

REPORT FROM: NEIGHBOURHOOD SERVICES MANAGER

TO: EXECUTIVE

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PENDLE'S CYCLING LEGACY STRATEGY 2016 - 2021

PURPOSE OF REPORT

To seek approval of Pendle's Cycling Legacy Strategy 2016 – 2021.

RECOMMENDATION

To approve Pendle's Cycling Legacy Strategy 2016-2021

REASONS FOR RECOMMENDATION

To approve a 5 year strategy in line with the new cycling focus in both national and regional policy aimed at doubling the number of people who cycle by 2025 and with a vision to continue the legacy of the Tour of Britain in Pendle

BACKGROUND

1. A report was submitted to the Executive on the 10th December 2015 following the Tour of Britain Cycle Race.
2. This report outlined the success of the Tour of Britain Stage Two from Clitheroe to Colne, covering media, an assessment of the economic impact for Pendle and details of the final cost of the event.
3. It also outlined work on the new Tour of Britain Legacy Cycling Strategy to celebrate the success of the event and to seek to ensure a lasting legacy for cycling and tourism in Pendle
4. The report stated that work had commenced on the strategy in conjunction with Pendle Cycle Forum and that the new Pendle's Cycling Legacy Strategy 2016 – 2021 will replace the existing Pendle Cycle Strategy 2011 – 2016. This report seeks approval of the new strategy.

ISSUES

5. The Council has had a Cycling Strategy since 2000 (revised in 2006 and 2011) and has thereby supported the growth of cycling. One of the aims of hosting the Tour of Britain Stage Two was to build on and exploit this as well as to showcase Pendle as a means of promoting tourism and increasing visitor numbers.
6. A report on the Economic Impact on behalf of Sweetspot highlights that retailers, hotels and travel companies all reaped the benefits with a £2.1m economic boost across Stage Two of the Tour of Britain. The report estimates that 180,000 spectators attended the event in total with 92,500 in Pendle alone.
7. Pendle invested £150,000 in the Tour of Britain. With net visitor expenditure estimated at £993,633 this shows that it was a huge economic boost for the area.
8. Pendle has all the attributes it needs for cycling and these were showcased during Stage Two. According to the report on the Economic Impact 67% of spectators were inspired to cycle more often. This shows that hosting a major cycling event will get more people onto a bike. We need to capitalise on this investment and attract more people in Pendle to cycle more.
9. Due to the lack of both capital and revenue resources available to us for cycling we have to work hard with partners and cycling groups and seek external funding to put the strategy into action. This has enabled us to hold the Colne Grand Prix since 2004 (now managed by Colne Town Council); to host the National Road Race Championships in 2010 and stage the Tour of Britain Stage Two last year and so Pendle is already renowned as a cycle race location with a reputation of beautiful scenery and challenging hills.
10. We have also invested in cycling infrastructure over the years and the strategy has helped us to attract external funding for schemes such as the canal towpath, which forms part of the National Cycle Network Route 68, and shared use paths through Barrowford Park and Swinden playing fields as well as past four schools in Colne providing safer routes for cycling to school. We also attracted funding for the Steven Burke Sports Hub at Swinden Playing Fields.
11. The revised Pendle's Cycling Legacy Strategy 2016 -2021 is informed by the latest national, regional and local strategies and policies as well as building on the Tour of Britain Legacy.
12. The Government Department for Transport is due to bring out a draft National Walking and Cycling Investment Strategy very soon.
13. This will be the first Walking and Cycling Investment Strategy for England and is a long term vision for walking and cycling up to 2040. It will be achieved through a series of consecutive five year strategies with the aim of cycling and walking becoming the norm for short journeys or as part of a longer journey through places that are designed specifically for people on foot or bicycle. It sets out the Government's commitment to double cycling levels by 2025.
14. Lancashire County, Blackburn with Darwen and Blackpool councils are working with the 14 districts of Lancashire to produce a 10 year Lancashire Cycling and Walking Investment Strategy which will be aligned to the proposed National Cycling and Walking Strategy for England. It is important that Pendle's strategy is read in conjunction with the new Lancashire Cycling and Walking Investment Strategy and that we work with the other districts.

STRUCTURE OF THE STRATEGY

15. Pendle's Cycling Legacy Strategy focuses on the same aims outlined in national and regional policy, mentioned above, included in the Action Plan as three separate aims: infrastructure,

promotion and health (people, place, promotion in Lancashire's strategy) and doubling the number of people who cycle by 2025. It is important that we keep up to date and in touch with progress of the Lancashire Walking and Cycling Investment Strategy through the British Cycling and East Lancashire Partnership.

16. The document outlines the infrastructure that we would like to achieve for Pendle at Appendices 1 and 2 linking to neighbouring boroughs and into Yorkshire as well as outlining schemes that promote cycling and cycle tourism and those that aim to improve people's health.
17. It complements the new Lancashire Cycling and Walking Investment and National Walking and Cycling Investment strategies but would also enable Pendle to attract other funding streams for further investment in cycling locally should the need arise.
18. It focuses on delivering a major cycling event in Pendle, to build on the enthusiasm and momentum of the Tour of Britain Stage Two event, to increase cycling levels in Pendle. Such an event might be a future Tour de Yorkshire stage including part of Pendle (taking in the historic West Riding section) and finishing in the border market town of Colne.

IMPLICATIONS

Policy: The council's policy is to promote cycling for health, leisure and environmental reasons and also as a major visitor attraction for the Borough. The hosting of Stage 2 of the Tour of Britain Cycle race gives further impetus to the policy as set out in Pendle's Cycling Legacy Strategy 2016 – 2021. The Strategy links up to national and regional policies and is currently particularly important as it coincides with the announcement of the new National Walking and Cycling Investment and Lancashire Walking and Cycling Investment strategies.

Financial: With no capital and little revenue resources for cycling in Pendle the strategy will be used to attract external investment for cycling infrastructure and events and will be in line with the new National and Lancashire Walking and Cycling Investment Strategies. It will focus on working with existing cycle clubs, groups and providers to deliver schemes

Legal: None arising from the report

Risk Management: None arising from the report

Health and Safety: None arising from the report

Climate Change: This strategy, alongside new national and regional policy for cycling, is aimed at doubling the number of people who cycle by 2025 and making cycling the norm for short journeys thereby reducing carbon emissions

Community Safety: None arising from the report.

Equality and Diversity: None arising from the report

APPENDICES

Appendix 1: Pendle's Cycling Legacy Strategy 2016 - 2021

LIST OF BACKGROUND PAPERS

None.