



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS



Creating a 'bike friendly city'

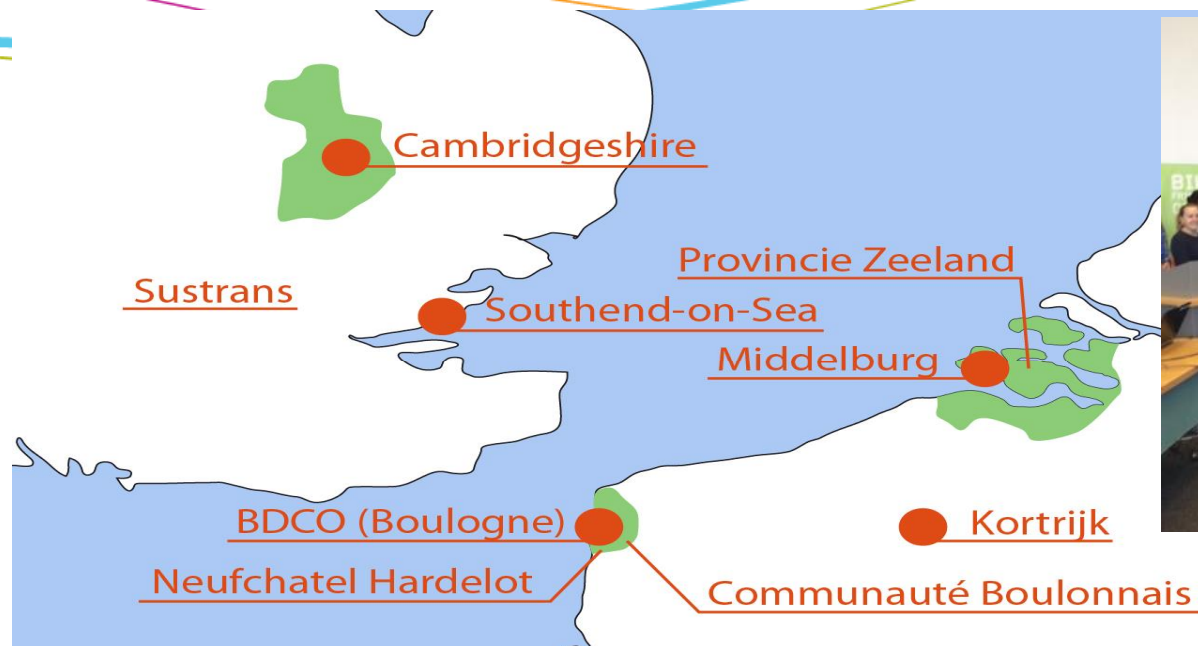
Paul Mathieson . Southend on Sea Borough Council UK

www.polisnetwork.eu/2014conference

#polis14



Bike Friendly Cities Partners



Bike Friendly Cities objectives

- 1. Establish and promote cycling as a sustainable, clever, healthy and fun form of transport in cities/regions**
- 2. Increase the attractiveness of cycling, facilities and services in cities across the Two Seas Region**
- 3. Develop a cycling culture in the partner cities/regions**

Project Activities

➤ 1. Integrated cycling strategies:

- identifying best practices
- site visits
- think tank
- design of integrated cycling strategies



2. Demonstrating bike friendly concept:

- next generation cycling infrastructure
- cycle hubs & facilities
- demonstrating effectiveness

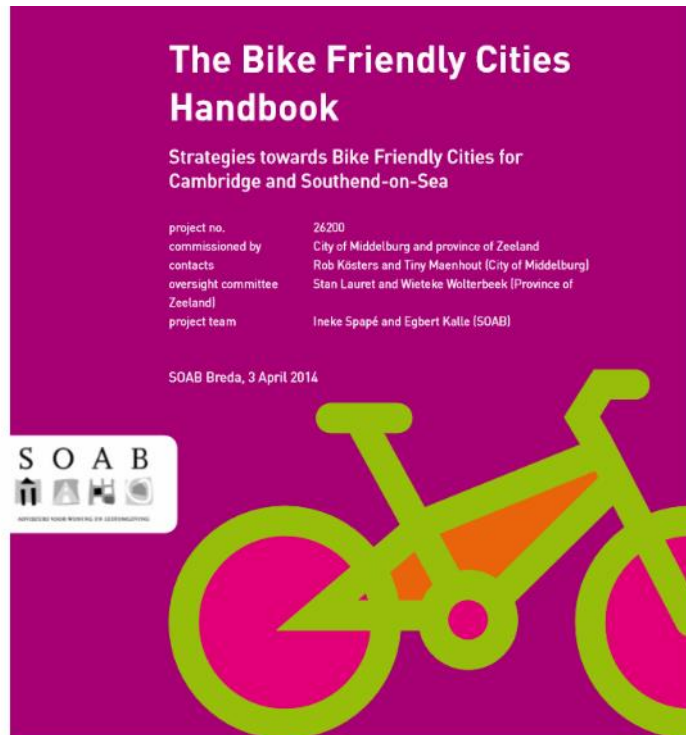


3. Awareness and creating a culture of cycling:

- cross border user group analysis
- engaging key stakeholder groups
- awareness campaigns
- evaluation of the campaigns



1. Integrated Cycling Strategies



Handbook: Strategies Towards Bike-Friendly Cities

1. The context of BFC

Ch.1. BFC=Bike-Friendly Cities

2. The basis for a BFC strategy

Ch. 2. What do I need to know in advance?

Ch. 3. An integrated BFC strategy

Ch. 4. Building blocks

3. Steps towards and tools for An integrated strategy

Ch. 5. To an integrated BFC strategy in four steps

4. For inspiration: example strategies

Ch. 6. Tailor-made strategies for the BFC partner cities

Ch. 7. Example strategies for other cities

Ch. 8. Strategies from other fields

Appendices

1. More about BFC

2. Three BFC activities

3. Reasons to cycle more

4. Interesting and relevant cycling handbooks

5. HOS Score form self-assessment)

6. SWOT schemes

7. Example of street survey: Southend-on-Sea

8. More inspiring examples of causes for a strategy

9. Tailor-made strategies for other BFC partner cities

Literature consulted and useful links

Handbook: www.bikefriendlycities.eu



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A successful strategy rests on three pillars

1 Hardware

“ Infrastructure, cycling network, types of bicycles and cycle parking

2 Orgware

“ Organising engagement and support, empowerment, finance and attracting partners

“ This is process driven and includes various stakeholders, internal to the local authority and external including community groups, residents and businesses, SMEs and social enterprises, health providers

3 Software

■ Communication, behavioural change, education, marketing and PR



Bike Friendly Cafes

A strategy integrates more than one discipline

- Lifestyle and target group policy
- Mobility and safety and security policy
- Health and sport
- Tourism and leisure
- Sustainability and environment
- Urban planning, public space and city marketing
- Other local possibilities eg economic development, carbon reduction, energy saving targets



Assessment checklist



The flying experts!

HOS-CHECKLIST (Self-assessment BFC)

		Is hardly present	partly present	(Almost) complete
H	Region of Southend-on-Sea			
	There is a coherent, high-quality, comfortable and safe cycle network			
	There is a classification of all roads (Hierarchy)			
	There is a coherent cycle parking network for cyclists with quality			
	The cycle parking facilities are free of charge			
	There is a bike-rental-system in operation spread-out over the city (e.g. OV-fiets, Velib, Barclays Cycle)			
	The majority of the cycles/cyclists have safety equipment (lights, helmet, safety jacket)			
O	More cycling is part of policy in health, sports, education, public space, economy or there is an actual (policy) plan for cycling, cycle parking or cycle marketing/promotion (not older than 5 years)			
	There is a website for cycle information (and/or social media are used)			
	Till the age of 14 cyclists are protected legally in case of casualties			
	The business community and retailers are encouraged to be involved in cycling			
	There is a policy maker responsible for cycling projects and -policy			
	Partners work together on marketing, promotion, events and/or activities and local advocacy groups are involved and active on cycling (role NGOs and local business community)			
S	There is sufficient choice in types and prices of cycles			
	The majority of the residents knows the network			
	More women and children cycle than men			
	Campaigns and events are organised on a regular basis			
	The majority of the residents finds the cycle network safe			
	Cycling is seen as cool / statussymbol or as a life style element			

2. Demonstrating Bike Friendly Concepts



www.mobiel.be

➤ Cycle Hubs and Cycle Hire



www.comfysaddle.co.uk



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3. Awareness & Creating a Culture of Cycling



Street Surveys



Bike Parades



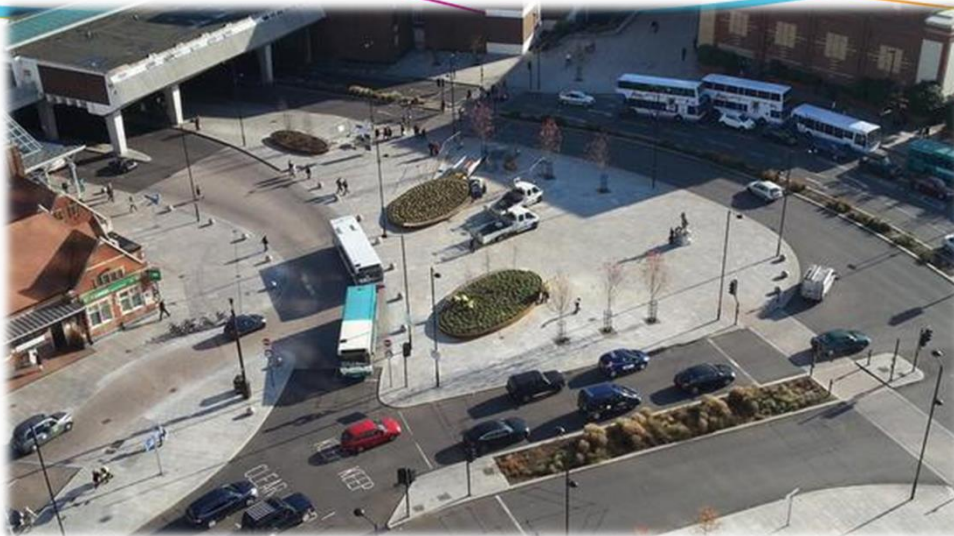
Events at The Village Green



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Southend's Bike Friendly Projects



- Building cycling into the cityscape - Victoria Gateway Cycle Ring



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Southend's Bike Friendly Projects



- **Student and Youth Council study tour to Middelburg**



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Southend's Bike Friendly Projects



- Community Rides
- Monday morning mums
- Tuesday morning rides
- Muckers Mountain bikers



➤ www.cyclesouthend.co.uk



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Southend`s Bike Friendly Projects

➤ Just Ride and Project 49

Cycle Southend set up a cycling group with Project 49 (who work with vulnerable adults) to provide an all inclusive cycling group using both normal and specially adapted bikes. This new initiative called 'Just Ride' has been very successful and expanded recently with more sessions with similar groups. Feedback is fantastic in providing healthy activity and social interaction.



Southend's Bike Friendly Projects



"The Learning in Motion programme in Southend, is embedding cycling into the curriculum and delivering Modal Shift, in Southend." Graham Pearl, Sustrans Bike It Officer (Shortlisted for his work on the programme for the awards for Outstanding Contribution to Learning outside the classroom 2014 in the category of Inspiring LOTC Educator)



Learning in Motion

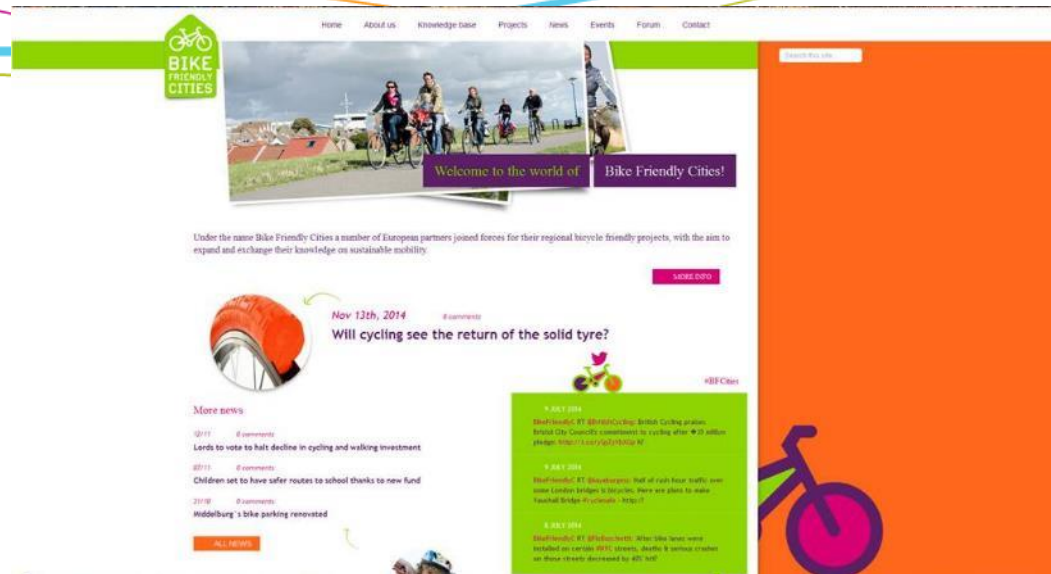


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YouTube films

Bike Friendly Cities, The Journey to School <http://youtu.be/4-XenU6UEp8>

Kortrijk Bike Parade 2013 <http://youtu.be/os2qQWZ5vcc>

Southend-on-Sea and Kortrijk Bike Friendly Cities Parades

http://youtu.be/4wU_LUjG5lc



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