues/major trip generators</td>
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<td>Chamber of Commerce</td>
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<td>Business Improvement Districts</td>
<td>LEPs</td>
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<td>Cycle shops</td>
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<tr>
<td>Regional Marketing/Tourism</td>
<td>Community champions</td>
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### Government

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<th>Category</th>
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<tbody>
<tr>
<td>MPs</td>
<td>Councillors and Mayor of the West Midlands</td>
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<td>Peers</td>
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<td>MEP’s</td>
<td>Police</td>
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<td>Highways officers/engineers</td>
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<td>Rights of way officers</td>
<td>Traffic Wardens</td>
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<td>Road Safety Partnerships</td>
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<td>The Black Country Consortium</td>
<td>Planning and Regeneration Teams</td>
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<td>Black Country Core Strategy</td>
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### Health & Education

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<th>Category</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td>Universities</td>
<td>Local academics with relevant research/expertise</td>
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<td></td>
<td>Dr’s surgeries</td>
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<tr>
<td>Schools: governors &amp; Heads</td>
<td>Mental Health groups e.g. Mind</td>
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<td></td>
<td>Hospitals</td>
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<td>Directors of Public Health</td>
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Quarterly customer satisfaction surveys on provisions for transport are conducted by TfWM Customer Insight Team. Bike Life, a report prepared by Sustans, provides data on the residents of Birmingham on attitudes and perceptions on the cycling provisions in the area. We will conduct market research through focus groups, surveys and interviews to gain better understanding of the types of interventions that would be suitable to increase levels. A Cyclist User Profile will be developed through this research to help inform future campaigns.

With a better understanding of the target audience, a suite of resources will be developed that will address the barriers to cycling. This can include developing a suitable map base that clearly outlines cycling routes, personal travel planning, and signage and wayfinding. Focusing on a whole family approach to cycling training can also help encourage families to cycle together whether for leisure or school drop off. Bikeshare offers an opportunity to address the barrier of bike ownership.

National campaigns such as Bike to Work Week, Cycling UK’s Big Bike Revival and Bike Week as well as Sustrans Big Pedal can be used as springboards to initiate change. British Cycling also organise a significant number of community events (City Ride, Let’s Ride and Breeze). Cycling Projects deliver inclusive cycling opportunities in Birmingham, Solihull and Coventry. Other awareness days including World Car Free Day, and National Clean Air Day are other opportunities to promote both walking and cycling.

As the public face for TfWM, the Network West Midlands (NWM) website will continue to offer information to passengers on combining active travel and public transport. TfWM will work to increase the number of people cycling and walking to stations through ongoing improvements in the NWM journey planner as well as online promotion of the facilities on the network.

The impact: Through improved market research and effective behaviour change interventions we will help increase levels of cycling in the region. By using a coordinated approach and making use of existing expertise in promotion, the different barriers to cycling amongst those less likely to participate can be addressed more effectively. Cycling will become normalised within communities and we will see physical activity levels rise and air quality improve.

Action 9: We will work with partners and stakeholders to develop a robust plan for resilience that includes cycling and walking.

The West Midlands will experience extensive growth and development including the construction of HS2, Metro and Sprint. Resilience measures to manage the disruption that may occur during construction can include promotion of cycling and walking.

Our plan: A programme of work is currently being developed for resilience. We will support the work on resilience by engaging with businesses and education to encourage cycling and walking through travel planning, and signposting to resources and events. We will also engage with the developers to ensure that alternative routes are signposted and that lorry drivers linked to the construction have Safe Urban Driving training to ensure the safety of vulnerable road users.

The impact: We will see an increase in the number of people choosing cycling or walking for part or all of their journeys. This will not only ease congestion, but the impact will also be observed even after construction, as was observed in London, where people will choose active travel on a regular basis.
Action 10: We will continue to work with local authority staff, West Midlands Police, West Midlands Fire Service, Safer Travel Officers, Police Crime Commissioner, the freight industry and public transport operators to improve safety on roads for vulnerable users including people including pedestrians or cyclists.

The progress: Area wide 20mph speed limits are being implemented in Birmingham and smaller scale 20mph zones have been implemented across the West Midlands. A regional strategy on road safety is currently in development.

The Key Route Network identifies the 23 main routes for movement of people and freight moves across the metropolitan area, and provide connections to the national strategic road network. Baseline reports have been prepared that will inform future planning for the KRN. These reports include challenges to cyclists and pedestrians as users of these routes.

Our plan: We will address the barrier to perceived and actual sense of safety while cycling on local roads. Many people avoid cycling in areas where traffic speeds are high. While fully segregated routes are ideal for most cyclists, it is not feasible for links to the network or all side streets to have these facilities. We will ensure that cycling and walking are included in the West Midlands Combined Authority Road Safety Strategy. The Cycling Charter Steering Group will also look for ways to deliver speed awareness programmes, car dooring campaigns and other programmes to reduce speeds on our roads and decrease the number of Killed or Seriously Injured.

We will continue to support the West Midlands Police award-winning Close Pass Campaign. We will seek funding to collect near miss data from cyclists. This will help provide sites of interest for the Close Pass Campaign as well as inform where work on improving infrastructure is needed.

There will be engagement with local authority staff to ensure that cycling and active travel are included in road safety management plans. We will seek to improve the provisions for filtered permeability to help support the 20 mph zones.

The work of this Action Plan can help inform future planning for the KRN, through the SCN Priority Plan, and the West Midlands Cycle Design Guidance. The profile of cycling and walking will continue to be raised as users of the KRN.

The impact: With increased road safety measures, the number of Killed or Seriously Injured will decrease. Safer roads means more people will feel safer to cycle.
Action 11: We will work with West Midlands Police, British Transport Police and other stakeholders to reduce cycle crime.

The progress: TfWM continues to deliver its award winning five point Cycle Crime action plan focusing on 5 key areas of enforcement, engagement, education, environment and evaluation to combat cycle theft at stations. With a disappointing increase in cycle thefts nationally, cycle theft on the public transport network is at an all-time high, with Birmingham, Manchester and London regions the highest in the country - acting as a real barrier to cycling.

Our intelligence led operations, Love Your Bike sessions, free bike marking, CCTV security systems, online advice, subsidised D-locks, decoy tracker bikes and secure cycle hub parking are ongoing, and sustained investment, fresh interventions and partnership initiatives with British Transport Police and rail operators are continually required to keep cycle crime down.

Our plan: We will continue to work with our partners including train operating companies to develop and fund new initiatives. We will also continue to raise awareness to cyclists on keeping their pedal cycles secure through information on websites (e.g. Network West Midlands), social media and sign posting at cycle parking.

While the cycle crime action plan has focused on theft at cycle parking at stations and interchanges, initiatives to address preventing crime along the cycle network must also be developed. We will work with our partners including West Midlands Police and engage with communities to develop plans to keep our cycling and walking routes safe.

The impact: According the Stolen Bikes website, approximately 25% of people don’t cycle after their bike was stolen. Through effective interventions and collaborative working, we will continue to reduce crime levels to ensure that people will feel safe to leave their cycles at stations and to cycle along the network.
**Theme 4: Funding**

**The opportunity:** Funding for cycling improvements will be crucial if we are to meet our aspirations for cycling growth in the West Midlands and the aims of the Cycling Charter. The All Party Parliamentary Cycling Group (APPCG) recommend a spend of at least £10 per person across the country, which should be increased to £20 after the first decade. In his Renewal Plan for the West Midlands, the Mayor has committed to seeking funding to increase current levels of spending to £10 per person. It is estimated that average cycling spend per head in the West Midlands is currently circa 25 pence per head – raising this to £10 per head will provide significant support to the change required to deliver this Charter’s aims.

**Our progress:** The West Midlands has benefited from the delivery of schemes funded by Local Sustainable Transport Fund and Local Growth Fund. It should be noted that increasing levels of cycling is an ongoing process of investment. The network is never complete, as transport systems are continuously evolving and developing. Training schemes need to continually introduce new people to cycling and promotion also needs to evolve to reach different age groups and communities.
Action 12: Working with our partners and stakeholders, we will use a coordinated approach to bid for funding.

The progress: Managing Short Trips (MST2) has received £4.2M in funding from the Black Country Local Enterprise Partnership (BCLEP) to upgrade the canal towpaths between Birmingham and Wolverhampton. Birmingham Cycle Revolution work continues to be funded through the Cycle City Ambition Grant.

Greening the Grey is a programme of four complementary projects aimed at creating an interconnected network of green infrastructure and active travel across Solihull and the Greater Birmingham and Solihull Local Enterprise Partnership to be delivered 2018-2021. Provisional funding has been allocated to four access and wildlife sites including the A45 to Town Centre Cycle Scheme and UK Central Hub Cycle Links Scheme which total 23 km of new routes and £4.5m has been allocated through the National Productivity Investment Fund (NPIF) for 20 km of green routes and local links. An application has been submitted for European Regional Development Fund and the outcome will be announced later this year. Walsall Council has also received £4.3m to improve cycling and walking links through NPIF.

As part of future devolution deals, WMCA will continue seeking Government to support the West Midlands aim to increase investment in cycling to £10 per person per year to give a total ten year investment of £283m through cross-sector funding.

Our plan: The Strategic Cycle Network includes 274 km of routes. We will develop a priority plan to develop the Strategic Cycle Network and local links based on the work of the LCWIPs. Business cases will be outlined for these and we will engage with the Local Enterprise Partnerships to bid for future funding of the prioritised routes. We will ensure that when bidding for funding, both capital and revenue measures are included. Bids for funding will also include longer term needs, for example, maintenance of the infrastructure and ongoing costs for monitoring and evaluation.

We will also continue to scope out funding opportunities through transport, public health and air quality from central and local government. We will also work with our local leaders to help raise the profile of cycling and help increase spending on improving provisions and delivering programmes, particularly from large local investment schemes such as the Department for Transport Roads and Local Growth Fund to introduce measures that reduce congestion. Lessons can be learned by looking at the overall benefit and the costs of schemes delivered previously by the Local Sustainable Transport Fund. We can then look into developing the range of activities to meet the ambitions set out in the Cycling Charter.

Through the above work, we will also look to ensure that future developments include funding and planning towards cycling and walking provisions as part of enhancing public realm and developing streets that enable healthy active living and that integrate with the wider cycling network.

The impact: Residents of the West Midlands will see the development of high quality routes across the West Midlands with increased levels of funding to schemes. Cycle training will become more readily available for both adults and children to learn basic skills and to build the confidence needed to use cycling for both transport and leisure. In short, cycling and active travel will become a normal aspect of everyday living in the West Midlands.
Evaluating impact

Each of the actions listed above will include Key Performance Indicators (KPI) and a plan for monitoring and evaluating the impact. As many will be similar across the actions, they are summarised in this section.

The Government’s Cycling and Walking Investment Strategy identifies the following objectives for cycling by 2020:

- increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made
- reduce the rate of cyclists killed or seriously injured on England’s roads, measured as the number of fatalities and serious injuries per billion miles cycled

Additionally, there is the aim to double cycling activity as measured by the total number of cycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025. This will also include developing the evidence base between 2017-18.

The Cycling Charter has a challenging target of achieving 5% of all trips for work or education to be made by cycling by 2023. In order to track progress with achieving this target, it is essential that robust Monitoring and Evaluation plan is in place. This includes ensuring funding and resources for collecting the data for the metrics listed below and adapting as required.

Metropolitan wide KPIs will include:

Specific outcomes

- Mode share of cycling as part of transport from National Travel Survey*
- Percentage of people meeting who are inactive, during 1 x 30mins per week, 3 x 30 mins and meeting Government’s Health related benefit of 150mins per week via Sport England’s annual Active Lives Survey

Building the Network

<table>
<thead>
<tr>
<th>Metric</th>
<th>Source</th>
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<tbody>
<tr>
<td>Total Km of cycle routes (segregated / off road)</td>
<td>Reported by Councils</td>
</tr>
<tr>
<td>New km of cycle routes (segregated / off road)</td>
<td>Reported by Councils</td>
</tr>
<tr>
<td>Additional cycle parking spaces at public transport hubs</td>
<td>Reported by TfWM</td>
</tr>
<tr>
<td>Increased use of cycle parking spaces (percent occupancy)</td>
<td>Reported by TfWM</td>
</tr>
<tr>
<td>Number of new developments with cycle parking</td>
<td>Reported by Councils and TfWM</td>
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</tbody>
</table>
Promotion of Cycling

<table>
<thead>
<tr>
<th>Metric</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling trips / (via cycle counter data)*</td>
<td>Reported by Councils and TfWM</td>
</tr>
<tr>
<td>Customer satisfaction with cycling*</td>
<td>Reported by TfWM Customer Survey</td>
</tr>
<tr>
<td>Frequency of cycle trips amongst general population (Brand Value Tracking)</td>
<td>Reported by TfWM Customer Survey</td>
</tr>
<tr>
<td>User Satisfaction surveys</td>
<td>Reported by TfWM Customer Survey</td>
</tr>
<tr>
<td>Number of children receiving Bikeability training</td>
<td>Reported by Local Authorities</td>
</tr>
<tr>
<td>Number of Adults receiving Level 2 cycle training</td>
<td>Reported by Local Authorities and TfWM when offered</td>
</tr>
<tr>
<td>Satisfaction of those attending cycle training</td>
<td>Reported by Local Authorities and TfWM when offered</td>
</tr>
<tr>
<td>% of those attending cycle training reporting “I am now cycling more”</td>
<td>Reported by Local Authorities and TfWM when offered</td>
</tr>
<tr>
<td>Number of Killed or Seriously Injured in collisions</td>
<td>Reported by West Midlands Police</td>
</tr>
</tbody>
</table>

Funding

Monitoring and evaluation work will also look at secondary data such as National Travel Survey, Sports England’s Active Lives Survey, Census data, and MOSAIC. New programs of delivery will also be evaluated with specific criteria. This monitoring framework provides a basis for evaluations of specific programmes to understand the contribution that they are making to increase cycling. Annual reporting on the above KPIs will ensure that we are on track to increasing levels of cycling.

The KPIs will be reported to the Transport Delivery Committee on an Annual Basis and to WMCA governance boards on request.

- Annual Public Expenditure on cycling per person as calculated from total annual spend divided per person

*included in Movement for Growth KPIs
The West Midlands Cycling Charter has a clear vision to realise the potential of cycling as a form of healthy and sustainable transport in the West Midlands (over a 10 year period). There are clear targets for this aim: To raise levels of cycling to 5% of mode share across the West Midlands by 2023, a 400% increase and to keep levels growing to 10% by 2033. As part of Movement for Growth, cycling will also help address the challenges of the region including transport, public health and air quality. The aims of the Cycling Charter also support the aims of the WMCA Strategic Economic Plan.

Success of the charter will include:

- increased overall participation in cycling whether for exercise, leisure or commuting
- improved access to training and employment
- improved health and activity levels
- decreased car dependency
- places that attract employers and residents
- improved air quality

The above is dependent on: establishing a collaborative approach and working across the WMCA metropolitan area, leadership that supports cycling and walking, integrating cycling and walking across relevant strategies and generating new investment and funding. Finally, the success will also be dependent on effective delivery of this Action Plan to ensure high quality infrastructure is developed alongside delivery of soft measures that promote cycling and the network.

The action plan is a living document that will updated as progress is made to ensure that actions continue to be effective to achieve the targets laid out in the Charter and supports the vision for a happier, healthier, better connected and more prosperous West Midlands.

In closing
Appendix 1 - Cycling Charter Steering Group Members

- West Midlands Combined Authority
- Transport for West Midlands
- Birmingham City Council
- Coventry Council
- Cycling UK
- Dudley Metropolitan Borough Council
- Sandwell Metropolitan Borough Council
- Solihull Metropolitan Borough Council
- Sustrans
- Walsall Council
- City of Wolverhampton Council
- Public Health
- RoSPA
- Canal & River Trust
- Highways England
- British Cycling

Appendix 2 - List of Relevant Strategies

- Cycling and Walking Investment Strategy
- Movement for Growth: The West Midland Strategic Transport Plan
- Movement for Growth 2026 Delivery Plan for Transport
- West Midlands Cycling Charter
- Thrive West Midlands: An Action Plan to drive better mental health and wellbeing in the West Midlands
- WMCA Strategic Economic Plan
- Black Country Cycling and Walking Strategy
- Birmingham Connected
- Solihill Connected
- Midlands HS2 Growth Strategy
- On the Move Physical Activity Strategic Framework 2017-30
- Housing Strategy
- Commonwealth Games Transport Plan

Note: There are also emerging strategies for the WMCA including Road Safety, Air Quality, and Healthy Transport which include links to cycling and walking