



The  
**Derbyshire  
Cycling Plan**  
2016 - 2030



## Derbyshire: The Connected Cycling County

# Our Ambition

By **2030**, Derbyshire will be the most connected and integrated county for cycling in England, recognised as a world class cycling destination for all. More people of all ages and abilities will be cycling regularly for leisure, active travel, commuting and sport.

### How will we achieve this?

A whole-system approach to delivering this plan, working at every level; from the strategic level down and the community level up. To make a significant difference to cycling behaviour, a cross sector approach will see transport, economic development, tourism, housing, planning, sport, recreation, education and health working closely together.

High quality cycling facilities. Innovative, attractive and sustainable transport networks and a behaviour change approach to increase cycling across all areas of the city and county.





# More people cycling why is it important for Derbyshire?



**Improve health**



**Create and support economic growth**

**Improve air quality**

**Sustainable housing solutions**

**Increase awareness and care for the natural environment**



**Increase participation in sport**

**Develop tourism**

**Improve the environment**

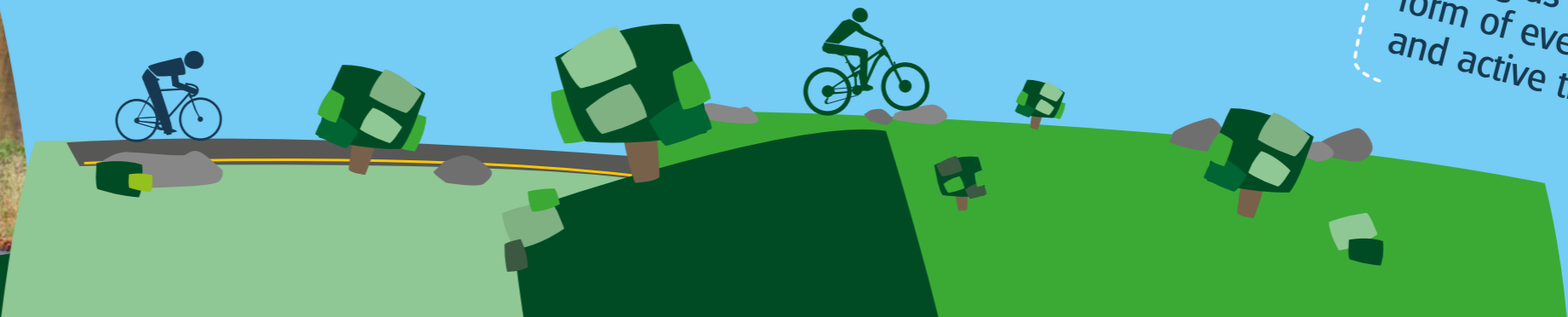
**Reduce absenteeism**  
**Reduce social exclusion**

**Reduce social exclusion**

**Reduce congestion**

**Reduce physical inactivity**

**Cycling as a sustainable form of everyday transport and active travel**



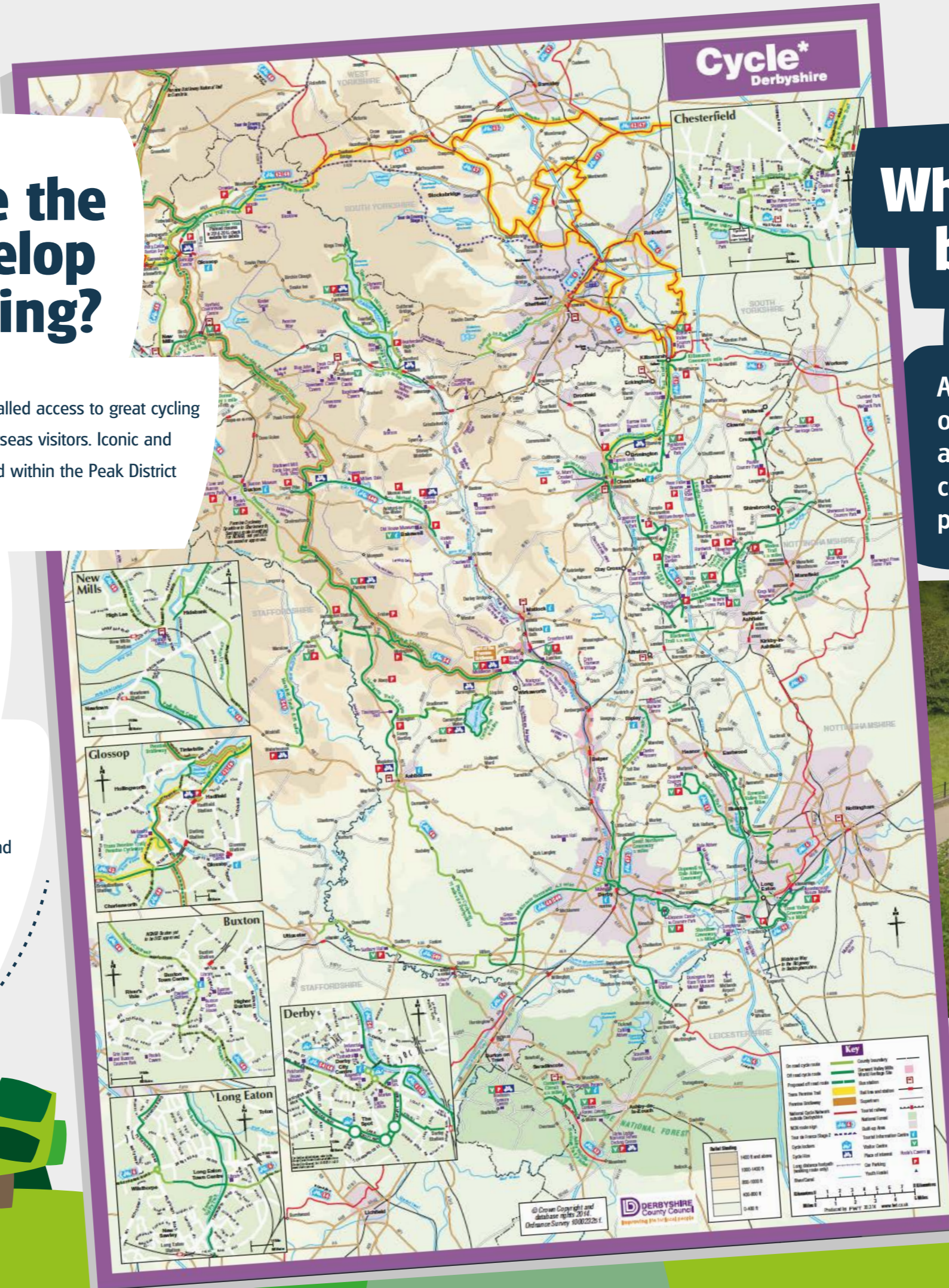


# Why is Derbyshire the best place to develop and invest in cycling?

Derbyshire is truly at the 'heart' of the country. There is unrivalled access to great cycling for local residents, over 16 million near neighbours, and overseas visitors. Iconic and accessible cycling destinations abound across Derbyshire and within the Peak District National Park, National Forest and the cycling city of Derby.

Events of international and local significance play a big part in the cycling culture. In recent years Derbyshire has welcomed the Tour de France and Tour of Britain, hosted the hugely successful Eroica, as well as regular cyclo sportives, cyclo cross, mountain biking and hill climb events.

This Cycling Plan demonstrates the commitment to cycling development shared between all partner organisations, from those strategically involved, to the hundreds of individuals and community level groups who have helped to shape it. We are working together to get more people cycling more often, and the future is very exciting.



# What do we mean by a 'connected' cycling county?

A cycling plan which is born out of connected thinking, planning and communicating will lead to more connected routes, places, information, people, opportunities...



Photograph Credit: Jim Dixon



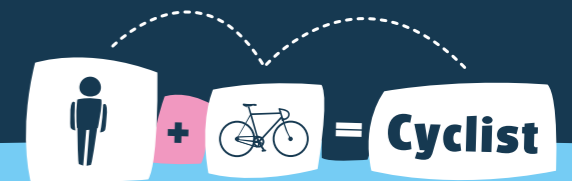
# Strategic Aims

- 1) Infrastructure Connectivity:** High quality connected routes, in all cycling environments, supporting all forms of cycling, creating and supporting economic growth.
- 2) Increased Participation:** Behaviour change approaches and targeted participation programmes at community level will support and enable more people to cycle, closing the gaps in participation and reducing health inequalities.
- 3) Effective Communication and Marketing:** Excellent, well connected marketing and communications for Derbyshire residents and visitors to the county, helping to change behaviour, increase confidence and get more people cycling regularly.
- 4) Advocacy:** Cross sector advocacy for policy change and implementation at the highest level.

## How will success be measured?

Target	Measure	Baseline	Target
Double the number of people cycling regularly by 2030.	Active People Survey <sup>i</sup>	<b>2013/14</b> 106,400	<b>2030</b> 212,800
50,000 women cycling regularly by 2030.	Active People Survey, women's Participation <sup>ii</sup>	<b>2013/14</b> 25,443	<b>2030</b> 50,000
Double the percentage of commuters travelling by bicycle as their main transport mode	Census data	<b>2011</b> Derby UA – 2.3% Derbyshire – 1.0%	<b>2031</b> Derby UA – 4.6% Derbyshire – 2.0%
Double the number of children age 5 – 16 regularly cycling to school.	East Midlands School Census data	<b>2014</b> Primary 1.66% (1275) Secondary 0.68% (475)	<b>2030</b> Primary 2500 Secondary 1000
Increase the contribution of cycling to the local economy.	To be developed.	Year 1 baseline to be established.	Growth target to be established.
£10 per head per year investment to get more people cycling.	Develop the measurement tool.	Year 1 baseline to be established.	£10 per head per year.





## How will this vision become reality?

The Derbyshire Cycling Plan has been developed by senior leaders from Derby, Derbyshire, the Peak District and The National Forest, and experts in the field of cycling and sport development<sup>iii</sup>. They have set out the vision and ambitions, and will deliver the strategic actions identified within this plan. Four delivery groups will lead the implementation for their area of expertise and measure progress against strategic actions. Delivery partners will help to make things happen at the local level.

The Plan will be adopted by all key partners through individual authorities' corporate plans, local spatial plans, and Local Transport Partnerships. It will complement and help to shape key strategies and policies now, and in the future<sup>iv</sup>. Shared actions will be prioritised within their own organisational business, travel plans and service plans. Cross sector policies will be written in ways that will contribute to the achievement of this vision. Large and small organisations from all sectors will be asked to become partners in the delivery of this plan, making a contribution to getting more people on bikes, and through their own travel plans and business plans.

## The challenge

For this plan to succeed, people across Derbyshire will need to seize the opportunity by bringing energy, dedication, creativity, skills and commitment to this vision. A 'whole-system' approach includes everyone from senior leaders and politicians, to small organisations, clubs, communities and businesses and schools.

## Monitoring and evaluation

Delivery of this Plan will be monitored by the Derbyshire Cycling Plan strategic group<sup>v</sup>, who will monitor progress against the Strategic Actions. Lead organisations have been appointed to steer a delivery group to facilitate each of the Strategic Aims, involving a wide range of relevant partners.

Progress will be reported annually against each of the success measures outlined above and shared with partners and the public.

## Guiding principles

We will work together to bring inward investment for identified priorities, through funding and sponsorship, ensuring that we align our work to the government Cycling and Walking Investment Strategy.

By working in partnership, we will ensure that we are working together on the things that will have the biggest impact on participation. Our work will be guided by data, insight and evidence.

We will apply a behaviour change approach to maximise the impact at key times (new housing developments, opening of new cycling routes) and during key life events (changing school, job, moving house).

We will close gaps in participation, striving for inclusion and diversity. We will seek to reduce gaps in participation by those who are less likely to cycle by virtue of their gender, age, ethnicity, socio economic status, disability or sexuality.

We will involve whole communities encouraging local action and involvement in getting more people cycling regularly.

We will encourage innovation and develop imaginative solutions. We will be prepared to take risks to achieve the vision.





**In order to deliver the vision  
a 'mobilisation' of Derbyshire is required  
to bring energy, dedication, creativity, skills  
and commitment to this vision.**

# Aim 1. Infrastructure and Connectivity

High quality infrastructure including connected routes in all cycling environments supporting all forms of cycling, creating and supporting economic growth.

## What will success look like?

Derbyshire residents and visitors will discover great opportunities for cycling with iconic facilities; from roads and parks, access to countryside, high quality trails, well-connected leisure routes and top class mountain biking, to the indoor cycling track at the Derby Arena. There will be high quality on and off road provision for residents to cycle from their home to work, school and across their communities.

Cycling will help to grow the economy through tourism, increased productivity, improved health, reduced absenteeism and reduced congestion. More people living in the city, towns and villages will enjoy high quality, easy to find, connected routes, with cycle parking easily accessible. As a result, more people will choose to cycle short journeys to undertake their everyday activities. This vision will see people feeling confident to ride on Derbyshire's roads.

Growth areas will plan in high quality environments for sustainable travel, and utilise planning gain to achieve this.

Developments and workplaces will provide high quality cycle facilities including safe, connected and attractive cycle environments as well as convenient, secure and sheltered cycle parking, lockers, showers, changing facilities, signage and other infrastructure to encourage and enable cycling.

In their leisure time, people will enjoy cycling on connected road, traffic free routes or more technical trails. These will all have a clear 'identity' and the latest technology will help cyclists plan their journey online before they leave home. This will develop to make it easier for cyclists to reserve places for their bikes on buses and trains, subsequently bringing them from all over the country to this amazing place.

Key transport destinations will have good cycle parking and bikes for hire, so that on arrival people can continue their local, active sustainable journey. The infrastructure will be high quality, well maintained, and well connected to the public transport infrastructure, which will welcome cyclists, and also encourage walking or other active pursuits.

'Cyclists Welcome Here' will be a commonplace sign, as there will be great cyclist friendly cafes, pubs, accommodation and shops, and high quality services to support cyclists on their journeys.





# Aim 1. Infrastructure and Connectivity

## Strategic actions

- 1 Ensure Derbyshire is well placed to attract external funding for cycling because of the clarity of this vision, and the prioritisation of schemes that close key gaps strategically and locally.
- 2 Produce digitised maps of the long term vision for the on and off road networks.
- 3 Develop and agree investment strategy and seek funding to deliver priorities, closing priority gaps in the infrastructure.
- 4 Develop detailed plans and agree priorities for development and improvement in all cycling environments, alongside the Local Transport Plan process.
- 5 Identify future funding streams and make joint approaches to secure funding to sustain the high quality infrastructure that is built.
- 6 Collective lobbying of government to ensure that funding is made available for delivery of this plan through the government walking and cycling infrastructure strategy.
- 7 Ensure cycle proofing is embedded in design of future infrastructure developments.
- 8 Ensure local partners prioritise local improvements and seek funding to close significant gaps at neighbourhood level.

## Who leads?

Derby City Council, Derbyshire County Council, under auspices of Joint Committee.  
Peak District National Park Authority, National Forest Company, Sustrans.

## Supported by

Local planning authorities (policy and development management), local cycling organisations.

## At community level:

Cycling communities and stakeholders will be needed to help identify the actions, take part in consultation around proposals, get involved with route maintenance, volunteering, talking to the planners and designers about what will work best.

Feedback on local development plans and other plans, for example HS2 and Highways England to ensure existing cycle provision is enhanced as part of new housing, employment, shopping, leisure, education, services, highway and other infrastructure or industrial developments.



# Aim 2. Participation

Behaviour change approaches and targeted participation programmes at community level will support and enable more people to cycle, closing the gaps in participation.

## What will success look like?

People of all ages and abilities will see cycling as a normal and convenient way to get around for short journeys. They will be encouraged to learn to ride, build confidence in riding on the roads, and gain easier access to bikes, cycling regularly for the health and other benefits that it brings.

Targeted behaviour change approaches will be used, alongside confidence building and participation programmes, which achieve greatest change.

Parents, educational establishments, service providers, and employers will promote cycling positively. They will help people to access bikes, understand the cycling opportunities available to them, learn to ride confidently and cycle regularly. This will increase the number of people cycling regularly for their everyday journeys.

People will choose to cycle as a form of healthy leisure activity in their spare time and will enter cycling events, challenging themselves, their friends and family. Those who enjoy competition will enjoy a rich and varied competition offer in Derbyshire, across all disciplines of the sport, and the talented will be supported to achieve great things. Successful cyclists from Derbyshire will be celebrated, helping to cement our identity as a cycling county. This will, in turn, encourage people of all ages to take up cycling.

The cycling 'workforce' across public, private and voluntary sectors will be high quality, and sufficient to meet the needs of people who want to cycle at all levels, for travel or leisure purposes.



## Strategic actions

- 1 Develop a cycling participation plan for Derbyshire and seek investment to deliver it.
- 2 Communicate a clear cycling 'journey' from learning to ride to exploring and becoming confident on a bike and cycling regularly for active travel, leisure and sport.
- 3 Use targeted behaviour change approaches and remove barriers to cycling to encourage and support more people to cycle regularly, particularly those on lower incomes, women and children.
- 4 Promote key messages to encourage journeys of less than five miles to be taken by bike.
- 5 Develop partnerships and seek funding to increase women and girls' participation in cycling through cycle training and programmes.
- 6 Develop partnerships and seek funding for training and support to double the number of young people who can ride a bike confidently, cycle regularly and cycle to school. Encourage every school to provide an annual programme of cycle training.
- 7 Increase the percentage of people who cycle to work, through partnerships with employers, personalised travel planning, one to one training and behaviour change approaches.
- 8 Develop partnerships and funding to use cycling as a way to reduce physical inactivity in areas with lowest levels of physical activity.
- 9 Support and work with cycling events of local and national significance, helping to create a vibrant and positive cycling culture for residents and visitors to Derbyshire. Ensure that events promote care and respect for the natural environment and local communities, and help to close key gaps in participation.
- 10 Develop the paid and volunteer workforce, and mobilise a grassroots movement for cycling participation.

## Who leads?

Derbyshire Sport, British Cycling, Sustrans.

## Supported by

Cross sector delivery partners; Local Authorities (leisure, parks and open spaces, countryside services, transport), School Sport Partnerships, cycling campaign groups, leisure facilities, clubs, schools, coaches, volunteers, community organisations and businesses.

## At community level:

The support of schools, clubs, businesses and other local organisations will be needed to offer cycle training to beginners and returners, promoting regular cycling to school, work and for local journeys. Parents will need to be supported to encourage their children to ride bikes from an early age, and support development to confident riding. Cycling Clubs and community groups will need to be supported to develop, and welcome cyclists at all levels, helping to close gaps in participation based on gender, ethnicity and socio-economic status.

Great bike shops and cafes will cater for riders of all ages and abilities, selling a good range of bikes, accessories and recycled bikes, organising training, group rides and events – helping to develop a cycling culture for all.

# Aim 3. Communication

Excellent, well connected marketing and communications for Derbyshire residents and visitors to the county, helping to change behaviour, increase confidence and get more people cycling regularly.

## What will success look like?

'Shared space' advertising and education campaigns will help to increase confidence, reduce fears and develop empathy between people when they are driving, riding bikes, scooters and horses and when they are on foot. Derbyshire will become known as the place which has achieved mutual respect and care both on and off road.

People who want to cycle in Derbyshire will easily find information on our connected routes and journeys, and cycling opportunities via mobile applications, online and print media. These will be clear, comprehensive and inclusive of all cycling environments. Mobile applications will show where bike hire, shops, accommodation and other services are, which will help cyclists to enjoy a high quality experience.

Digital technology and innovative marketing and communications, will ensure that the messages are individual and bespoke to the target market. Effective social marketing will help to bring about behaviour change.

National and local campaigns will effectively encourage behaviour change, helping people to overcome fears and barriers to cycling. Local people and groups will help to develop insight about what is needed and what would help more people to cycle.

Cycling will be celebrated - from the life changing stories of those who are fitter and healthier to the cycling champions who are helping to improve their communities. High quality cycling events, which promote respect and understanding of the environment and local communities, will be promoted to residents and visitors.

People will take part in cycling more regularly and visit Derbyshire more often because of the high quality cycling offer for all ages and abilities.

Employers and other organisations will promote cycling by publicising cycling opportunities and incentives as one of the actions in their respective Travel Plans.

## Strategic actions

- 1 Strategic commitment by delivery partners, to co-ordinate and collaborate the promotion of Derbyshire, the Peak District and National Forest as cycling destinations.
- 2 Establish an effective Cycling Marketing network, which works to deliver shared marketing priorities and maximises investment into Derbyshire.
- 3 Implement a marketing strategy for cycling in Derbyshire through the Cycling Marketing network. This strategy will segment the market effectively, ensuring that the messages are delivered effectively for residents, domestic and overseas visitors.

## Who leads?

Cycling Marketing Network<sup>vi</sup>.

## Supported by

Local cycling delivery partners, local businesses, local planning authorities (Policy and Development Management), cycling organisations, clubs, schools and campaign groups.



# Aim 4. Advocacy

Cross Sector advocacy for policy change at the highest level.

## What will success look like?

There will be strong leadership behind cycling in Derbyshire. Senior local government officers, cross party politicians, business leaders and high profile ambassadors will be committed to getting more people cycling, and will be lobbying for change at the national and local level. This includes planning, but also traffic laws, civil laws and taxation to make cycling the preferred option and financial incentives to encourage cycling.

Derbyshire's urban and rural places will be great for cycling. Urban centres, villages, housing developments and workplaces will offer spaces and facilities which inspire and enable people to cycle as a normal way to get around and viewed as more convenient than driving, especially for short journeys.

Public transport providers will be encouraged to accommodate people with bikes. Railway stations, transport hubs, park and rides, communities, workplaces, and schools will be encouraged to offer cycle parking, lockers, changing/shower facilities, promotional material, signage, financial and other incentives to inspire and enable more people to cycle.

Strategic partners and leaders will seek to bring cycling events of national and international status to Derbyshire. The economy of Derbyshire will be stronger because of the role that the cycling economy plays. The business community will also be supported to welcome and develop cycling participation by the local authorities and funding programmes.

Cycle hire will be on offer in town centres, urban centres of work, outdoor tourist destinations and places of learning to encourage people to cycle as a means of transport. A growing proportion of roads and junctions will have cycle provision in line with recognised design guidance. A culture of mutual respect will exist between people who cycle, walk and drive. This will be encouraged through education, road signs, campaigns and public information.



## Strategic actions

- 1 Cycling 'champions' will be identified throughout the system. They will act as ambassadors for the shared vision across all sectors, and help to make a bigger impact because of their position or personality. These will include politicians, business leaders and elite cyclists of all disciplines.
- 2 Senior leaders will lobby government on planning policy changes which encourage cycling and walking.
- 3 Senior leaders will lobby for better public transport provision and easier reservations for cycle carriage, particularly by rail.
- 4 Professionals working in Derbyshire will be knowledgeable about and supported to implement designs and plans which contribute to the vision of a connected cycling county, using planning gain effectively to achieve this.
- 5 Senior town planning, transport, highways and housing planners will design and improve urban and rural environments that encourage cycling and walking, helping to make an easier choice for people to be active.
- 6 Housing, business, shopping, leisure, service and other developments will plan in cycling and walking from the outset. This will include the adoption of Travel Plans where appropriate, and planning decisions will support proposals which achieve this. Building for life PLUS will be used to build in physical activity requirements.
- 7 Public Health teams will consider Health Impact Assessments. Health and planning will be working closely together, with cycling and walking as a high priority.

## Who leads?

Derbyshire Cycling Plan Strategic Group.  
Cycling Champions, public health organisations, local authorities (highways and planning, communities and leisure).

## Supported by

Public transport providers

## At community level:

Local people will be needed to support all organisations that are lobbying and campaigning for change. Derbyshire people will need to talk to their MP's and councillors to inform and educate them about local issues that affect cycling participation. Campaign and community groups will be needed to work together with organisations to identify the priority issues and take a collaborative approach to achieving a shared vision.





Designed By  
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## Appendices

i The proportion/number of adults (aged 16 and over) participating in at least one session of (the) sport, at any intensity, and for any duration, in the last 28 days. Active People Survey 8 (2013/14). Includes all forms of cycling BMX, MTB, Recreational, CX, BUT excludes cycling for travel purposes.

ii The proportion/number of women (aged 16 and over) participating in at least one session of (the) sport, at any intensity, and for any duration, in the last 28 days. Active People Survey 8 (2013/14). Includes all forms of cycling BMX, MTB, Recreational, CX, BUT excludes cycling for travel purposes.

iii Derby City Council, Derbyshire County Council, District Councils, University of Derby, British Cycling, Sustrans, Peak District National Park Authority, National Forest Company.

iv This Plan complements, and relies on the successful delivery of a number of key strategies across sectors.

National; British Cycling: Our Commitment, National Cycling Delivery Plan, Sport England Strategy 2012-17, Public Health Outcomes Framework 2013-2016 (Dept. Health), Healthy Lives, Healthy People (Dept. Health, 2010), Inspired by 2012: The legacy from the London 2012 Olympic and Paralympic Games (Cabinet Office, 2013), Creating a sporting habit for life – A new youth sport strategy (DCMS, 2012).

Regional; Local Economic Partnership Plans for Growth, Wider Peak District Cycle Strategy, National Forest Strategy, Get Active in the Outdoors – a Recreational Strategy and Action plan for the Peak District National Park 2010-2020

Derbyshire; Derbyshire Health and Wellbeing Strategy, Derbyshire – Leading the Way 2010-2014 (Derbyshire County Council), Local Transport Plans, Sustainable Modes of Travel Strategy, Rights of Way Improvement Plans, The Plan for Sport and Active Recreation in Derbyshire (and all associated action plans- coaching, talent, young people- list?), Active Derbyshire Plan 2013-16, Rights of Way Improvement Plans, Greenway/Waterways Strategies, Road Safety Partnership Plans, Derbyshire Built Facility Strategy 2012-2017

Local: Local Authority Corporate Strategies, Local Sport and Physical Activity strategies and action plans

v Derbyshire Cycling Plan Group: Derby City Council, Derbyshire County Council, District Councils, University of Derby, British Cycling, Sustrans, Peak District National Park Authority, National Forest Company.

vi Proposed members of Derbyshire Cycling Marketing network: Visit Peak District and Derbyshire, Visit Derby, Derbyshire County Council, Cycle Derby, Peak District National Park Authority, National Forest Company, National Trust, Derbyshire Sport.

## This plan was developed by the Derbyshire Cycling Plan Strategic Group:

Derbyshire Sport, Derby City Council, Derbyshire County Council, District Councils, University of Derby, British Cycling, Sustrans, Peak District National Park Authority, National Forest Company.