



**BYPAD+**  
**BicYcle Policy AuDit**  
**2003-2005**

TRL Limited



**Final Report and Cycling Policy Quality Plan**  
**Bicycle Policy Audit for Liverpool**  
(October 2004)

David Allen and Charlotte Burke

## 1 CONTEXT

BYPAD stands for **BicYcle Policy AuDit** and is a European research project supported by the SAVE II program (DG TREN). The main aim of the BYPAD-project is to develop a bicycle policy audit, which gives an evaluation of the **quality of the bicycle policy in European cities**.

The objectives of the project were to:

- Carry out a bicycle policy audit, resulting in an evaluation of cycling policy in Liverpool;
- Set targets and objects to improve aspects of cycling policy within the City.

This final report summarises each of these phases and looks more specifically at the actions to take forward for the cycling quality plan for the City of Liverpool.

Section 2 provides an overview of the methodology used followed by section 3 which introduces Liverpool by providing background information on the City. Section 4 details the scores and provides a commentary for the questions as a result of the BYPAD process. Section 5 provides objectives and measures for specific areas as part of the quality action plan for cycling in Liverpool. Finally, section 6 summarises the BYPAD process for Liverpool.

## 2 METHODOLOGY

Politicians, civil servants and user groups (a representative from each) in Liverpool were initially presented with the BYPAD questionnaire. The questionnaires were filled in by each representative regarding the current state of cycling policy in Liverpool, which included making comments and suggestions for improvements where appropriate, and scoring each aspect of cycling policy according to the BYPAD+ ladder of development (see section 2.1 for description).

A consensus meeting was held in late February 2004 with each of the groups and TRL facilitators to discuss the scores attributed to each of the bicycle policy aspects in the questionnaires. The aim of this meeting was to examine areas where differences of opinion had been voiced by the various parties with regards to score, and to come to some consensus.

An interim report was produced and presented to each of the representatives. The aim of this interim report was to summarise the agreed scores for the various aspects of cycling policy in Liverpool, and then to explore progress in terms of the BYPAD ladder of development. The interim report was also used as a basis for the initial development of objectives and actions as a result of comments regarding improvements to cycling policy.

Following the production of the interim report, a second meeting was held to discuss the findings of the interim report and to identify objectives and targets of a cycling quality plan for the City, focusing on those areas of cycling policy which obtained low scores in the preliminary phase.

### 2.1 BYPAD LADDER OF DEVELOPMENT

The scores attributed to each of the bicycle policy areas in the questionnaire relate to the BYPAD ladder of development (see Figure 2.1). A definition for each level of the BYPAD ladder of development follows.

Score Attributed by Evaluation Group	Meaning	Final Score
1	Ad Hoc Approach	0-25
2	Isolated Approach	26-50
3	System Orientated Approach	51-75
4	Integrated Approach	76-100

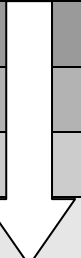


Figure 2.1: BYPAD Ladder of Development

#### Level 1: Ad-hoc-orientated

At this level there is some form of cycling policy, but it is minimal. Cycling policy is limited to problem solving. Due to a narrow understanding of cycling policy, measures are focussed on infrastructure or road safety at specific locations. There is a minimum level of quality for the cycling policy, which is characterised by:

- A low and irregular budget;
- Few officials (if any), low skills, no competence;
- Limited communication;

- Informal structures and agreements;
- Quality is a result of individual efforts only.

### **Level 2: Isolated approach**

At the second level there is already a cycling policy in place, but this policy is isolated from other policy fields such as mobility, spatial planning and environment. Good infrastructure is the main concern of the policy, although some supplementary activities are undertaken. The cycling policy is characterised by:

- Some use of data and some knowledge of the cyclists' needs and priorities;
- Global agreements with a limited compulsory character (task setting)
- Decisions are often made which are counterproductive because of a lack of tuning with other policy fields;
- Continuity in cycling policy is not guaranteed

### **Level 3: System-orientated**

Cycling is seen as a system, which is integrated into the overall mobility policy. There is also political support from different responsible politicians. Cycling policy comprises of a wide range of different measures (e.g. mobility management, services, campaigns, information, education and infrastructure). Various partners contribute and co-operate with each other in the application of the cycling policy. The cycling policy is characterised by:

- Tendency for long term planning;
- User needs are systematically taken into account;
- There is high quality data available which forms a solid basis for the cycling policy
- There is a substantial budget, but it is not yet safeguarded for the long term;
- Agreements are in place which creates formal partnerships between different actors (e.g. other departments, schools and employees)

### **Level 4: Integrated approach**

Cycling policy is a continuous task with strong relationships with other policy fields (environment, health, employment, economy etc). Measures to encourage cycle use are made up of measures which curb car use. Quality indicators are recognised as policy instruments. Alongside political support, systematic networking and strategic partnerships characterise the cycling policy. This helps to achieve synergetic effects through the exchange of ideas, knowledge and experiences with external partners through horizontally (other cities, public bodies, public private partnerships) and vertically (higher authorities). The cycling policy is characterised by:

- The availability of high quality data;
- Systematic evaluation;
- Substantial and regular budgets;
- Systematic networking.

### 3 INTRODUCING THE CITY OF LIVERPOOL

Liverpool is a Metropolitan borough centrally located in the North–West of England on the north side of the Mersey Estuary. The city is located in the historic county of Lancashire and is at the heart of the metropolitan county of Merseyside. The 2001 census puts the population of the city at approximately 440,000, with over one million inhabitants living in the surrounding conurbations. An old, industrial and commercial city, the city covers an area of 70 square kilometres. Liverpool still possesses some manufacturing base and is the second largest export port in the UK.

More recently, the city has reorientated towards culture and has been chosen as the European Capital of Culture for 2008. The city has several key sites including Tate Liverpool, the Walker Art Gallery, the Docks and two universities. On an international scale, Liverpool is famous as the home of the Beatles. This will give Liverpool the opportunity to showcase its cultural life and cultural development to the rest of Europe and internationally. In the past, a number of European cities have used the Capital of Culture status to transform their cultural base and the way their city is regarded both in their own country and on an international scale.

The city has a high level of deprivation and is ranked as the second most deprived district in England and Wales from a total of 354 in the Index of Multiple Deprivation 2004. The focus of the Local Transport Plan (LTP) is to ensure the linkage of the most socially and economically deprived communities with employment areas. These social and economic conditions are reflected in transport with over 40% of households having no access to a car.

#### **Modal Choice**

Of the total trips in Merseyside in 1996, travel mode split indicates that;

- 37% were undertaken by car;
- 25% by walking;
- 16% by car passenger;
- 15% by bus;
- 3% by taxi;
- 2% by train and
- 2% by cycle.

Car ownership is low, and there is only minimal congestion periods both am and pm – congestion does not pose a significant problem. Bus use is high and there is low student cycle use. In Liverpool, the proportion of journeys to work by bike increased from 1.56% in 1991 to 1.73% in 2001, a very slight increase.

The Liverpool Cycling Strategy (1997) reports that Liverpool has one of the lowest proportions of journeys made by bicycle of any major city in the UK. In considering that cycling would be well suited to the compact nature of Liverpool's central area, the closeness of many residential suburbs, low car ownership and high student population, these figures are particularly low. The terrain of the city is also relatively flat making cycling a suitable transport option for a wide section of the population.

According to a Local Authority Performance Assessment carried out by the English Regions Cycling Development Team (CERCDT) in November 2003, cycle use is rising in Liverpool and is gradually increasing from its low base. However, they also report that the City has a number of problems in promoting cycling. At present, a culture of cycling within the city appears to have been lost and approximately 90% of cyclists are adult males. The ERCDT do note, however, that there are a number of promotion initiatives run by local community and voluntary sector groups such as Netherley and Valley Local Initiative for Transport which are becoming integrated with the work done by the City Council.

## Transport and Cycling

Road building in Liverpool during the 1970s has created a network which contains many large and busy roads that in places are unsuitable for cycling. However, whilst facilities are sometimes isolated, the City does tend to build complete routes. There are two key national and/or regional cycle routes in Liverpool: the Trans Pennine Trail and the National Cycle Network. The Trans Pennine route is a coast to coast facility linking the major towns and cities across the North of England from Liverpool to Hull and Leeds to Chesterfield. The Trans Pennine Trail consists of the Loop Line Nature Park and the Mersey Way. The Liverpool Loop Line fulfils the City Council's commitment to the Trans Pennine trail and forms part of the National Cycle Network. There are two NCN routes in the city – Route 62 running north-south in the east and Route 56 running from Route 62 to Pier Head.

As well as national routes running through Liverpool, there are a number of cycle routes located in the City. These are:

- University Cycle Route
- Sefton Park Cycle Routes
- Speke Boulevard Cycleway
- Vauxhall Road
- Woolton Cycle Route

The cycle network has a strong focus in linking main employment sites with surrounding areas. The network combines both on- and off-road routes, providing a greater degree of accessibility to facilities and employment and education opportunities for local residents. However, provision of cycle routes stop at the city centre boundary and focuses predominantly on the outer areas of the City.

The cycle routes pass through key locations and also link to the National Cycle Network. The university route links the city centre to student accommodation. There is also a cycle route in Woolton, a suburb to the south-east of the city centre. This is the city's newest route and uses a combination of lanes, paths in parks and traffic calming measures.

In recent years, through the LTP, Liverpool City Council have doubled the number of cycle routes in the city and have provided cycle parking at popular destinations. The ERCDT report that recent routes have shown good use of a wide range of techniques and a confidence from planners to take space from other traffic rather than from pedestrians. Although provision is improving and allowing some routes to interlink, a lack of sophisticated directional signing means that the network is still disjointed in places.

Liverpool City Council is currently funding a bicycle parking program through the Merseyside LTP. Cycle parking was introduced last year in Allerton, Old Swan, Belle Vale, Netherley, Aigburth, Toxteth and Tuebrook, along with many improvements in the city centre. Work is underway to provide cycling parking in West Derby, Norris Green, Garston and Walton. Cycle parking in the city centre consists of Sheffield stands in the pedestrianised areas. The city has seventeen shopping districts, of which six provide cycle parking. Facilities such as the libraries, leisure facilities and universities all provide good cycle parking. The programme aims to install approximately 100 Sheffield Stands per year around Liverpool.

The Council works with the MCC to encourage and improve cycling in the City ([www.merseyworld.com/mcc](http://www.merseyworld.com/mcc)). Membership of the Cycling Campaign is wide ranging and varied which will hopefully work towards a greater cycling culture in the city. Liverpool City Council also hosts the LCF four times each year where cycling related issues can be discussed. The forum is made up of Liverpool City Council Officers, local and national cycling organisations, local businesses and anyone interested in cycling in Liverpool. The Cycling Officer also attends meetings of the Merseyside Cycle Campaign and encourages a regular dialogue between them and the Council.

A map of cycle routes in Liverpool, is supported by the City Council and produced by the Merseyside Cycle Campaign. The map can be purchased directly from the cycle campaign, tourist information and bike shops at a cost of £3.00. In addition the map is available free of charge from the City

Council. The City Council also produce a number of smaller guides to specific cycle routes including the Woolton Cycle Route.

## **Cyclist Safety**

There are no available statistics dedicated to cyclist safety in the City of Liverpool.

## **History**

Liverpool City Council has been providing for cyclists since the 1980s. One of the early routes, from the University Halls to the University, included an innovative roundabout design where the cycle route went through the middle. This route was later extended by advisory directional signing. The development of the Liverpool Loop Line gave an excellent opportunity to provide a recreational route for the city. However, there has been a perceived lack of security, especially at the northern end, which has minimised the benefits.

Travelwise and Liverpool City Council are two key organisations involved in the promotion and improvement of cycling in Liverpool. All Merseyside Authorities contribute towards a seven strong Travelwise team who promote sustainable transport across Merseyside. Merseytravel have a high profile in cycle promotion with their Bike Time family rides which take place throughout the year. Details are posted on the Travelwise website ([www.gottravelwise.com](http://www.gottravelwise.com))

## **Cycling Policy**

The City of Liverpool published “A Cycling Strategy for Liverpool” in June 1997 and this has recently been reviewed by independent consultants. In identifying measures to increase cycle use in Liverpool, the plan looks at methods of encouraging cycling, education, publicity, planning and engineering.

The City Council’s targets for cycling are taken from the Merseyside LTP and are to triple the number of cycle trips compared with a 2000 base by 2010. The Cycling Strategy itself contains an Action Plan adapted from the National Cycling Strategy model local authority action plans. The policy sets out targets to be met at various stages by 2012 regarding auditing; review of the road network; cycle networks; cycle parking; integration with public transport; usage; accidents; theft; employers and health.

## **Other Policies**

The Merseyside LTP was produced following the publication of the Government’s Transport White Paper “A New Deal for Transport: Better for Everyone”. The LTP aims to develop an integrated and sustainable transport network for Merseyside, which supports economic, social and environmental regeneration and ensures good access for all of the community. Cycling has a major role to play in achieving these objectives for the city, which is aiming to encourage cycling, especially for short journeys by:

- Developing a safe and convenient cycle network
- Installation of cycle parking
- Reviewing the existing cycle strategy

The LTP cycle plan concentrates on a core network with a focus on links between pathways areas and employment zones by 2006, and the rest of the network by 2012.

As an area of high deprivation, social inclusion is also a key factor in the improvement of Liverpool’s social and economic status. Social exclusion has been highlighted as a health issue and greater engagement with health bodies to promote social inclusion is important for development. Supporting cycling is considered a way of reducing social exclusion and healthcare concerns amongst excluded sectors of the population.

Currently, the Council only offers off road skills training to primary aged school children. They are seeking to develop road training for primary school children but so far none has been implemented. Information on the availability of adult cycle training in the city is provided on the council website with Cycling Solutions and Cycle Project Northwest being the main providers.

In Liverpool, 20 schools currently have an adopted School Travel Plan and 4 have a draft in place. In addition to this 13 schools are currently in the development phase of the process. School Travel Plans set out practical measures to improve pupils' safety and to reduce the number of journeys made to school by car. The school and local community are consulted and the plans aim to raise awareness of the benefits of walking and cycling to school as well as environmental improvement. The School Travel Plan process is integrated with Safer Routes to Schools initiatives.

### **Research and Other Support**

The method of monitoring cycling in Merseyside is via a household survey carried out every five years. However, the Council has also installed four permanent automatic counters which will provide further data for analysis. The number of counters is set to increase to further increase the robustness of available data. The first year results are expected to show a growth in use.

### **Personnel**

According to the recent assessment by the ERCDT, the City Council has one officer who spends half of their time on cycling and half on Safer Routes to Schools. However due to the recent DfES/DfT funding allocation to support the Travelling to School Initiative all SrtS project work will be undertaken by a dedicated officer. Therefore allowing the Cycling Officer to spend 100% of their time on cycling issues. It is also noted that there is no main advocate for cycling within the authority and that staff members hold a wide variety of views and attitudes towards the mode.

The Council also has a travel plan coordinator and is progressing with its own travel plan. The Universities and Hospitals within the city are also in the process of creating and implementing Travel Plans.

### **Means**

The Merseyside LTP Annual Progress Report July 2003 shows an increased spend on cycling in 2002/03. The report suggests that this reflects both the under-performance in 2001/02 and the increase in the delivery costs of some schemes, which has increased funding in 2002/03. The review of the Cycling Strategy by external consultants in mid 2003 identified the need to increase spending on delivering the cycle route network, particularly Merseyside's early commitment to link Pathways with SIAs.

The following section will now assess bicycle policy in Liverpool applying the BYPAD+ process.



## 4 ASSESSMENT OF BICYCLE POLICY IN LIVERPOOL

The scores awarded to each bicycle policy aspect by Liverpool representatives are shown in Table 4.1. These scores were agreed during the consensus meeting. The scores relate to the BYPAD+ ladder of development (see Figure 2.1 in section 2).

**Table 4.1: Summary of Initial BYPAD Scores**

Policy Aspect	Score
<b>Module 1: User Needs</b>	
1. How user needs are ascertained	1
2. Accessibility of data on user needs	0.7
3. Involvement of users in process of political decision making	2.5

<b>Module 2: Leadership</b>	
4. Where cycling policy is prepared and executed	1.7
5. Impact key individuals have within the political decision-making process	1
6. Existing steering platforms	1

<b>Module 3: Policy on Paper</b>	
7. Content of local cycling policy	4
8. Realisation of actions in policy plan	3

<b>Module 4: Means and Personnel</b>	
9. Safeguarding of cycle policy financing	3
10. Available finance to support new initiative or innovative projects	1
11. Improvement of topic-related knowledge and skills of staff	0

<b>Module 5: Infrastructure Services and Safety</b>	
12. Improvements in infrastructure for cycling	2
13. Organisation of cycle infrastructure maintenance	1
14. Improvements in orientation of bicycle users	2.9
15. Improvements in bicycle parking	2
16. Prevention of bicycle theft and vandalism	0.5
17. Improvements in bicycle user safety	1
18. Combination of cycling and public transport	1.5
19. Encouraging cycle use through services to cyclists	0.5

Policy Aspect	Score
<b>Module 6: Communication and Education</b>	
20. Communication of policy to decision makers and actors	0.5
21. Increasing the image of cycling	1
22. Initiatives to encourage life long cycling	0.5
23. Education and cycle training	1

<b>Module 7: Target Groups and Partnerships</b>	
24. Encouragement of officials to cycle to work	1
25. Promotion of cycling to work by employers	1.7
26. Promotion of cycling to school	1
27. Promotion of cycling to leisure sites	1.5
28. Promotion of shopping by bike	1.8
29. Promotion of family biking	1.8

<b>Module 8: Complimentary Activities</b>	
30. Measures to curb car use	1
31. The use of health effects to support cycling policy	1

<b>Module 9: Evaluation and Effects</b>	
32. Measuring the effects of cycling policy	0.5
33. Safeguarding the quality of projects and actions	2
34. Monitoring of bicycle use	2
35. Collection and use of safety related data	1.3

#### 4.1 BYPAD SCORES FOR MODULES AND QUESTIONS

Table 4.2 gives an overview of the scores for each of the BYPAD modules, and therefore their progress on the BYPAD ladder of development.

**Table 4.2: Summary of Module Level of Development**




Score	Meaning	Module	Score
<b>0-25</b>	Ad-hoc approach	Communication and education Complimentary activities	18.8 25
<b>26-50</b>	Isolated approach	Leadership Means and Personnel User Needs Infrastructure services and safety Target groups and partnerships Evaluation and effects	30.8 33.3 35 35.6 35.8 36.3
<b>51-75</b>	System orientated approach		...
<b>76-100</b>	Integrated approach	Policy on paper	87.5

The majority of scores for Liverpool for each of the modules fall into the isolated approach category. Policy on paper is the only module to score highly enough to represent an integrated approach at level 4. The following sections look at each of the modules in more detail and the scores attributed to individual questions.

Table 4.3 displays the converted BYPAD scores for each question and overall for each module, and their progress on the BYPAD ladder of development.

Section 4.1.1 to 4.1.9 looks at the scores of each module in turn, discussing both their current level and also the possible objectives or targets for future improvement.

##### Key for Table 4.3:

	Level of development quality criterion
	Level of development module 'X'
	Level of development bicycle policy Liverpool

**Table 4.3: Summary table levels of development for the bicycle policy in Liverpool**

	Level 1: Ad-Hoc Approach	Level 2: Isolated Approach	Level 3: System Orientated Approach	Level 4: Integrated Approach
<b>Module 1: User Needs</b>				
How user needs are ascertained				
Accessibility of data on user needs				
Involvement of users in process of political decision making				
<b>Module 2: Leadership</b>				
Where cycling policy is prepared and executed				
Impact key individuals have within the political decision-making process				
Existing steering platforms				
<b>Module 3: Policy on Paper</b>				
Content of local cycling policy				
Realisation of actions in policy plan				
<b>Module 4: Means and Personnel</b>				
Safeguarding of cycle policy financing				
Available finance to support new initiative or innovative projects				
Improvement of topic-related knowledge and skills of staff				
<b>Module 5: Infrastructure Services and Safety</b>				
Improvements in infrastructure for cycling				
Organisation of cycle infrastructure maintenance				
Improvements in orientation of bicycle users				
Improvements in bicycle parking				
Prevention of bicycle theft and vandalism				
Improvements in bicycle user safety				
Combination of cycling and public transport				
Encouraging cycle use through services to cyclists				
<b>Module 6: Communication and Education</b>				
Communication of policy to decision makers and actors				
Increasing the image of cycling				
Initiatives to encourage life long cycling				
Education and cycle training				
<b>Module 7: Target Groups and Partnerships</b>				
Encouragement of officials to cycle to work				
Promotion of cycling to work by employers				
Promotion of cycling to school				
Promotion of cycling to leisure sites				
Promotion of shopping by bike				
Promotion of family biking				
<b>Module 8: Complimentary Activities</b>				
Measures to curb car use				
The use of health effects to support cycling policy				
<b>Module 9: Evaluation and Effects</b>				
Measuring the effects of cycling policy				
Safeguarding the quality of projects and actions				
Monitoring of bicycle use				
Collection and use of safety related data				
<b>Overall Bicycle Policy in Liverpool</b>				

#### 4.1.1 User Needs

The 'User Needs' module specifically examines how bicycle user needs are ascertained and managed. Attention is drawn towards how the municipality involves the users and the way in which the interaction and participation of users in the political decision making process is assured. The module assesses and secures a customer orientated approach.

User needs scored 35 for the City of Liverpool, implying an isolated approach to cycle policy. Looking at the individual scores for the various aspects associated with user needs, it is evident that Liverpool's strong area is the involvement of users in the process of political decision making (which scored 62.5). However, how user needs are ascertained (25) and the availability of data on user needs (17.5) scored very low, implying an ad-hoc approach.

<b>Question 1: How are user needs ascertained?</b>	<b>25</b>
--	-----------

Liverpool gains some feedback for cycling in the city through household surveys, automatic traffic counters, the LCF and LTP/APR consultation. In addition there is potential to utilise further data from School Travel Plans. This may, however, create a wish list that LCC may be unable to deliver. There is a need for greater consultation through focus groups and interviews, together with more extensive monitoring resulting in a score of 25.0 (Ad-Hoc approach).

<b>Question 2: How is data on user needs made accessible?</b>	<b>17.5</b>
---	-------------

There is a standard rule for processing complaints, by which members of the public also express their needs as users. However, this is limited and much more could be done.

<b>Question 3: How are users/groups involved?</b>	<b>62.5</b>
---	-------------

The MCC work with Liverpool City Council to improve and encourage cycling in the city. Membership of the group is wide ranging and it is hoped that this will encourage a greater cycling culture in the future. The city also hosts the Liverpool Cycling Forum four times a year demonstrating that Liverpool's strength in this area is the involvement of users in the process of political decision making.

#### 4.1.2 Leadership

The 'Leadership' module examines the impact and commitment of politicians and chief officers on the quality of cycling policy. Do people in leading positions have an inspiring and motivating impact on cycling policy? Are they capable of taking a lead position, are they committed to the job, are they 'real change' managers or are they simply isolated without any impact?

It is of interest to know who is involved in the preparation of policy on the official level and to what extent lead officials have a clear impact on the (mobility) policy. On the political level it is also interesting to find out who is responsible (one person or the whole city council). Attention should also be paid to the existence of steering platforms, both internal and external. The way in which the user (group)s can have their say is also incorporated into this module.

Leadership scored an overall 30.8, equating to an isolated approach. A factor scoring relatively high was where the cycling policy is prepared and executed (42.5). However, the existing steering platforms scored just 25, as did the impact key individuals have within the political decision-making process, implying an ad-hoc approach, and pulling down the overall score for leadership in Liverpool.

**Question 4: Where is the cycling policy prepared and executed?**
**42.5**

Cycling policy for Liverpool has been made into a document by the Cycling Officer within the Council. However, although the preparation has been strong, its implementation is less so.

**Question 5: What impact do key individuals (both officials and politicians) have within the political decision-making process concerning cycling?**
**25**

Individuals in the political decision-making process currently have a very limited impact on cycling policy. There is no main political advocate for cycling within the City – although a Cycling Officer is employed (at time of BYPAD+ questionnaire). The introduction of a travel plan for Liverpool City Council, together with the possibility of a flat rate travel allowance should encourage cycle use among LCC employees.

**Question 6: What steering platforms exist (who participates and what subjects are dealt with)?**
**25**

No internal steering group currently exists. In the past, internal steering groups have been attempted but without much success. However, issues are discussed with external groups. Greater integration is needed between the different groups involved, including planning, education, leisure services and health.

#### 4.1.3 Policy on Paper

The 'Policy on Paper' module examines the existing strategy for cycling policy and the way it is programmed. What is the context of cycling policy and to what extent is it integrated into the broader framework? Other points of interest are the degree of: long term planning, (obligatory) arrangements, use of priorities and the dealing with cross-boarder problems.

Policy on paper scored very highly for Liverpool, with the highest score overall - . This means that an integrated approach has been taken. The content of local cycling policy scored 100, with the realisation of actions in policy plan scoring 75.

**Question 7: What is the content of the local cycling policy?**
**100**

The cycling policy is very comprehensive and compatible with the National Cycling Policy objectives. A score of 100.00 represents the highest score overall for Liverpool and shows that an integrated approach has been taken.

**Question 8: How is the realisation of actions in the policy plan ensured?**
**75**

The majority of actions in the policy plan are realised in the short term, but are reactive rather than proactive. However, for long term actions such as those set out in the LTP, explanations have to be given as to why targets are not being met. A lack of knowledge about the cycling policy acts as a barrier to its implementation. The availability of an electronic version of the policy would be useful in overcoming this barrier.

#### 4.1.4 Means and Personnel

The 'Means and Personnel' module deals on the one hand with the financial aspects of the policy and on the other hand with the manpower that is involved in cycling policy. What are the financial sources for executing a cycling policy and what is done to safeguard financial continuity? Are there financial incentives for starting up innovative bicycle projects? How much effort is put into negotiating budgets for a better cycling policy? Also, the qualifications of the personnel and the possibilities for improving their skills are investigated.

Means and personnel scored low for Liverpool, with just 33.3. It therefore qualifies in the isolated approach. Safeguarding of policy financing (75) scored very highly, however, improvement of topic-related knowledge and skills of staff (0) and available finance to support new initiatives or innovative projects (25) pulled down the overall score for this module.

<b>Question 9: How is the financing of cycling policy safeguarded?</b>	<b>75</b>
--	-----------

Approximately £300,000 is available each year for the implementation of the cycling policy. This budget usually remains within cycling, with the fairly continuous financial support resulting from the five year LTP. Any additional funding tends to come from European Union sources and the DfT/Sustrans.

<b>Question 10: Is finance available to support new initiatives or innovative projects?</b>	<b>25</b>
---	-----------

The cycling budget outlined above tends to be spent on the development of infrastructure for cycling and cycle promotion in the city. At present, there are no new initiatives or innovative projects being funded or planned for the future and little funding available for the implementation of soft measures. The acceptance of bids for a set budget to fund innovative projects would stimulate greater engagement in cycling in Liverpool.

<b>Question 11: What is being done to improve the topic related knowledge and skills of the staff?</b>	<b>0</b>
--	----------

Training for staff in Liverpool has taken place in the past, however very little seems to be available at present. To improve their score, Liverpool need to ensure that training is available to all staff to improve their topic knowledge and skills. Internally, there is scope for workshops and/or seminars to improve co-operation and co-working between different departments and to raise cycle awareness

#### 4.1.5 Infrastructure Services and Safety

Which cycling infrastructure is implemented and how is maintenance organised? Further issues include the orientation of the bicycle users and the measures for bicycle parking. Improving safety is an essential aspect of cycling policy and therefore it is given special attention in this module. The integration of cycling with public transport and additional services such as secure bicycle parking, bicycle stations etc. is also covered in this module.

Again scoring poorly, infrastructure services and safety scored just 35.6; an isolated approach. Some higher scores were evident in this section, including improvements in orientation of bicycle users (72.5 – systems orientated approach), improvements in infrastructure for cycling and improvements in bicycle parking (both scoring 50 – isolated approach), the latter two aspects verging on gaining systems orientated approach status. The remaining aspects achieved very low scores, all within the ad-hoc category, the lowest of which was encouraging cycle use through services to cyclists (12.5)

<b>Question 12: What is being done to improve the infrastructure for cycling?</b>	<b>50</b>
---	-----------

Cycle routes/lanes have been introduced leading to the city centre, resulting in a score of 50.0 being obtained for this question. To improve the score, a more high-quality cycle network would have to be introduced, with links to neighbouring communities and over the city as a whole, and including a variety of cycling facilities (e.g. road markings, traffic regulation, speed inhibitors etc).

**Question 13: How is the maintenance of the cycling infrastructure organised?**
**25**

Cycle lanes and off-road tracks are maintained on a routine basis, although relatively infrequently. There is a call centre called Liverpool Direct which allows members of the public to log complaints and/or inform the Council of necessary works. These problems tend to be remedied quickly. Liverpool also has a street furniture maintenance programme.

**Question 14: What is being done to improve the orientation of bicycle users?**
**72.5**

Signage for the orientation of cyclists in Liverpool is at a high standard, hence the high score attributed to it. Main cycle routes are indicated, as well as the production of a city cycle map, including links to national routes that pass through the region.

**Question 15: What is being done to improve bicycle parking?**
**50**

Bicycle parking is promoted in the city centre, although access to some cycle parking is difficult due to it's location in the centre of pedestrianised areas. In certain areas, there is a lack of cycle parking which needs to be addressed through the planning department at Liverpool City Council. A pedestrian and cycle audit is planned to assess facilities for cyclists, including cycle parking. Some cycle parking is very poorly designed and there is no protection from cycle theft. There is scope for improvement in cycle parking provision at the city's rail stations.

**Question 16: What is being done to prevent bicycle theft and vandalism?**
**12.5**

The increase in cycle parking through the LTP has made storage of bicycles easier in the city and theft more difficult. It is the responsibility of the cyclist to fit anti-theft devices and to lock their bike up correctly. The police have been involved in preventing bicycle theft and CCTV coverage in some areas may deter criminal activity. Bicycle cages have been introduced in some areas, although this is not practical for all locations. The development of new facilities should consider the provision of secured parking in lockers or cages to improve the current score.

**Question 17: What is being done to improve safety for bicycle users?**
**25**

It is thought that the main reason for people choosing not to cycle in Liverpool is perception of safety, which is a real barrier. Due to the increases of traffic and vehicle speed, cycle lanes are of limited benefit in improving safety.

**Question 18: What is being done to optimise the combination of public transport and cycling?**
**37.5**

There is free cycle carriage at all times of the day on Mersey Travel. Some bicycle lockers are provided at Hunts Cross and Station. However, there is poor quality interchange between the station at Hunts Cross and the cycle network which deters cycle use. The presence of steps around many stations also makes cycle access very difficult. This could be improved through the introduction of wheel ramps. There is also the potential to introduce cycle parking at future tram stops.

**Question 19: What is being done to encourage cycle use through services to bicycle users?**
**12.5**

At present, bicycle shops in the city provide the only primary service to bicycle users in Liverpool. However, there are not many shops available, partially as a result of the current lack of demand and



low levels of cycling. There is scope for the development of a good cycle repair shop, as well as a bike regeneration or recycling scheme for young people.

#### 4.1.6 Communication and Education

Communication is divided into two important topics. Communication of facts and arguments to find and support new actors who contribute to the cycling policy on the one hand; how is the municipality communicating its cycling policy? On the other hand, the question of how the image of cycling is promoted is important. The educational part is given attention by asking for the initiatives regarding education and cycle training.

Communication and education in Liverpool scored just 18.8, the lowest score overall in the audit; signifying that an ad-hoc approach is taken.

<b>Question 20: How is the cycling policy communicated to decision makers and (potential) actors?</b>	<b>12.5</b>
---	-------------

Currently, little is done concerning communicating cycling policy to decision-makers and employees of the council in Liverpool, usually on an ad-hoc basis. To improve in this area, cycling policy needs to be communicated to other departments on a regular basis, rather than when needed.

<b>Question 21: What is being done to improve the image of cycling?</b>	<b>25</b>
---	-----------

There is scope to promote cycling further as a mode of transport within the city, particularly due to the low levels of car ownership. Ideas for improving the image of cycling include competitions, collaborations with football clubs, promotion through the free city newspaper, and the re-launch of a car-free day for Liverpool. There are efforts within the city to promote sustainable mobility through programmes such as CATCH (Clean Accessible Transport for Community Health) funded by the European Union. Travelwise also work to promote cycling and sustainable transport across the Merseyside Region. Information is provided to housing developers/developments giving information about alternatives to car ownership and use in Liverpool.

<b>Question 22: What initiatives are taken to encourage life-long cycle use?</b>	<b>12.5</b>
--	-------------

The health benefits of cycling should be used here, primarily targeting schools. Currently, 'How to get to ...' guides are available for schools and hospitals. Travel packs could be given to children moving to secondary schools and cycle training given within schools. Younger children can also be targeted, although there is an image problem with cycling in the city. Barriers are likely to include liability issues, especially with younger children. People moving into the city could also be targeted, in conjunction with residential parking restrictions.

<b>Question 23: What is being done concerning education and cycle training?</b>	<b>25</b>
---	-----------

Currently, the City Council only offers off road skills training to primary aged school children. They are seeking to develop road training for primary school children but so far none has been implemented. This is a potential action for the future.



#### 4.1.7 Target Groups and Partnerships

This module focuses on how the municipal cycling policy addresses specific target groups and involves or co-operates with the corresponding partners. What measures are being taken to encourage cycling to work, to school, shopping by bike etc. and how are local employers, schools and colleges, retailers etc involved? Are there any measures in place to stimulate 'lifelong cycling'?

Target groups and partnerships scored 35.8 in Liverpool; an isolated approach. More needs to be done to promote cycling to work by employers and schools (scored just 25) which would increase the overall score. Improvements are also necessary to promote cycling to leisure sites (scoring 32.5)

<b>Question 24: What is being done to encourage officials to cycle to work?</b>	<b>25</b>
---	-----------

The development of a travel plan for Liverpool City Council aims to address this issue. Current barriers to cycling to work include lack of end of trip facilities, traffic levels and a lack of safe and accessible routes. Cycle use on Council Officers visits is discouraged due to time issues and funding has been withdrawn as a result. Council Officers do have to pay for parking and there has been some modal shift as a result. However Council Members can claim cycle mileage allowance for official use of their cycle in the course of work.

<b>Question 25: What is being done to promote cycling to work among local employers?</b>	<b>42.5</b>
--	-------------

More could be done in Liverpool to promote cycling to work amongst local employers. This includes city wide competitions or campaigns to identify cycle-friendly employers, and promote the benefits (health – individual and public) of cycling.

<b>Question 26: What is being done to promote cycling to school?</b>	<b>25</b>
--	-----------

Some schools are very keen to promote cycling to school and cycle parking has been implemented. At present, no formal cycle training has been given, although eight schools have adopted Travel Plans with another 17 under development. These Travel Plans are mainly in the south of the city. The level of support is dependent on the views and involvement of head teachers and other staff members. Currently, buses are used to take children to school within cycling distance due to perceived safety issues. Walking and cycling initiatives would be useful in overcoming these safety issues. As mentioned above, Liverpool are also in the process of developing on-road training for school-aged children and more promotional work is needed.

<b>Question 27: What is being done to promote cycling to leisure sites?</b>	<b>32.5</b>
---	-------------

This is an area of provision that is improving in Liverpool. The majority of leisure sites now have cycle parking with Sheffield stands, although there are no plans to increase this provision in the future. Some leisure centres within the city are linked to the cycle network, with the majority included in the planned network.

<b>Question 28: What is being done to promote shopping by bike?</b>	<b>45</b>
---	-----------

There is currently adequate provision of cycle parking within the city centre in pedestrianised areas, close to shopping facilities. However, to further improve the score for this question, Liverpool would have to use campaigns to encourage cycling for shopping purposes, as well as ensuring that cyclists have equal or better access to shopping facilities than those travelling by car (directness etc)

<b>Question 29: What measures are taken to promote family biking?</b>	<b>45</b>
---	-----------

Merseyside TravelWise promote cycling for the family with their Bike Time family rides which take place throughout the year. Details of these rides are posted on the Travelwise website which helps raise awareness.

#### 4.1.8 Complementary Activities

This module deals with activities or decisions beyond 'pure' cycling policy that can have an effect on cycle use. Two aspects are included. What is being done to curb car use and how are the health effects of cycling used to encourage cycle use? There are different policy domains that indirectly affect cycle use and therefore it is important to focus on these domains in order to avoid counterproductive effects.

Complimentary activities scored 25 overall, which is an ad-hoc approach, bordering on an isolated approach. Both measures to curb car use in Liverpool and the use of health effects to support cycling policy scored just 25.

<b>Question 30: What is being done to curb car use?</b>	<b>25</b>
---	-----------

The city centre used to suffer from high levels of illegal parking which created a need for additional car parking provision. Car parking charges in Liverpool are low meaning they do not act as a disincentive to car use. It is a perception of the council that regeneration and reduction in car use cannot take place simultaneously. As a result, there remains much scope for the development of car free residential developments and controlled parking zones.

A Car Parking Strategy is currently in development which will assess the effect of the City Centre Movement Strategy on the overall availability of car parking in the city. This will include issues such as Park & Ride and on / off street car parking.

<b>Question 31: How are the positive health effects from cycling used to support cycling policy?</b>	<b>25</b>
--	-----------

The health benefits of cycling provide a key factor to support and promote cycling policy in Liverpool. This is particularly relevant in light of the current obesity crisis in the UK. The Cycling Officer needs to develop links with local Primary Care Trusts in order to introduce localised initiatives. Links can be drawn between health and other departments in the promotion of cycling to adults. Projects such as Health Start and REACT (Regeneration through Environmental Action) are already in place. The Health Impact Assessment for the LTP and support for cycling in the City Health Plan mean that the basis is already there but needs to be built on.

#### 4.1.9 Evaluation and Effects

The 'evaluation and effects' module focuses on the way the results of cycling policy are followed up and the method in which this information is used to make further improvements to cycling policy. The actual effects of cycling policy form the second important subject of this module. How does the municipality measure the effects of its policy? How is the quality of the process safeguarded? With regard to the effects: how is bicycle use monitored and how are safety levels measured?

Evaluation and effects scored 36.3; an isolated approach. The collection and use of safety related data was found to be good (32.5) and taking an isolated approach. However, measuring the effects of cycling policy (12.5) scored very low, implying an ad-hoc approach is taken. Safeguarding the quality of projects and actions (50.0) and the monitoring of bicycle use (50.0) are both bordering on the system-orientated approach to cycle policy.

<b>Question 32: How are the effects of cycling policy measured?</b>	<b>12.5</b>
---	-------------

MIS counts are carried out and reported back in the Annual Progress Review (part of the LTP process). The targets include:

- Length of new cycleways (to include cycle paths and routes);
- Cycle parking at public transport sites;
- Cyclist casualties; and
- No of cycling trips.

Targets are contained within the cycling strategy, but satisfaction surveys related to cycling in their entirety are not carried out, it is generally combined with LTP and APR consultation.

<b>Question 33: How is the quality of projects and actions safeguarded?</b>	<b>50</b>
---	-----------

At present, there is no formal framework in place to ensure the quality of projects and actions are safeguarded, the responsibility lies with individuals. A framework needs to be developed within which evaluation of data of earlier projects are consulted for the current project, and projects are part of an action plan and are ranked according to priority.

<b>Question 34: How is bicycle use monitored?</b>	<b>50</b>
---	-----------

The council has installed four permanent automatic counters which will provide statistics for the analysis of bicycle use. However, there is much more in this area that Liverpool would like to do, including further permanent and manual counters. The Council realise that there is scope to do much more and that the consistency of data collection needs to be maintained. The LTP county-wide household surveys can be inaccurate. Improvement of monitoring would help to justify spending on cycling in the city. There is also the need to carry out origin/destination surveys, which should have been carried out in the past. There is the potential to involve geography teaching/students from schools and universities in Liverpool in conducting cycling surveys and other data collection.

<b>Question 35: How does the municipality collect and use safety-related data?</b>	<b>32.5</b>
--	-------------

The main method of collection for safety related data is STATS 19. There is the need for greater monitoring, as under-monitoring and hot spots already deter cycling. The collection of perception data would allow the council to identify areas where people do not cycle and why. This could provide valuable data in helping to increase cycling levels, but would be labour intensive and time consuming. The Liverpool Cycling Strategy already states targets for safety.

## 4.2 BYPAD+ OVERALL RATING FOR LIVERPOOL

Overall, cycling policy in Liverpool scored **37.6** out of 100, meaning that, assessed according to the BYPAD+ process, an isolated approach towards cycling policy is currently taken. Ideally, Liverpool should initially aim to improve its score to 51+, indicating a system-orientated approach is taken towards cycling policy rather than an isolated approach. Through the BYPAD+ methodology process, areas where efforts should be concentrated to improve scores have been identified. Those areas which score 25 or under (ad-hoc approach) include:

- Ascertaining data on user needs (25.0)
- Accessibility of data on user needs (17.5)
- Impact of key individuals within the political decision-making process (25.0)
- Existing steering platforms (25.0)
- Available finance to support new initiatives or innovative projects (25.0)
- Improvement of topic relate knowledge and skills of staff (0.0)
- Prevention of bicycle theft and vandalism (12.5)
- Encouraging cycle use through services to cyclists (12.5)
- Organisation of cycle infrastructure maintenance (25.0)
- Improvements in bicycle user safety (25.0)
- Increasing the image of cycling (25.0)
- Initiatives to encourage life long cycling (12.5)
- Education and cycle training (25.0)
- Communication of policy to decision makers and actors (12.5)
- Encouragement of officials to cycle to work (25.0)
- Promotion of cycling to school (25.0)
- Measures to curb car use (25.0)
- Use of health effects to support cycling (25.0)
- Measuring the effects of the cycling policy (12.5)

Selected areas will be looked at in more detail in the objectives and measures section in order to create individual actions to improve these aspects of the cycling policy.

## 5 SETTING OBJECTIVES AND MEASURES

The BYPAD+ audit process identified that cycling policy in Liverpool is currently taking an isolated approach. There are a number of modules that should be prioritised when identifying improvements in preparation for the cycling policy quality plan. These aspects include Communication and Education (18.8), Complimentary Activities (25.0) and Leadership (30.8). The module on Policy on Paper scored highly (87.5), and therefore needs little consideration in the near future when creating the cycling policy quality plan.

The next step of the audit process is to create a cycling policy quality plan. The following points are essential for inclusion in the plan:

1. Determining improvement goals on the basis of the audit process
2. Setting out a priority list
3. Identifying the people responsible for implementing goal improvements
4. Identifying employees and departments involved
5. Defining a time schedule for implementing objectives with opportunities for interim evaluation
6. Setting out a budget for realising the improvement goals

These actions were discussed in a second meeting with the Liverpool evaluation group. The results of the interim report were relayed and discussion surrounded those areas of cycling policy in Liverpool that had been prioritised (low-scores) and setting objectives and targets for improvements. This section will demonstrate the objectives and targets set for each of the prioritised cycle policy areas.

Although the process identified a number of areas for improvement, due to time and resource constraints and cycle resources, six questions were identified during the BYPAD process as being priorities in the development of the Cycling Quality Plan for Liverpool. These are:

- Question 5: What impact do key individuals (both officials and politicians) have within the political decision-making process concerning cycling?
- Question 11: What is being done to improve the topic-related knowledge and skills of staff?
- Question 16: What is being done to prevent bicycle theft and vandalism?
- Question 20: How is the cycling policy communicated to decision makers and (potential) actors?
- Question 22: What initiatives are taken to encourage life long cycle use?
- Question 32: How are the effects of cycling policy measured?

Sections 5.1 to 5.7 discuss the objectives and measures identified through consultation with the evaluation group during the second BYPAD process meeting. For each area, an objective pro-forma shown, as used in the second stakeholder meeting (see Appendix A for Summary Sheets).

## 5.1 THE IMPACT KEY INDIVIDUALS HAVE WITHIN THE POLITICAL DECISION-MAKING PROCESS CONCERNING CYCLING (LEADERSHIP MODULE, QUESTION 5)

The evaluation group identified that individuals in the decision-making process currently have a very limited impact on cycling policy in Liverpool. This led to a poor score for this aspect of leadership of just 25.0, an ad-hoc approach. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is to **increase the impact of key individuals on the decision-making process**. In terms of priority, it was decided that this objective was 'High'. There are positive synergies with existing steering platforms. Possible opposition has been identified as the need to review any conflicting view in policy documentation. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer, and the identification of funding mechanisms.

To achieve this objective, target measures include raising the profile of politicians and officers involved in cycling policy implementation through effective marketing, e.g. local newsletter/press. It is intended that this target will be achieved by the end of March, 2005, and the main actor responsible for its implementation is likely to be the cycling policy officer, supported by the Transport Policy Team and the Service Manager. Further actors include the council press office/marketing department and Merseyside TravelWise. Sources of funding are yet to be identified, but are likely to be Cycling Officer resources.

A second target measure is to ensure representation of cycling interests within departmental meetings and forums. It is intended that this measure will be achieved by March 2005, and the main actor responsible for its implementation will be the Cycling Officer, supported by the Departmental head. Further actors include the council press/marketing. Sources of funding are yet to be identified, but are likely to be Cycling Officer resources.

## 5.2 IMPROVING THE TOPIC RELATED KNOWLEDGE AND SKILLS OF STAFF (MEANS AND PERSONNEL, QUESTION 11)

The evaluation group identified that although some limited topic related training had been given to staff, very little is currently being done. This led to a 0.0 score for this aspect of leadership, an ad-hoc approach. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is to **pave the way to improving the topic-related knowledge and skills of staff**. In terms of priority, it was decided that this objective was 'Medium'. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer, and the identification of funding mechanisms.

To achieve this objective, a target measure is to raise the issues with the scrutiny group. It is intended that this target will be achieved in the medium term with the main actors being local Councillors (currently John Coyne), MSTPC Members and the Executive Member for Regeneration.

The second target measure is to produce a cycle design guide for Liverpool, focusing on planning for traffic engineers highlighting the needs of cyclists. It is intended that this target will be achieved in the short to medium term and the main actor responsible for its implementation will be Liverpool City Council. A source of funding is the LTP.

### 5.3 PREVENTION OF BICYCLE THEFT AND VANDALISM (INFRASTRUCTURE, SERVICES AND SAFETY MODULE, QUESTION 16)

The evaluation group identified that the increase in cycle parking through the LTP has made storage of bicycles easier in the city and theft more difficult. It is the responsibility of the cyclist to fit anti-theft devices and to lock their bike up correctly. The police have been involved in preventing bicycle theft and CCTV coverage in some areas may deter criminal activity. Enclosed bicycle 'cages'/storage have been introduced in some areas, although this is not practical for all locations. This led to a score of 12.50, an ad-hoc approach. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is **to reduce theft and vandalism of bicycles in Liverpool**. In terms of priority, it was decided that this objective was 'Low-Medium'. Possible barriers to achieving the target measures have been identified as the police and the possible time/resources that would be required of them. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer, and the identification of funding mechanisms.

To achieve this objective, target measures include the utilisation of the presence of CCTV in the city centre locations by approaching policy and requesting increased monitoring. It is intended that this target will be achieved in the medium term, and the main actor responsible for its implementation is likely to be Chair of the LCF (currently Councillor Paula Keaveney, formally John Coyne) and Liverpool City Council. Further actors include the local police.

A second target measure is to ensure cycle parking stands are provided in secure/overlooked locations, which will be an ongoing target measure. The main actor responsible for its implementation will be the Cycling Officer with assistance from Merseyrail. Funding will be provided via the LTP.



### Prevention of Cycle Theft and Vandalism

In providing secure cycle parking, Liverpool needs to consider the following (in relation to lockers in particular but generally applicable):

- Security (resistant to external attack, secure locking mechanism , graffiti and vandal resistant)
- Ease of Operation (dedicated use - 1, 3 or 6 month agreement, low administration, access to the lockers if required)
- Efficient use of space
- Low maintenance
- Minimal installation time and expense
- Reasonable cost over the full long-term life of the product

Providers also need to consider the needs of cyclists. For example, commuters may require a safe storage place for (increasingly) expensive bicycles, guaranteed availability of a storage space, ability to leave equipment on the bike, such as panniers, pump, lights, tools, cycle-computer, helmet, waterproofs, convenient for work-place or destination, ie. near to main entrances, showers etc, reasonable cost (if any) and simple payment mechanism, and confidence in locker security and use.

Other ideas include:

- Incorporation of cycling into new developments:
  - redesign areas resulting in improved surveillance of parks and streets, buildings (Delft Neighbourhood Project).
  - Home zones
- Use of local media
- Involve local Neighbourhood Watch / Police / Town Centre Managers / Local bike retailers in designing appropriate initiatives – Round table style
- Local sponsorship
- Develop leaflet on how to prevent bicycle theft – detail benefits of cycle parking installed
- Liaise with police over registering bicycles
- Involve young people / likely offenders
- Investigate the possibility of locating cycle parking in conjunction with pedestrian initiatives i.e. CCTV / natural surveillance

## 5.4 COMMUNICATING CYCLING POLICY TO DECISION MAKERS AND (POTENTIAL) ACTORS (COMMUNICATION AND EDUCATION MODULE, QUESTION 20)

The evaluation group identified that cycling policy in Liverpool is poorly communicated to decision makers and (potential) actors. This led to a score of 12.50, an ad-hoc approach. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is **to increase policy awareness amongst decision-makers and potential actors**. In terms of priority, it was decided that this objective was 'Medium-High'. Positive synergies have been identified with existing transport forums. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer, and the identification of funding mechanisms.

To achieve this objective, target measures include approaching the marketing department to ascertain the possibility of awareness raising schemes. It is intended that this target will be achieved in the short-medium term, and the main actor responsible for its implementation is likely to be Liverpool City Council. Further actors include Councilors (such as John Coyne and Paula Keaveney as chair of LCF) and Merseyside TravelWise. LTP funding will be used.



A second target measure is to invite decision-makers and potential actors to the annual cycling road show (if not done already) to raise awareness. Again, this will be intended to be achieved in the short-medium term. The main actor responsible for its implementation will be Liverpool City Council with Merseyside TravelWise. Possible financing is from the LTP process.

## 5.5 INITIATIVES TAKEN TO ENCOURAGE LIFE LONG CYCLE USE (COMMUNICATION AND EDUCATION MODULE, QUESTION 22)

The evaluation group identified that limited measures are being taken to encourage lifelong cycling in Liverpool, and therefore much more needs to be done. A score of 12.50, an ad-hoc approach, was therefore attributed to this question. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is **to promote/encourage life long cycling in Liverpool**. In terms of priority, it was decided that this objective was 'Medium-High'. Positive synergies have been identified with current Safer Routes to Schools initiative being carried out in the city. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer, and the identification of funding mechanisms.

To achieve this objective, target measures include the provision of adult cycle training. It is intended that this target will be achieved in the medium-long term, and the main actor responsible for its implementation is likely to be Liverpool City Council with Merseyside TravelWise. LTP funding will be used to finance this.

A second target measure is to publicise the benefits of cycling through marketing campaigns (e.g. cycling road show, leaflets etc). Again, this will be achieved in the medium-long term. The main actor responsible for its implementation will be Liverpool City Council. As with the first measure, LTP funding will finance this.

### Encouraging Life Long Cycling

It is key that Liverpool considers the following when trying to encourage life long cycling within the City:

- Work towards dispelling myths about topography, weather etc.
- Use cyclists in Council promotional events and literature
- Liaise with Recreation Officer to develop and promote cycling activities in association with cycling clubs
- Offer 'Cycle Friendly Employer Awards' for employers that provide their staff with showers, secure cycle parking, lockers and allowances for work trips undertaken by bicycle etc.
- Special offers on bikes for cycling to work.
- Develop links with other organization such as the police, post office etc. to promote cycling.
- Schools liaison
- Working with other groups
- Local media
- Local incentives

## 5.6 MEASURING THE EFFECTS OF CYCLING POLICY (EVALUATION AND EFFECTS MODULE, QUESTION 32)

MIS counts are carried out and reported back in the Annual Progress Review (part of the LTP process). The targets include:

- Length of new cycleways (to include cycle paths and routes);
- Cycle parking at public transport sites;

- Cyclist casualties; and
- No of cycling trips.

Targets are contained within the cycling strategy, but satisfaction surveys related to cycling in their entirety are not carried out, it is generally combined with LTP and APR consultation.

The evaluation group identified that limited measures are being taken to measure the effects of cycling policy. A score of 12.50, an ad-hoc approach, was therefore attributed to this question. A target was set of achieving a score of at least 26.0, an isolated approach. The objective is **to realise the objectives in the CTC benchmarking action plan**. In terms of priority, it was decided that this objective was 'High'. Positive synergies have been identified with the BYPAD+ process. The preconditions necessary to achieve this objective include the appointment of a Cycling Officer.

To achieve this objective, a target measure is to identify monitoring requirements of the CTC benchmarking action plan and identify resources to monitor aspects of this plan. This has a time horizon of mid-2005 to be taken forward by the Cycling Officer with support from Transport Policy Team Leader and Transportation Services Manager.

An additional target measure is to set up 6-monthly evaluation periods to review meeting cycling policy objectives and set new targets. Again, this will be intended to be achieved by mid-2005. The main actor responsible for its implementation will be the Cycling Officer with support from Transport Policy Team Leader and Transportation Services Manager, financed by the LTP.

## 6 SUMMARY AND CONCLUSIONS

Scores were attributed to each aspect of current cycling policy in Liverpool by members of the evaluation group. These scores were:

**Table 6.1: Summary of Module Scores**

Score	Meaning	Module	Score
<b>0-25</b>	Ad-hoc approach	Communication and education Complimentary activities	18.8 25
<b>26-50</b>	Isolated approach	Leadership Means and Personnel User Needs Infrastructure services and safety Target groups and partnerships Evaluation and effects	30.8 33.3 35 35.6 35.8 36.3
<b>51-75</b>	System orientated approach		...
<b>76-100</b>	Integrated approach	Policy on paper	87.5

The overall score for Liverpool was **37.6**, an isolated approach. This implies that there is already a cycling policy in place, but this policy is isolated from other policy fields such as mobility, spatial planning and environment. Good infrastructure is the main concern of the policy, although some supplementary activities are undertaken. The cycling policy is characterised by:

- Some use of data and some knowledge of the cyclists' needs and priorities;
- Global agreements with a limited compulsory character (task setting)
- Decisions are often made which are counterproductive because of a lack of tuning with other policy fields;
- Continuity in cycling policy is not guaranteed

Six questions which obtained low scores, or were considered important to focus on by the City, were selected to prioritise in the cycling policy action plan. These were:

- Question 5: What impact do key individuals (both officials and politicians) have within the political decision-making process concerning cycling?
- Question 11: What is being done to improve the topic-related knowledge and skills of staff?
- Question 16: What is being done to prevent bicycle theft and vandalism?
- Question 20: How is the cycling policy communicated to decision makers and (potential) actors?
- Question 22: What initiatives are taken to encourage life long cycle use?
- Question 32: How are the effects of cycling policy measured?

Objectives and measures have been set for each of these questions, including target scores, the identification of possible funding sources, synergies and possible opposition to the objectives, time scales and main actors responsible for implementation. A summary of the Cycling Quality Plan objectives is given in Table 6.2.

**Table 6.2: Summary of Cycling Quality Plan**

<b>Time Horizon</b>	<b>Objective</b>	<b>Target measures</b>	<b>Main Actors</b>	<b>Current Score</b>	<b>Target level</b>
Short - Medium	To increase policy awareness amongst decision-makers and potential actors	<b>Approach marketing department to ascertain possibility of awareness raising schemes</b>	Liverpool City Council	Ad-hoc – 12.50	Isolated - 26.0+
Short - Medium	To increase policy awareness amongst decision-makers and potential actors	<b>Invite decision-makers and potential actors to the annual cycling road show (if not done already) to raise awareness</b>	Liverpool City Council	Ad-hoc – 12.50	Isolated - 26.0+
Medium	To reduce theft and vandalism of bicycles in Liverpool	<b>Utilise the presence of CCTV more in the City Centre locations by approaching the police and requesting increased monitoring</b>	Liverpool City Council (Cycling Officer), John Coyne / Paula Keaveney	Ad-hoc – 12.5	Isolated - 26.0+
Medium	To pave the way to improving the topic-related knowledge and skills of staff	<b>Raise issues with the Scrutiny Group</b>	Councillors John Coyne/ Paula Keaveney	Ad-hoc – 0.0	Isolated – 26.0+
March 2005	To increase the impact of key individuals on the decision-making process	<b>Raise the profile of politicians and officers involved in cycling policy implementation through effective marketing, e.g. local newsletter/press</b>	Cycling Officer supported by departmental head	Ad-hoc – 25.0	Isolated – 26.0+
March 2005	To increase the impact of key individuals on the decision-making process	<b>Ensure representation of cycling within departmental meetings and forums</b>	Cycling Officer supported by departmental head	Ad-hoc – 25.0	Isolated – 26.0+
Mid 2005	To ensure consistent and comprehensive monitoring of policy is carried out	<b>Setup 6-monthly evaluation periods to review meeting cycling policy objectives and set new targets</b>	Cycling Officer	Ad-hoc – 12.5	Isolated - 26.0+

Time Horizon	Objective	Target measures	Main Actors	Current Score	Target level
Medium – Long	To pave the way to improving the topic-related knowledge and skills of staff	<b>To produce a design cycle guide for Liverpool, focusing on planning for traffic engineers highlighting the needs of cyclists</b>	Liverpool City Council	Ad-hoc – 0.0	Isolated – 26.0+
Medium – Long	To promote/encourage long life cycling in Liverpool	<b>Provision of adult cycle training</b>	Liverpool City Council	Ad-hoc – 12.5	Isolated - 26.0+
Medium – Long	To promote/encourage long life cycling in Liverpool	<b>Publicise the benefits of cycling through marketing campaigns (e.g. cycling road show, leaflets etc)</b>	Liverpool City Council	Ad-hoc – 12.5	Isolated - 26.0+
Ongoing	To reduce theft and vandalism of bicycles in Liverpool	<b>Ensure cycle parking stands are provided in secure/overlooked locations</b>	Cycling Officer	Ad-hoc – 12.5	Isolated - 26.0+

The BYPAD+ process can be repeated in order to monitor progress in achieving the objectives set out in the quality plan. This will determine whether Liverpool is on its way to achieving an overall score of 51.0+, a system-orientated approach, rather than the current isolated approach to cycling policy. This process could be repeated annually.

Liverpool will need to overcome barriers of identifying financial resources in order to achieve the aims and objectives highlighted by the BYPAD+ process. Possible sources discussed include:

- Continued use of LTP funding;
- Primary Care Trusts (PCT) may be a potential source of funding, especially for schemes such as Cycling on Prescription and health campaigns

This process has enabled Liverpool to a way forward with a need to work with other departments and organisations and to consider areas of priority, as set out in the quality plan.

## APPENDIX A: BYPAD OBJECTIVE AND MEASURES PRO-FORMA SHEETS

Objectives and Measures					Proposals of the evaluation group
<b>Module: Leadership</b>					
<b>No. and question in the questionnaire:</b> 5. What impact do key individuals have within the political decision making process?		<b>Achieved level:</b> Ad-hoc – 25.0		<b>Target level:</b> Isolated – 26.0+	
<b>Objectives:</b>	<b>Priority</b>	<b>Time horizon</b>	<b>Positive Synergies with</b>	<b>Possible opposition</b>	<b>Preconditions needed</b>
To increase the impact of key individuals on the decision-making process	High	Medium	Existing steering platforms	Need to review any conflicting view in policy documentation	Appointment of a Cycling Officer; Identification of funding mechanisms
<b>Target measures</b>		<b>Time horizon</b>	<b>Main actor</b>	<b>Further actors</b>	<b>Possible financing</b>
Raise the profile of politicians and officers involved in cycling policy implementation through effective marketing, e.g. local newsletter/press		March 2005	Cycling Officer, supported by Transport Policy and departmental head	Council press office/marketing	To be identified – expected low cost (Cycling Officer resources)
Ensure representation of cycling within departmental meetings and forums		March 2005	Cycling Officer, supported by Transport Policy and departmental head	Council press office/marketing	To be identified – expected low cost (Cycling Officer resources)





Objectives and Measures					Proposals of the evaluation group
<b>Module: Means and Personnel</b>					
<b>No. and question in the questionnaire:</b> 11. What is being done to improve the topic-related knowledge and skills of staff		<b>Achieved level:</b> Ad-hoc – 0.0			<b>Target level:</b> Isolated – 26.0+
<b>Objectives:</b>	<b>Priority</b>	<b>Time horizon</b>	<b>Positive Synergies with</b>	<b>Possible opposition</b>	<b>Preconditions needed</b>
To pave the way to improving the topic-related knowledge and skills of staff	Medium	Medium-Long			Appointment of a Cycling Officer; Identification of funding mechanisms
<b>Target measures</b>		<b>Time horizon</b>	<b>Main actor</b>	<b>Further actors</b>	<b>Possible financing</b>
Raise issues with the Scrutiny group		Medium	Councillor John Coyne  MSTPC Members  Executive Member for Regeneration	Chair of the LCF Paula Keaveney	N/A
To produce a design cycle guide for Liverpool, focusing on planning for traffic engineers highlighting the needs of cyclists		Medium-Long	Liverpool City Council	LCF, MCC.	LTP

Objectives and Measures					Proposals of the evaluation group
<b>Module: Infrastructure, Services and Safety</b>					
<b>No. and question in the questionnaire:</b> 16. What is being done to prevent bicycle theft and vandalism?		<b>Achieved level:</b> Ad-hoc – 12.50			<b>Target level:</b> Isolated – 26.0+
Objectives:	Priority	Time horizon	Positive Synergies with	Possible opposition	Preconditions needed
To reduce theft and vandalism of bicycles in Liverpool	Low-Medium	Medium		Police – time and resources	Appointment of a Cycling Officer; Identification of funding mechanisms
Target measures		Time horizon	Main actor	Further actors	Possible financing
Utilise the presence of CCTV more in the City Centre locations by approaching policy and requesting increased monitoring		Medium	Liverpool City Council  Councillor John Coyne / Paula Keaveney	Police	Mixed funding
Ensure cycle parking stands are provided in secure/overlooked locations		Ongoing	Cycling Officer	MerseyRail	LTP

Objectives and Measures					Proposals of the evaluation group
<b>Module: Communication and Education</b>					
<b>No. and question in the questionnaire:</b> 20. How is the cycling policy communicated to decision makers and (potential) actors?		<b>Achieved level:</b> Ad-hoc - 12.50		<b>Target level:</b> Isolated – 26.0+	
Objectives:	Priority	Time horizon	Positive Synergies with	Possible opposition	Preconditions needed
To increase policy awareness amongst decision makers and potential actors	Medium-High	Short-medium	Existing transport forums		Appointment of a Cycling Officer; through SPD in Transport, Identification of funding mechanisms
Target measures		Time horizon	Main actor	Further actors	Possible financing
Approach marketing department to ascertain possibility of awareness raising schemes		Short-Medium	Liverpool City Council	John Coyne / Paula Keaveney  Merseyside TravelWise	LTP top slice
Invite decision-makers and potential actors to the annual cycling roadshow (if not done already) to raise awareness		Short-Medium	Liverpool City Council	Merseyside TravelWise	LTP

Objectives and Measures					Proposals of the evaluation group
<b>Module: Communication and Education</b>					
<b>No. and question in the questionnaire:</b> 22. What initiatives are taken to encourage life long cycling?		<b>Achieved level:</b> Ad-hoc – 12.50			<b>Target level:</b> Isolated – 26.0+
<b>Objectives:</b>	<b>Priority</b>	<b>Time horizon</b>	<b>Positive Synergies with</b>	<b>Possible opposition</b>	<b>Preconditions needed</b>
To promote/encourage long life cycling in Liverpool	Medium-High	Medium	Current Safer Routes to Schools initiative been carried out in the city		Appointment of a Cycling Officer; Identification of funding mechanisms
<b>Target measures</b>		<b>Time horizon</b>	<b>Main actor</b>	<b>Further actors</b>	<b>Possible financing</b>
Provision of adult cycling training		Medium/Long	Liverpool City Council	Merseyside TravelWise	LTP top slice
Publiscise the benefits of cycling through marketing campaigns (e.g. cycling roadshow, leaflets etc)		Medium/Long	Liverpool City Council	Merseyside TravelWise	LTP

Objectives and Measures					Proposals of the evaluation group
<b>Module: Evaluation and Effects</b>					
<b>No. and question in the questionnaire:</b> 32. How are the effects of cycling policy measured?		<b>Achieved level:</b> Ad hoc – 12.50			<b>Target level:</b> Isolated – 26.0+
<b>Objectives:</b>	<b>Priority</b>	<b>Time horizon</b>	<b>Positive Synergies with</b>	<b>Possible opposition</b>	<b>Preconditions needed</b>
To realise the objectives in the CTC benchmarking action plan	High	Medium-Long	BYPAD+ process		Appointment of a Cycling Officer; Identification of funding mechanisms
<b>Target measures</b>		<b>Time horizon</b>	<b>Main actor</b>	<b>Further actors</b>	<b>Possible financing</b>
Identify monitoring requirements of CTC benchmarking action plan – identify resources to monitor aspects of this plan		Mid-2005	Cycling Officer	Transport Policy Team Leader and Transportation Services Manager	LTP
Set up 6-monthly evaluation periods to review meeting cycling policy objects and set new targets		Mid-2005	Cycling Officer	Transport Policy Team Leader and Transportation Services Manager	LTP

