



Cumbria Cycling Strategy

2017-22

The great cycling county



A diverse county offering
spectacular on and off-road
cycling in a landscape of
lakes, mountains and coast



Foreword

Cumbria is a great place to cycle. This strategy builds on existing work to make it an even better place to cycle for both visitors and residents. The overarching aim of the strategy is:

“For Cumbria and the Lake District to be one of the best places in the country to cycle with more people cycling more often in our spectacular landscapes.”

This Strategy shares the objectives of the Government Cycling and Walking Investment Strategy.

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Introduction

Our Vision

Our vision is for Cumbria and the Lake District to be one of the best places to cycle in the UK with more people cycling more often in our spectacular landscapes.

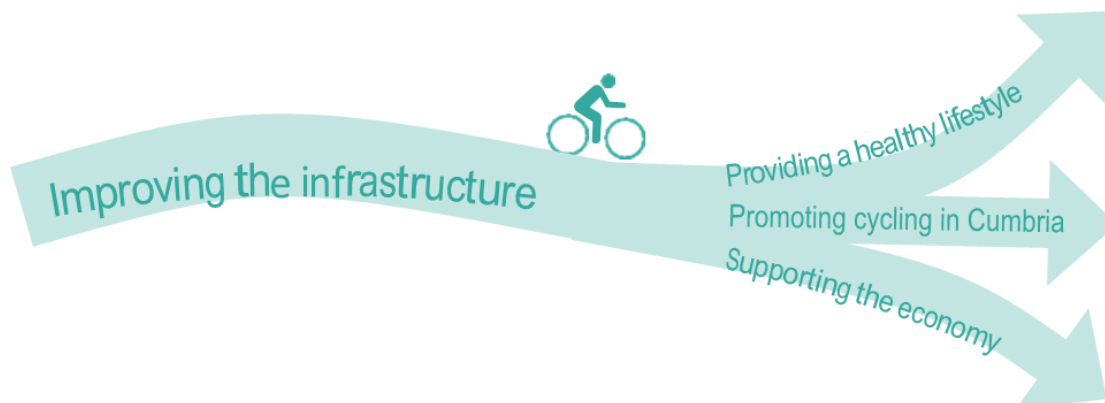
Who we are

The Cumbrian Cycling Partnership is open to all who wish to develop cycling in Cumbria. Partners include Cumbria County Council, Active Cumbria, British Cycling, the Lake District National Park Authority, the Yorkshire Dales National Park Authority, Allerdale Borough Council, Barrow Borough Council, Carlisle City Council, Copeland Borough Council, Eden District Council, South Lakeland District Council, Sustrans and the National Trust.



Our strategy will achieve the vision through four main themes:

- Promoting cycling as part of a healthy lifestyle;
- Enabling cycling to support the Cumbrian economy;
- Promoting Cumbria as an excellent place to cycle; and
- Improving the cycling infrastructure to enable more cycling.





Cycling in Cumbria

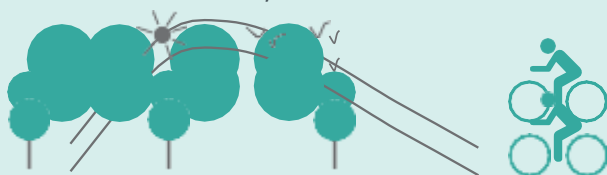
Key Facts

Fred Whitton Ride the classic sportive attracting **2000** amateur riders annually raising **£1m** for charity² to date



Cumbria County Council is in the **top ten** local authority⁴ cycle training providers and supports cycling for health, transport and tourism.

An outstanding natural environment with **2 National Parks, 3 Areas of Outstanding Natural Beauty and 2 World Heritage Sites** with 42 million visitors a year.



The number of residents cycling is increasing and

5%

of the County's visitors already cycle during their stay⁷, reducing their carbon emissions by 3% from 2010.

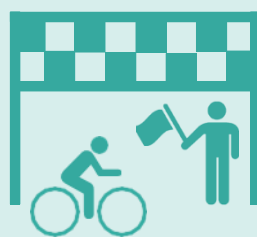


Start of the C2C

Britain's most popular challenge cycle route¹



Over **175,000** spectators³ and **£5.36m** expenditure generated from Stage 2 of the Tour of Britain in 2016 in Cumbria



Cumbria has the UK's

largest bike shop

with over 70 other retail⁵ and cycle hire outlets.



Cumbria has

high profile employers

who already encourage cycling to work and are keen to do more⁶.



1. Sustrans Research and Monitoring Unit, published at <http://www.sustrans.org.uk/ncn/map/route/sea-to-sea-c2c>
2. The Six Best Cycling Sportives of 2015, The Telegraph online, 7th January 2015
3. Tour of Britain in Cumbria, Report Stages 3 and 5, SweetSpot, 2015
4. Bikeability grant local authority allocations and delivery statistics, DfT, February 18th 2016, published on Bikeability website <http://bikeability.org.uk/publications/>
5. See www.wheelbase.co.uk
6. Glaxo Smith Kline, BAe Systems, Sellafield Ltd and Siemens and BNFL all have pro-cycling policies.
7. Cumbria Tourism, breakdown of activities of visitors, 2015, Research Newsletter. The Cumbria Active People Survey, April 2016



Cycling for a Healthy Lifestyle

Encourages residents and visitors irrespective of age or ability to participate in cycling activities throughout life in order to improve physical and mental wellbeing.

There is great potential to increase the health and wellbeing of Cumbrian residents and visitors through the development and promotion of cycling. In order to do this we want to expand successful programmes that are already being delivered through a range of national and local partners to provide a countywide coverage alongside developing new initiatives seeking to appeal to a wider and more diverse audience.

The County faces serious challenges in terms of physical inactivity; currently 31% of the adult population in Cumbria is classified as inactive due to achieving less than 30 minutes of Physical Activity per week. Cumbria is a diverse county with an ageing population which has significant health inequalities that differ from locality to locality. We are aware that in Copeland 68% of the adult population is classified as being either overweight or obese. Each area has its own challenges yet these should not be considered in isolation. Our cycling offer needs to reflect the needs and circumstances of all.

The County has benefited from the development of popular cycling activity programmes, including workplace challenge events and regular led rides within communities. Results from the Active People survey indicate that nationally participation in all forms of cycling has continued to increase over the past 10 years and this is mirrored within Cumbria. However, we are equally aware that the latent demand for cycling also continues to increase presenting the County with a great opportunity to attract and cater for new audiences including young people.

As cycling increases and car journeys decrease for short journeys, all members of the community will benefit from the cleaner air that will be a result.

We will:

Seek to develop skills and confidence through the provision of cycle training to enable a higher proportion of Cumbria's residents, particularly children, to cycle regularly.

Seek to expand and develop the current programme of guided rides, with a focus upon attracting new participants from targeted communities whilst also developing new ways to reward and create resilient behaviours within existing participants.

Seek to work with local communities, businesses, and schools to increase physical activity levels through the means of active travel (walking, cycling or multi-mode journeys), enabling cycling to become part of a daily routine.

Seek to expand the variety of cycling activities on offer, through targeted initiatives that give key consideration to promoting pathways into cycling while assuring the sustainability of clubs and other providers. We will seek to appeal to target groups in order to address drop off rates in participation, building upon the success of existing work by British Cycling Go-Ride clubs and Active Cumbria.

Seek to promote and advocate the health associated benefits of cycling to encourage sustained behaviour change. We will encourage people to become and stay active using targeted campaigns aimed at key audiences, inspiring more people to cycle while creating opportunities for children and adults with disabilities and differing needs, to engage in quality cycling activity.



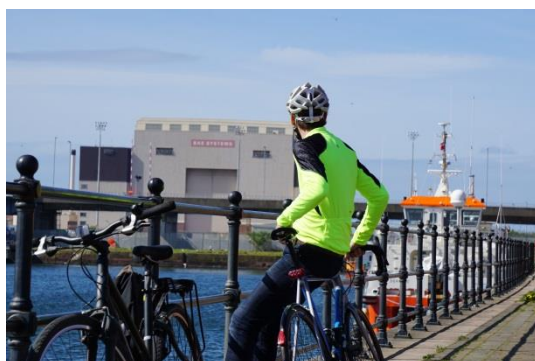
Cycling supporting the Cumbrian Economy

Cycling will be significant contributor to growth in the Cumbrian economy.

Cycling contributes to the economy in numerous ways. It can be a business in its own right, e.g. cycle retail, hire and repair services. Cycling can also benefit other businesses e.g. food and accommodation providers. In addition, cycling offers a healthy, environmentally-friendly and inexpensive means of travel to access local goods and services, employment and education.

Major employers such as Glaxo Smith Kline, BAE and Sellafield Ltd, actively encourage and support cycle commuting. Employees will have greater access to get to work by bicycle, enabling employers to recruit and retain staff, minimising the impact of commuting and increasing productivity. For many people, cycling to work in Cumbria is part of the reason that they have chosen to live and work in the area.

Cumbria already supports the UK's biggest bike shop, Wheelbase in Staveley, which provides an 'anchor' for related businesses, events and cycle rides. Many people are employed in cycling related posts providing cycle skills training,



Cycling is supported by major employers (BAE)

promoting events, offering guided rides or in accommodation and catering services.

The county has successfully hosted a range of cycle sports events, ranging from mass participation events to professional races. The 2nd stage of the 2016 Tour of Britain brought over £5.3m of net income to the Cumbrian economy. Cumbria will continue to bring these events to the county.

We will:

Seek to work with all sectors to encourage and enable cycling as an attractive, convenient and safe mode of transport to access local goods and services and places of work, education and training.

Seek to provide support to the hospitality sector to develop skills in order to provide an excellent customer experience to cyclists, while working with the cycling industry to improve the skills base required by the sector.

Seek to support world class events and initiatives bringing business into the area, ensuring that cycling has economic benefits for all sectors of the Cumbrian economy, while raising the profile of Cumbria as a destination and a place to live and work.

Seek funding for high quality cycling infrastructure, identified in Cumbria's Local Plans, from developers to ease congestion and reduce air pollution.



Promoting Cumbria as the best place to cycle

Cumbria will be known as one of the best places to cycle in Britain.

The measures described earlier in this strategy will make Cumbria the very best place to cycle in Britain both for recreation and for everyday journeys.

In the meantime, Cumbria and the Lake District already offers a wide diversity for cyclists of all abilities. Its magnificent scenery, challenging upland terrain, gentle valleys, coastline and lake shores, the quiet lanes of the Eden Valley, the traffic-free routes and tracks, the unique Windermere Bike Boat, long distance National Cycle Network (NCN) routes, leading trail centres at Whinlatter and Grizedale forests all make Cumbria an attractive place to cycle. This is complemented by high quality bike hire centres, thriving bike shops, expert training providers, cycle friendly hospitality and accommodation, fast-growing community cycling clubs, guided rides for all abilities, a committed network of volunteers, as well as towns and cities ideally sized for cycling.

We will promote Cumbria's cycling opportunities to new, occasional, regular and frequent cyclists, including the county's 500,000 residents and the 40 million visitors who come to the county each year, particularly those visitors with easy access to the county: southern Scotland, North East England, Yorkshire, Lancashire, Greater Manchester, Merseyside and London, which is only three hours away by train.





The international profile of the Lake District National Park and the Yorkshire Dales National Park gives Cumbria a marketing edge that can have benefits for the whole county. We will build on the widespread support and promotion of cycling currently taking place at County and District level and from major partners such as the Lake District and Yorkshire Dales National Park Authorities, the National Trust, the Forestry Commission, British Cycling and Active Cumbria.

We will use the inspiration of major races, such as the Tour of Britain and Tour Series town centre races, to inspire more people to cycle and raise the profile of Cumbria as a cycling destination through the global media exposure that these, and other cycling events, generate.

Where there are gaps in our market information, we will carry out research. We will use our market knowledge to carry out evidence-based advocacy for cycling and the role that it can play in boosting the Cumbrian economy, improving and protecting the environment; saving money for the NHS through increased levels of physical activity all ultimately making Cumbria a better place to live and visit.

We will:

Seek funding to deliver marketing campaigns and new products that expand the local and visitor market for cycling.

Seek to make full use of digital media to promote cycling

Seek to change behaviour by running targeted marketing campaigns to appeal to new, occasional, regular and frequent cyclists and help residents and visitors sustain continue cycling throughout their lives.

Set up partnerships to support the implementation of the Cumbria Cycling Strategy and attract further investment into cycling. Work together efficiently to share good practice and pool resources to implement the Cumbria Cycling Strategy.

The Bay Cycleway, a 130km
family friendly adventure





Improving Cycle Infrastructure

The Cumbria Cycling Strategy shares the objectives of the Government Cycling and Walking Investment Strategy, issued in April 2017, to deliver cycling infrastructure that enables more people to cycle, more often.

Cumbria is an amazing place to cycle. The compact towns are ideally sized for utility cycling and the wider countryside provides a network of beautiful quiet lanes and bridleways offering superb road and mountain biking opportunities. It has a number of famous long distance routes, such as the Coast to Coast, the recently launched Lakes and Dales Loop cycle route around the edge of the County and the Bay Cycleway linking the Cumbrian and Lancashire coasts.

There are, however, some significant infrastructure ‘gaps’ in the urban and rural route network infrastructure and facilities required.

The rights of way network is a fantastic resource enjoyed by millions but the bridleway network is fragmented and has not kept up with modern day demands. We will enhance the network around Cumbria, spreading the benefits and reducing any negative impacts.

Whilst this strategy’s main focus will be on providing routes suitable for new cyclists, occasional cyclists, and families, we are mindful of the requirements of other more confident users. Therefore, we will explore opportunities to improve routes and facilities for mountain bikers and on-road cyclists, thus increasing the number of people cycling for pleasure and everyday journeys.

Infrastructure includes facilities such as cycle parking, public repair stations (bike pump and basic tools), changing rooms, showers and bike washing facilities.

We will:

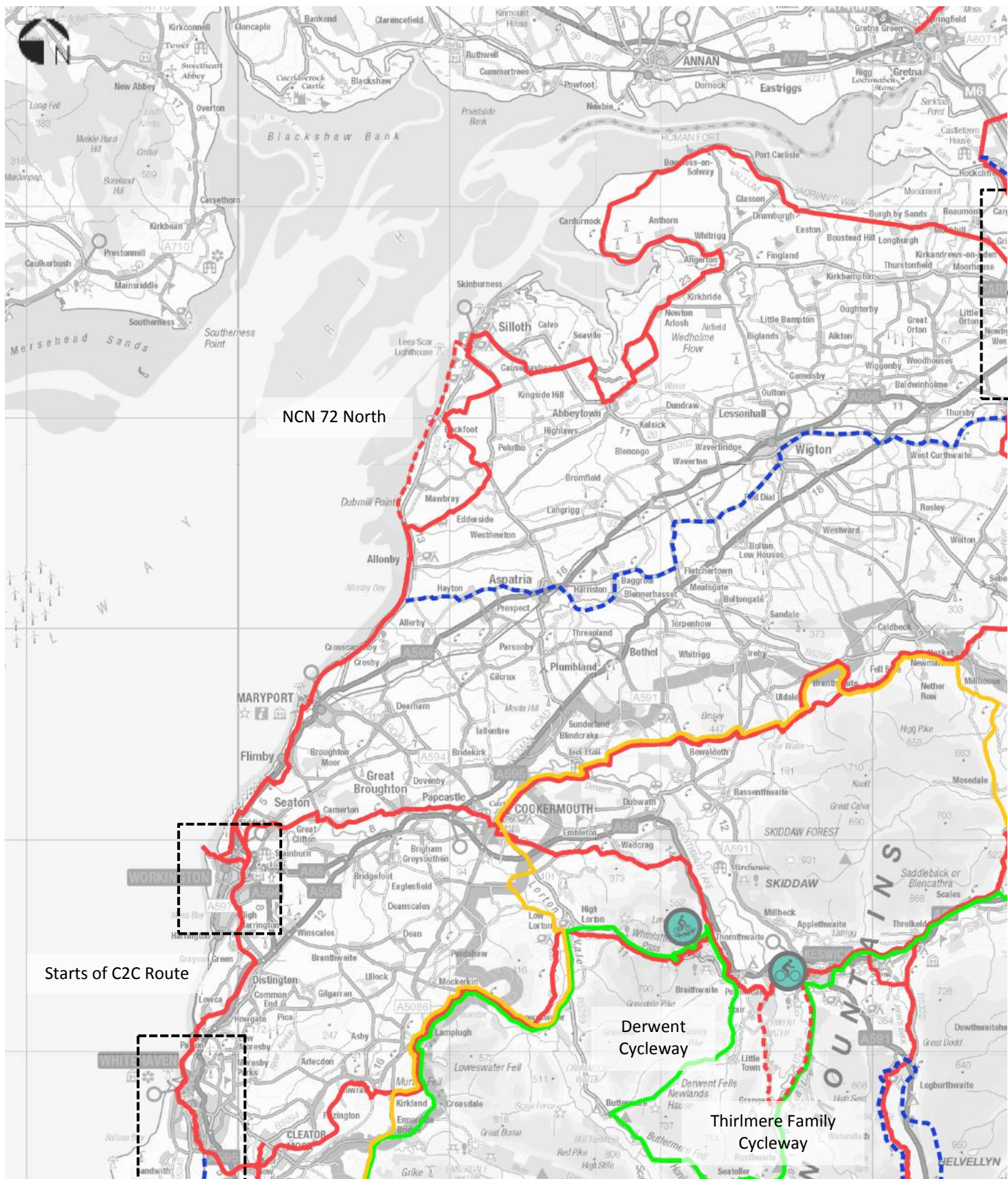
Seek funding to identify and develop multi user routes within the county’s main towns and city of Carlisle. They will be traffic free wherever possible to improve cycle safety.

Seek funding to identify and provide attractive and safe cycling routes out of the main settlements into the wider countryside including Cumbria’s two National Parks, three Areas of Outstanding Natural Beauty and two World Heritage Sites.

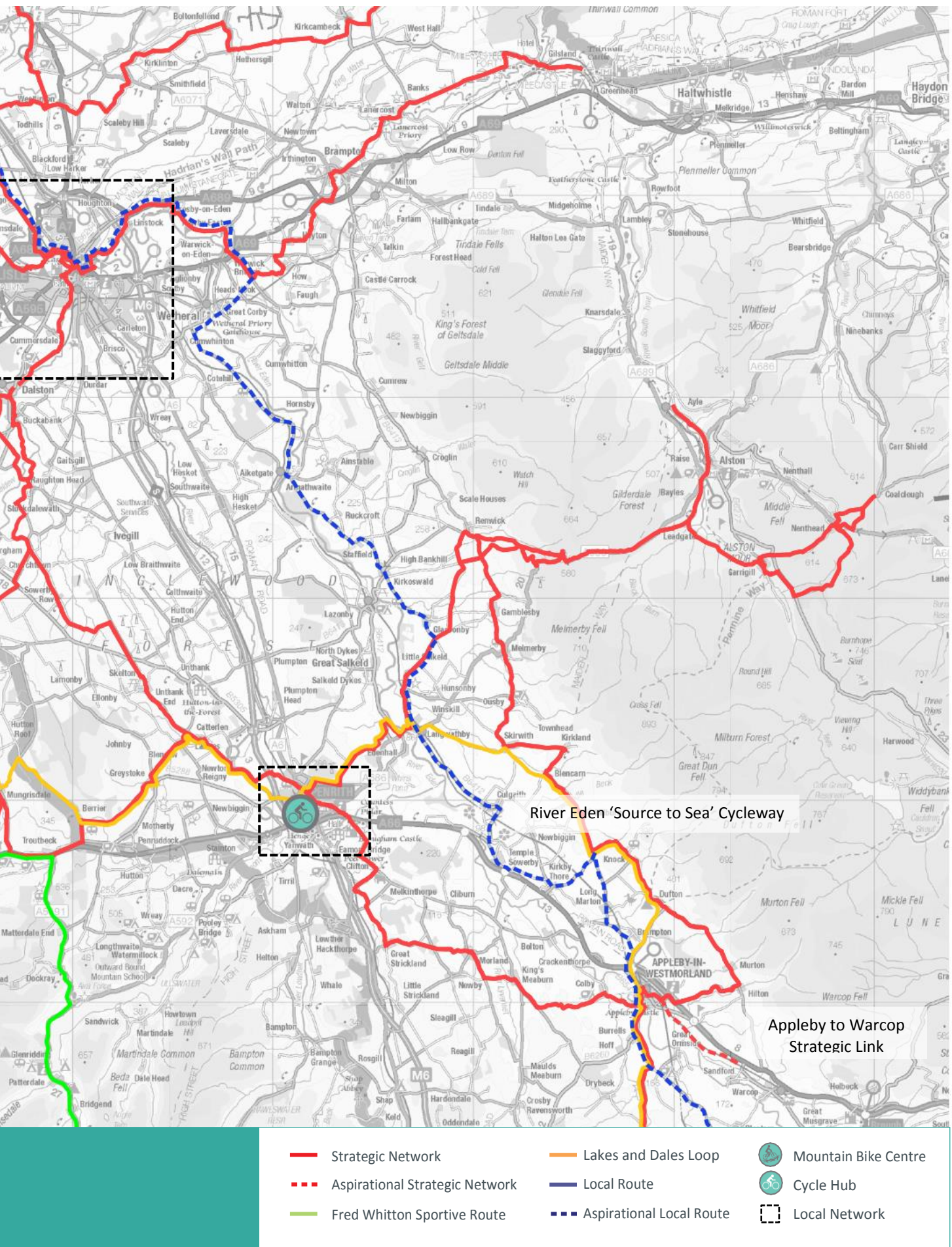
Seek to establish and enhance cycle hubs in key locations.

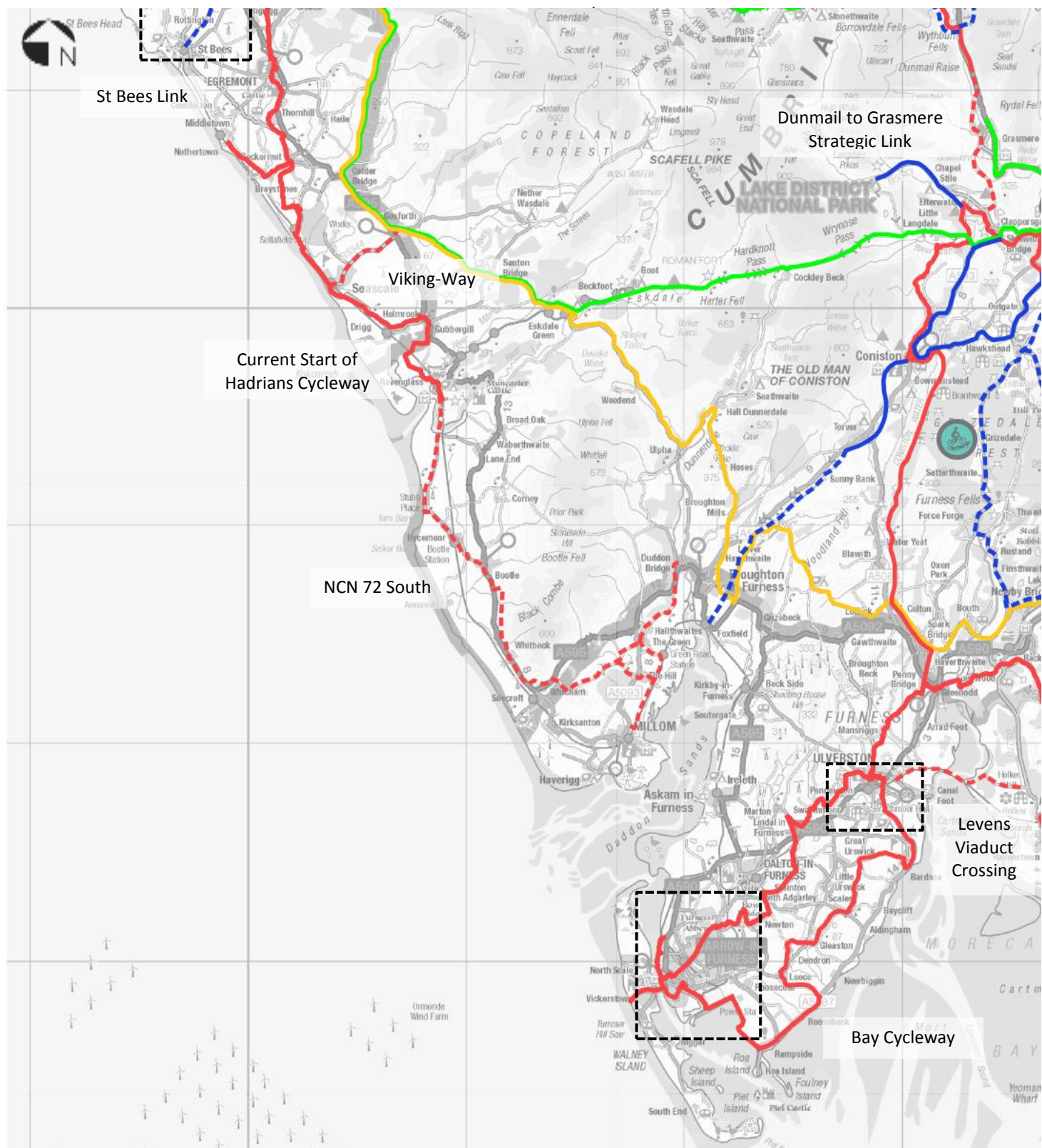
Seek to plug the gaps – we will work with partners and landowners to improve the rights of way network for cyclists and improve the off-road cycling offer in Cumbria.

Seek to ensure Cumbria becomes an exemplar location for design and installation of cycle routes and infrastructure by using current best practice and guidance in creating new routes and infrastructure.

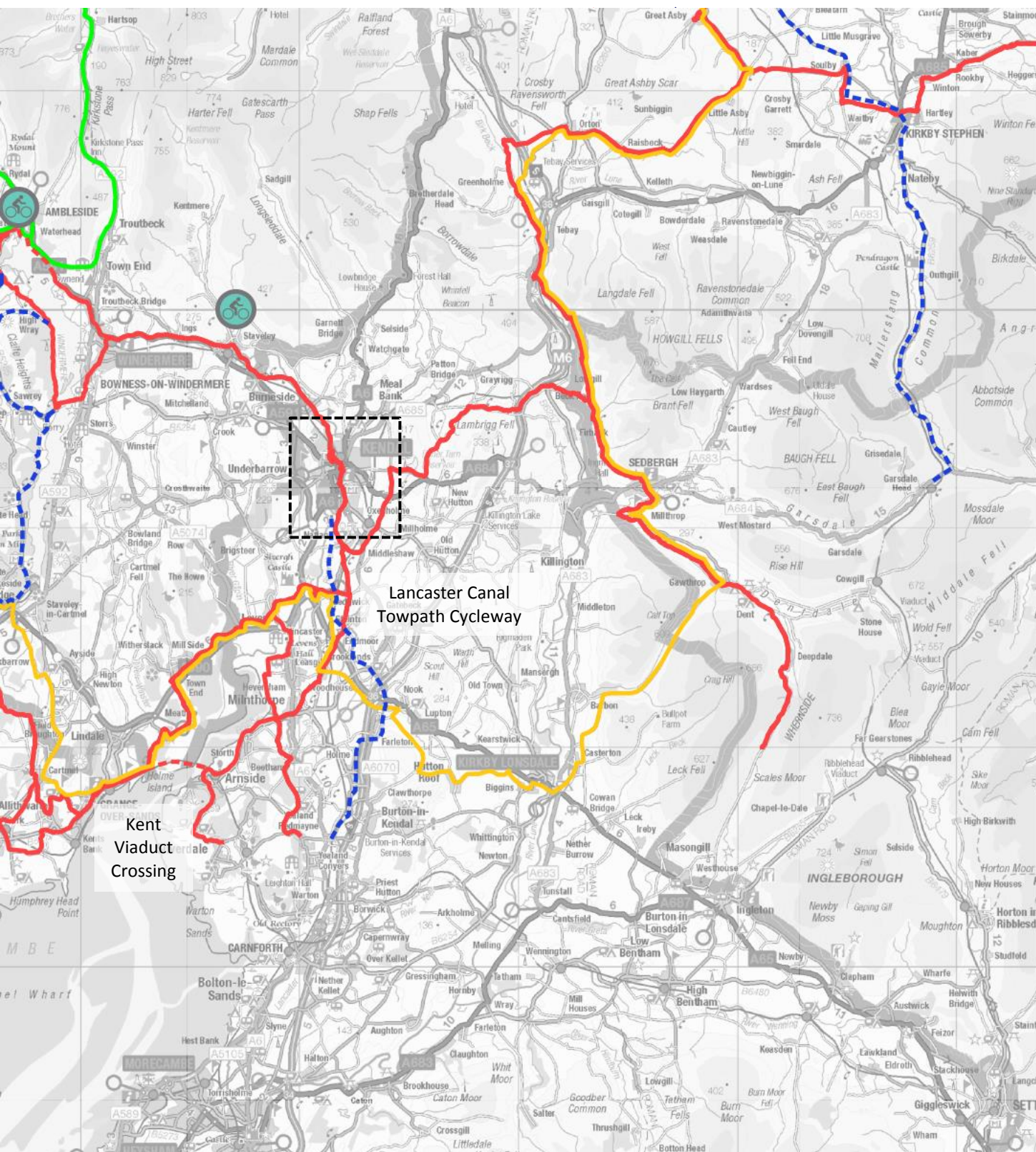





V1. Northern Cumbria Cycling Map





V1. Southern Cumbria Cycling Map



- Strategic Network
- - - Aspirational Strategic Network
- Fred Whitton Sportive Route
- Lakes and Dales Loop
- Local Route
- - - Aspirational Local Route
-  Mountain Bike Centre
-  Cycle Hub
-  Local Network

