

Cycling for Transport

Special
Introductory
Rate
Two days for
the price of
one!



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

