Overview
In recent years, cycling has experienced an unprecedented renaissance in the UK. With support from high profile politicians, such as the London Mayor, increased funding allocations and growing recognition of the societal value of take-up, cycling can be expected to maintain its place in the public spotlight. However, it isn't all good news - cycling participation in the UK remains low compared to other European countries, and fears over road safety and a sometimes poor image contribute to significant gender, race and socio-economic variations in participation levels.

The increasing concerns over reducing road congestion and carbon emissions, and the desire to promote public health and fitness, are some of the factors why cycling is frequently encouraged as a sustainable mode of transport. This course investigates policy, technical and societal issues underpinning current cycling levels and explores proven methods of increasing cycling participation rates and take-up on the ground.

Learning outcomes
At the end of the course, participants will have an understanding of:

- The various measures available that would support uplift in cycling participation and take-up
- The role national, regional and local governments play in integrating active modes into main stream modes of transport
- The effect that media coverage and the public image of cyclists have on people's travel choices
- Consultation and participation with stakeholder and communities
- Wellbeing, diversity and inclusion benefits available to individuals and society from higher cycling levels
- Conflicts that can arise as cycling number increase
- The role key performance indicators and targets play in the delivery of 'fit-for-purpose' schemes and initiatives
- The various forms of funding available

Who should attend
This course is designed to provide a solid introduction to cycling considerations and is suitable for professionals working in the fields of transport planning, transport policy, highway engineering, road safety, public health, or with managerial responsibility for these roles. It will also be of interest to people addressing cycling and transport issues within the third sector and academia.

Topics covered
- UK cycling policies and strategies
- Performance Management
- Public health and cycling
- Setting goals and objectives
- Policy Framework and implementation
- Demand forecasting including the Propensity to Cycle Toolkit
- Casualty statistics and safety considerations
- Education, training and publicity
- Enforcement strategies and measures
- Participation and stakeholder engagement

Programme*

Day One
Arrival and registration
Introduction and objectives
Overview of cycling, why cycling?
Strategic drivers
Break
Vision, goals, objectives and targets
- Determine vision
- Set goals and objectives and define overall targets
Strategic policies - investing in network and facilities
- Effective design standard
- Integrating active modes with other modes
Lunch
Strategic policies - changing attitudes and behaviour
- Benefits of active travel modes
- Campaigns and programmes
Strategic policies - integrating planning and decision making
Group work
Break
Performance Management
- Key performance indicators, smart targets, monitoring
Funding and delivery
Stakeholder and advocacy
Close of Day One
Day Two
Recap of Day One
Predict and provide
- Demand forecasting tools, including PCT
Education, training and publicity
Implementation
Break
Enforcement
- Strategies and management
How safe is cycling?
- Accident statistics, targets, innovation
- Targets and implementation
Cycling and other active modes
Lunch
Public health and cycling
Provision for diversity, inclusivity and mobility
Cycle parking
Break
Cycling successes - case studies
Future of cycling
Close of course

*Please note that this is a preliminary programme and is subject to change
# Registration Form

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## Attendance Fees

(Please write amount)

- Standard Rate _________ + VAT
- CILT/Local Authority/Charity Rate _________ + VAT

## Method of Payment

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Invoice

Invoice name and address (if different from above)

Please attach a copy of your purchase order made payable to PTRC

Cheque

Enclosed for £ _______ made payable to PTRC

## Signature Authorization

I have read and accept the terms and conditions

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Date

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Please return form to

PTRC Education & Research Services Ltd
22 Greencoat Place, London SW1P 1PR
T: 020 7348 1970 | E: info@ptrc-training.co.uk

VAT Registration: GB 657355313
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**Terms & Conditions**

1. Registration Form: Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending the event. It is important that all sections are completed legibly. Delegates are advised to retain a copy of the registration form for reference before sending. 2. Fee: Fees include attendance at lectures, lecture notes, lunch and all refreshments unless otherwise indicated. Fees do not include overnight accommodation, breakfast and evening meals unless stated. 3. Acknowledgement: Receipt of a registration form will be acknowledged by email, delegates will be sent an invoice and an email of acknowledgement. Joining instructions, including a map, will be sent to each delegate by email approximately one week before the start of the event. 4. Payment: Unless otherwise stated payment in full must be made at the time of booking. All prices are exclusive of VAT, unless stated otherwise. 5. Cancellation: All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 7 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee whichever is the lower. Cancellation within 7 days of the event date or a ‘no show’, will be liable for the full fee. 6. Disclaimer: PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, where reasonably possible, PTRC aims to give delegates at least one week’s notice and the fee will be refunded in full. PTRC will not be held liable for any pre-booked travel, accommodation or similar costs incurred under any circumstances whatsoever. 7. Data Protection: Details will be held on a database in accordance with the 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.