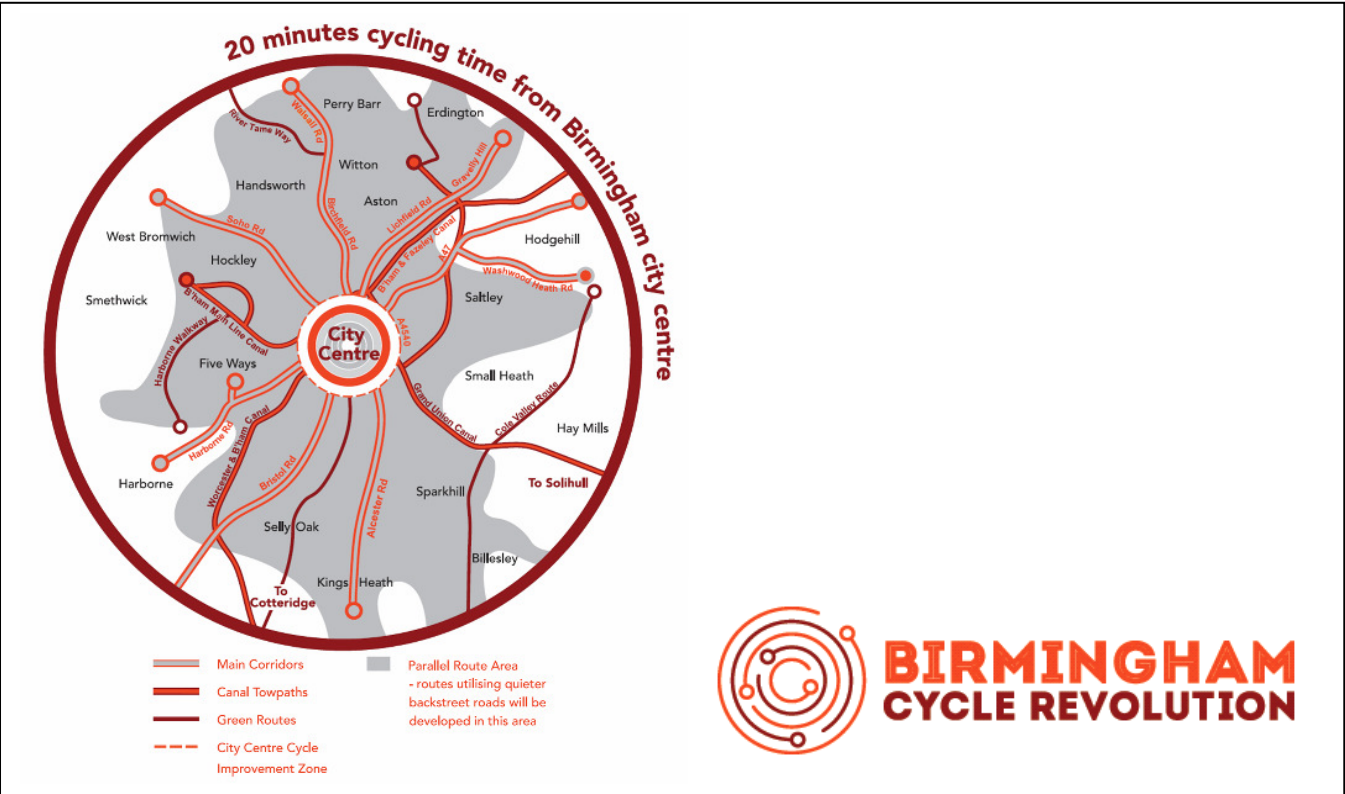


Birmingham Cycle Revolution: Phase 2

Strategic Economic Plan/Local Growth Fund – Full Business Case Template



Strategic Economic Plan Business Case Checklist



Scheme: Birmingham Cycle Revolution 2
Lead authority: Birmingham City Council

STRATEGIC CASE

	Section / page
4) Have you appended a map?	Appendix A1
9) Have you included supporting evidence of partnership bodies' willingness to participate in delivering the bid proposals?	Appendix C
9) Have you appended a letter from GBS LEP confirming the priority of the proposed scheme? [Optional]	N/A

FINANCIAL CASE

	Section / page
13) Have you enclosed a letter from an independent valuer to verify the market value of land if land is being included as part of the non-LGF contribution towards scheme costs?	N/A
13) Have you enclosed a letter confirming the commitment of external sources to contribute to the cost of the scheme?	Appendix C

ECONOMIC CASE

	Section / page
15) Have you provided a completed <u>Appraisal Summary Table</u> ?	Appendix D
15) Have you provided a completed <u>Scheme Impacts Pro Forma</u> ? [Small projects only]	N/A
15) Have you provided relevant supporting material – and for large schemes – a WebTAG compliant bid?	Appendix D

COMMERCIAL CASE

	Section / page
16) Have you attached a joint letter from the local authority's Section 151 Officer and Head of Procurement confirming that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome?	N/A

MANAGEMENT CASE

	Section / page
17) Has a letter been appended to demonstrate that arrangements are in place to secure the land to meet the construction milestones?	N/A
17) Has a Project Plan been appended to your bid?	Appendix B
17) Has a QRA been appended to your bid?	Appendix E
17) Has a Risk Management Strategy been appended to your bid?	Appendix E
17) Have you appended evidence of Stakeholder Analysis? [Large projects only]	Section G
17) Have you appended a Communications Plan? [Large projects only]	Appendix F

DECLARATION

	Section / page
20) Has the SRO declaration been signed?	Page 69

ECONOMIC CASE CHECKLIST (Projects >£5m Only)

Complete the standard templates / outputs (in addition to the Appraisal Summary Table):

Template / output	Provided Yes / No
Transport Economic Efficiency table*	Yes
Public Accounts table*	Yes
Analysis of Monetised Costs and Benefits table*	Yes
WITA/COBA output files (if used)	N/A

Cost Benefit Analysis

Item	Section/P age
A clear explanation of the underlying assumptions used in the Cost Benefit Analysis	Appendix D
Information on local factors used. For example the derivation of growth factors, M factors in COBA and annualisation factors in TUBA (to include full details of any calculations)	Appendix D
A diagram of the network (if COBA used)	N/A
Information on the number of junctions modelled (if COBA used), for both the do-minimum and the do-something	N/A
Details of assumptions about operating costs and commercial viability (e.g. public transport, park and ride, etc.)	N/A
Full appraisal inputs/outputs (when used, COBA and/or TUBA input and output files should be supplied)	N/A
Evidence that TUBA/COBA warning messages have been checked and found to be acceptable	N/A
Spatial (sectoral) analysis of TEE benefits	N/A
Details of the maintenance delay costs/savings	N/A
Details of the delays during construction	N/A

Economic Case Assessment

Item	Section/P age
Assessment of Environmental impacts, to include an environmental constraints map	6H
Assessment of Safety impacts and the assumed accident rates presented (COBA output should be provided if an accident only COBA has been run)	11 & 12
Assessment of Economic impacts	11 & 12
Assessment of Accessibility impacts	11 & 12
Assessment of Integration impacts	11 & 12
Assessment of the Social and Distributional Impacts	11 & 12
A comprehensive Appraisal Summary Table	Appendix D
AST worksheets	Appendix D

Modelling

Item	Section/P age
An Existing Data and Traffic Surveys Report to include:	
Details of the sources, locations (illustrated on a map), methods of collection, dates, days of week, durations, sample factors, estimation of accuracy, etc.	N/A
Details of any specialist surveys (e.g. stated preference).	N/A
Traffic and passenger flows; including daily, hourly and seasonal profiles, including details by vehicle class where appropriate	N/A
Journey times by mode, including variability if appropriate	N/A
Details of the pattern and scale of traffic delays and queues	N/A
Desire line diagrams for important parts of the network	N/A
Diagrams of existing traffic flows, both in the immediate corridor and other relevant corridors	N/A
An Assignment Model Validation Report to include:	
Description of the road traffic and public transport passenger assignment model development, including model network and zone plans, details of treatment of congestion on the road system and crowding on the public transport system	N/A
Description of the data used in model building and validation with a clear distinction made for any independent validation data	N/A
Evidence of the validity of the networks employed, including range checks, link length checks, and route choice evidence	N/A
Details of the segmentation used, including the rationale for that chosen	N/A
Validation of the trip matrices, including estimation of measurement and sample errors	N/A
Details of any 'matrix estimation' techniques used and evidence of the effect of the estimation process on the scale and pattern of the base travel matrices	N/A
Validation of the trip assignment, including comparisons of flows (on links and across screenlines/cordons) and, for road traffic models, turning movements at key junctions	N/A
Journey time validation, including, for road traffic models, checks on queue pattern and magnitudes of delays/queues	N/A
Detail of the assignment convergence	N/A
Present year validation if the model is more than 5 years old	N/A
A diagram of modelled traffic flows, both in the immediate corridor and other relevant corridors	N/A
A Demand Model Report to include:	
Where no Variable Demand Model has been developed evidence should be provided to support this decision (e.g. follow guidance in WebTAG Unit 3.10.1 Variable Demand Modelling - Preliminary Assessment Procedures)	N/A
Description of the demand model	N/A
Description of the data used in the model building and validation	N/A
Details of the segmentation used, including the rationale for that chosen. This should include justification for any segments remaining fixed	N/A
Evidence of model calibration and validation and details of any sensitivity tests	N/A
Details of any imported model components and rationale for their use	N/A
Validation of the supply model sensitivity in cases where the detailed assignment models do not iterate directly with the demand model	N/A
Details of the realism testing, including outturn elasticities of demand with respect to fuel cost and public transport fares	N/A
Details of the demand/supply convergence	N/A

A Forecasting Report to include:		
Description of the methods used in forecasting future traffic demand.		N/A
Description of the future year demand assumptions (e.g. land use and economic growth - for the do minimum, core and variant scenarios)		N/A
An uncertainty log providing a clear description of the planning status of local developments		N/A
Description of the future year transport supply assumptions (i.e. networks examined for the do minimum, core scenario and variant scenarios)		N/A
Description of the travel cost assumptions (e.g. fuel costs, PT fares, parking)		N/A
Comparison of the local forecast results to national forecasts, at an overall and sectoral level		N/A
Presentation of the forecast travel demand and conditions for the core scenario and variant scenarios including a diagram of forecast flows for the do-minimum and the scheme options for affected corridors		N/A
If the model includes very slow speeds or high junction delays evidence of their plausibility		N/A
An explanation of any forecasts of flows above capacity, especially for the do-minimum, and an explanation of how these are accounted for in the modelling/appraisal		N/A
Presentation of the sensitivity tests carried out (to include high and low demand tests).		N/A

Strategic Economic Plan Transport Scheme Business Case Proforma



1) SCHEME TITLE

Birmingham Cycle Revolution: Phase 2

Highway Scheme: No

Public Transport Scheme: No

Major Maintenance Scheme: No

2) STRATEGIC ENABLER FROM GBS LEP STRATEGY FOR GROWTH

5. Improving physical and digital connectivity
6. Optimising physical, cultural and environmental assets

3) CONTACT DETAILS AND SCHEME LOCATION

Name of Lead Contact: Richard Leonard

Email: Richard.Leonard@birmingham.gov.uk

Telephone: 0121 464 5997

District: Birmingham

Location of scheme: The bid area is a 20 minute cycle time radius around Birmingham City Centre

4) HEADLINE DESCRIPTION

Birmingham Cycle Revolution is a 20 year strategy to embed cycling into the mainstream transport offer and increase the proportion of cycle trips from <2% to 5% by 2023 and 10% by 2033, through the development of a high quality city-wide cycle route network within a 20 minute cycle time of Birmingham City Centre.

This application is for Phase 2 delivery (2016-2021), which will provide 99.5km of extensions and improvements to cycle routes (see Section 6 Figure 6A-1), building on existing Phase 1 delivery (2013-2016) funded through £17m Cycle City Ambition Grant Funding.

Developed to complement and add value to existing cycling projects, and coupled with supporting revenue measures, Phase 2 will support cycle access to major employment sites and Enterprise Zones, better integrate cycling as part of a longer journey by public transport, improve and equalise access to opportunity, reduce congestion at key pinchpoints and support improved health and wellbeing.

5) GEOGRAPHICAL AREA

OS Grid Reference: N/A

Postcode: N/A

The bid area is a 20 minute cycle time radius around Birmingham City Centre. It includes the most densely settled areas (over 600,000 residents), core employment areas, City Centre Enterprise Zone sites and Economic Zones, divided into five key areas as follows:

- The City Centre – Enterprise Zone sites, educational, commercial, retail and cultural attractions, mainline rail stations and proposed HS2 station;
- The North – several key industrial and employment areas, residential suburban centres with green spaces connecting to the north Birmingham LSTF project;
- The East – major industrial employment areas, the Cole Valley green space and residential areas;
- The South – the historic Rea Valley, University and hospitals, significant local centres and

complements the A38 LSTF corridor schemes; and

- The West – commercial employment areas along Hagley Road, Calthorpe Estate and Five Ways, residential suburbs and green routes.

Please append a map showing the location (and route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.

Have you appended a map? Yes No

Please refer to Figure 6A-1 in Section 6A and Appendix A1.

6) STRATEGIC CASE

A: Scheme Description

Birmingham's Cycle Revolution: Vision, Aims and Objectives

Birmingham Cycle Revolution is a 20 year vision to enable cycling to become a mainstream form of transport in Birmingham, building on and adding value to several key projects already under delivery, notably Bike North Birmingham and the existing Local Sustainable Transport Fund (LSTF) 'Smart Network Smarter Choices' programme. We aim to achieve a cycle modal split target for the city of at least 5% by 2023, rising to levels of comparable European cities such as Munich and Copenhagen at over 10% by 2033.

We will achieve this through the delivery of a high quality, city-wide strategic cycle network, alongside supporting measures such as 20mph speed limit zones and the provision of secure cycle parking facilities at key trip attractors. We recognise that the provision of infrastructure alone is not enough to persuade existing 'non cyclists' to become regular cyclists; therefore we will continue to invest in existing complementary Smarter Choices activities such as Big Birmingham Bikes and put in place a comprehensive communications and marketing strategy to ensure that the key barriers to cycling are addressed and the key motivators for cycling are harnessed, particularly amongst harder to reach groups and those with a lower propensity to cycle.

Following our successful £17m Cycle City Ambition Grant bid to the Department for Transport in 2013 alongside a local contribution of £6m totalling an investment of approximately £23m, delivery of Phase 1 of Birmingham Cycle Revolution (2013-2016) is already underway and the benefits are now being realised. Key delivery partnerships have already been established, which puts us in an excellent position to accelerate delivery of our vision through the implementation of Phase 2 (2016-2021), the basis of this application. We are seeking a total funding contribution from the Local Growth Fund (LGF) of £6 million, with a local contribution of £2 million, providing a total investment of £8 million. These funds will be used to deliver improvements and extensions to 99.5km of cycle routes to complement the investment already underway, with a clear strategy for future roll-out to 2023 and beyond.

The delivery of Birmingham Cycle Revolution is an integral to delivery of the vision set out in the draft Greater Birmingham and Solihull Strategic Economic Plan (SEP), which is to re-establish Birmingham as the major driver of the UK economy outside London, underpinned by the three key pillars of Business, People and Place. Table 6A-1 demonstrates how the proposed infrastructure investment and supporting Smarter Choices activities (which include TravelWise, Top Cycle Location, Women on Wheels and Be Active) delivered as part of Birmingham Cycle Revolution align with and support each of these three pillars.

Table 6A-1: Birmingham Cycle Revolution – Congruence with the Three SEP Pillars

<p>Business</p>	<ul style="list-style-type: none"> • The delivery of a comprehensive network of high quality cycle routes will help to increase the number of successful and surviving business start-ups by supporting the availability and mobility of a local, skilled workforce. • We aim to deliver a significant mode shift to cycling, which will help to reduce traffic congestion at key network pinch points, thus improving the mobility of people and goods and reducing business transport costs. The Economic Case for this investment estimates a reduction of car traffic of 467,931km a year as a result of the delivery of Phase 2 schemes. • Existing businesses will benefit from Birmingham’s enhanced national and international reputation as an efficient and productive place in which to operate and new investment will be drawn in. • The delivery of improved cycling infrastructure will enable cycling to become a more integral aspect of tourism and leisure travel in Birmingham. • Businesses will benefit from a wider pool of available labour with the required skills, due to enhanced access to training opportunities.
<p>People</p>	<ul style="list-style-type: none"> • Both the Phase 1 and Phase 2 routes have been specifically designed to align local residential communities with both new and existing employment, skills and training opportunities, particularly in the East Quadrant, which has the highest levels of deprivation per ward and the highest proportion of unemployed claimants in comparison with other quadrants. • Cycling is an affordable form of transport that can help open up previously inaccessible opportunities to groups on low incomes and young people, helping to reduce issues of unemployment. • Increased levels of cycling will deliver demonstrable benefits in terms of health and fitness, helping to address issues of obesity and related health conditions. This has indirect benefits on the local economy in terms of reduced levels of absenteeism and a reduced reliance on local health services.
<p>Place</p>	<ul style="list-style-type: none"> • Improvements to cycling infrastructure will assist the LEP in the delivery of the Spatial Plan for Recovery and Growth over the next 20 years, which coincides with the Cycle Revolution’s target of 10% cycling mode share by 2033. • In recognition of our cultural and environmental heritage, a significant proportion of the route extensions and enhancements are along the existing canal network, enabling us to make better use of existing assets. • Cycling is not only an important mode of transport for short trips; it also offers an affordable mode that can be used as part of a longer journey made by public transport. Therefore the cycling infrastructure improvements directly complement and add value to investment in public transport, including High Speed 2 and the New Street Gateway. • Early investment in cycling infrastructure is critical to the future economic viability of Enterprise and Economic Zone sites – current levels of traffic are unsustainable; sustainable travel behaviour must be facilitated and embedded at the outset of site development. • Establishing a cycling culture and making cycling a mainstream mode of transport as in comparable European cities such as Copenhagen will enhance Birmingham’s reputation and identity as an attractive place in which to live, work, visit and invest, thus accelerating the pace of economic growth.

Three complementary investment programmes are put forward as part of the SEP: Enhancing the Regional Economic Hub; Unlocking Other Growth Opportunity Areas; and Enhancing Our Growth Sectors. Whilst the Birmingham Cycle Revolution scheme proposals perhaps best helps to deliver the necessary infrastructure required to improve connectivity to local assets, our proposals also align well with the other programmes. In particular, cycling has the potential to help regenerate the places which have the potential to support growth, facilitate the development of key economic and housing sites and maximise the accessibility of HS2 to people across the local area.

The delivery of improved transport infrastructure is fundamental to the future success of the local economy, as explicitly recognised in the SEP:

“For our economy to prosper and realise its potential, it will need to be underpinned by efficient and reliable digital and transport infrastructure. This needs to connect business and local labour markets and ensure access to employment and housing sites.”

Investment in cycling infrastructure not only has the potential to improve physical connectivity, it also helps us to optimise our physical, cultural and environmental assets, which are the two key enablers under the pillar of Place. Our bid area focuses on those locations which are within a 20 minute cycle time of the City Centre, in which lies 26 Economic Zone sites expected to deliver a total of 40,000 jobs. These sites are some of our most important assets with major future growth potential; however this potential cannot be fully realised without the existence of a fully integrated, efficient transport system, of which active modes will play a key part. Birmingham Cycle Revolution offers an established, readily deliverable solution to some of our most pressing problems as outlined in the SEP:

“Greater Birmingham enjoys strong rail and road connections to the rest of the UK and our links with London and the core cities stand to benefit from HS2. However, connectivity within our geography via fast, efficient and sustainable methods is not as well developed.”

In essence, we must continue what we have already started if we are to better connect local people to jobs and enhance access to regional, national and international markets for local businesses, whilst at the same time drawing in additional investment.

The Economic Case for this investment is sound and, based on robust and conservative estimates, provides a **Benefit Cost Ratio of 4.9**, which represents Very High Value for Money. The bid has **vision, ambition, strong political leadership and cross-party support and is** supported by the public, wider stakeholders and partners.

The Bid Area

The proposed bid area and Phase 2 route extensions and improvements are shown Figure 6A-1. The bid area is divided into the City Centre and four additional areas as follows:

The City Centre – the location of Birmingham’s mainline stations and key educational, commercial, retail and cultural attractions. Crucially, this area contains 26 Enterprise Zone sites with huge potential for growth, as well as the proposed HS2 station.

The North – The area to the north of the City Centre contains several major employment areas and investment sites, including Aston Regional Investment Site, Perry Bar Stadium, the Hub and the Food Hub. It also comprises of several residential suburban centres with green spaces, including Oscott, Perry Barr, Stockland Green, Lozells and East Handsworth.

The East – The area to the east of the City Centre contains several major employment areas and investment sites, including Kings Road Industrial Area and part of Tyseley Environmental Enterprise District. It also contains several green spaces such as the Cole Valley and the residential areas of Hodge Hill, Washwood Heath, Nechells, Bordesley Green, Small Heath, South Yardley and Tyseley.

The South – The area to the south of the City Centre is the location of the historic Rea Valley green space, the University of Birmingham and the Queen Elizabeth Hospital. It is also the location of major employers such as Cadburys and Birmingham Battery High Technology Site. It includes the areas of Edgbaston, Sparkbrook, Springfield, Moseley, Kings Heath, Selly Oak and Stirchley.

The West – The area to the west of the City Centre is the location of commercial employment areas along Hagley Road, Calthorpe Estate and Five Ways, as well as residential suburbs and green routes. It includes the areas of Handsworth Wood, Winson Green, Smethwick, Soho and Harborne.

The Proposal

As in Phase 1, Phase 2 will focus on those areas that are within a 20 minute cycle ride of the city centre. The bid area encompasses the most densely settled areas (over 600,000 residents) and major journey attractors, including several core employment areas, universities and hospitals. Crucially, the Phase 2 bid area includes several Economic Zone sites, including the 26 City Centre Enterprise Zone sites. The delivery of extensions and improvements to cycle routes between the city centre and outlying areas will support future sustainable access to these sites. The alignment of proposed cycle routes with local rail stations also offers greater opportunities for local people to integrate cycling as part of a longer journey made by public transport.

The proposed measures to be funded through this bid between 2016 and 2020 are outlined below with further details provided in Appendix A2:

Main Corridors – Measures will be implemented along eight of the main arterial routes into the City Centre. These will generally be suitable for more experienced and confident cyclists who value fast direct routes with priority over side roads, and who are happy to mix with buses and other traffic in areas where separate cycle facilities cannot be provided within the space available. Typical measures will include extending cycle measures along existing routes including the A34 Birchfield Road, the A45 Coventry Road and the B4128 Bordesley Green. This will include making cycle facilities (formal or informal) on the carriageway, shared use footways, improved cycle routes through subways (particularly at the ring road), bus lanes (with cycle lanes to link disjointed sections of bus lane), and short diversions to avoid particularly complex junctions or other pinch points. Where facilities cannot be accommodated (for example in local centres), general traffic management measures will be introduced to narrow traffic lanes and reduce speeds, to give cyclists more confidence in taking up a dominant position within their traffic lane.

Parallel Routes - A network of generally quieter routes running parallel to the main corridors, but also linking to other cycle routes, local schools, health centres, parks and other community facilities. These routes are suitable for less experienced commuter cyclists as well as family trips. Many routes will be identified primarily by signing, but additional measures will be provided in many locations, including marked cycle lanes or shared-use footways, changed priorities at junctions, controlled crossings at intersections with main roads, and measures to reduce vehicle speeds (including traffic calming features and 20mph areas) in some places.

Green Routes - Extensions to the existing network of 'off-road' routes, including the River Tame Way, the Harborne Walkway, the Bournbrook Route and the Yardley Route, which are particularly suitable for family and leisure cycling but also available for commuter cyclists. In addition, to re-route and upgrade paths and provide suitable crossings through the LSTF programme.

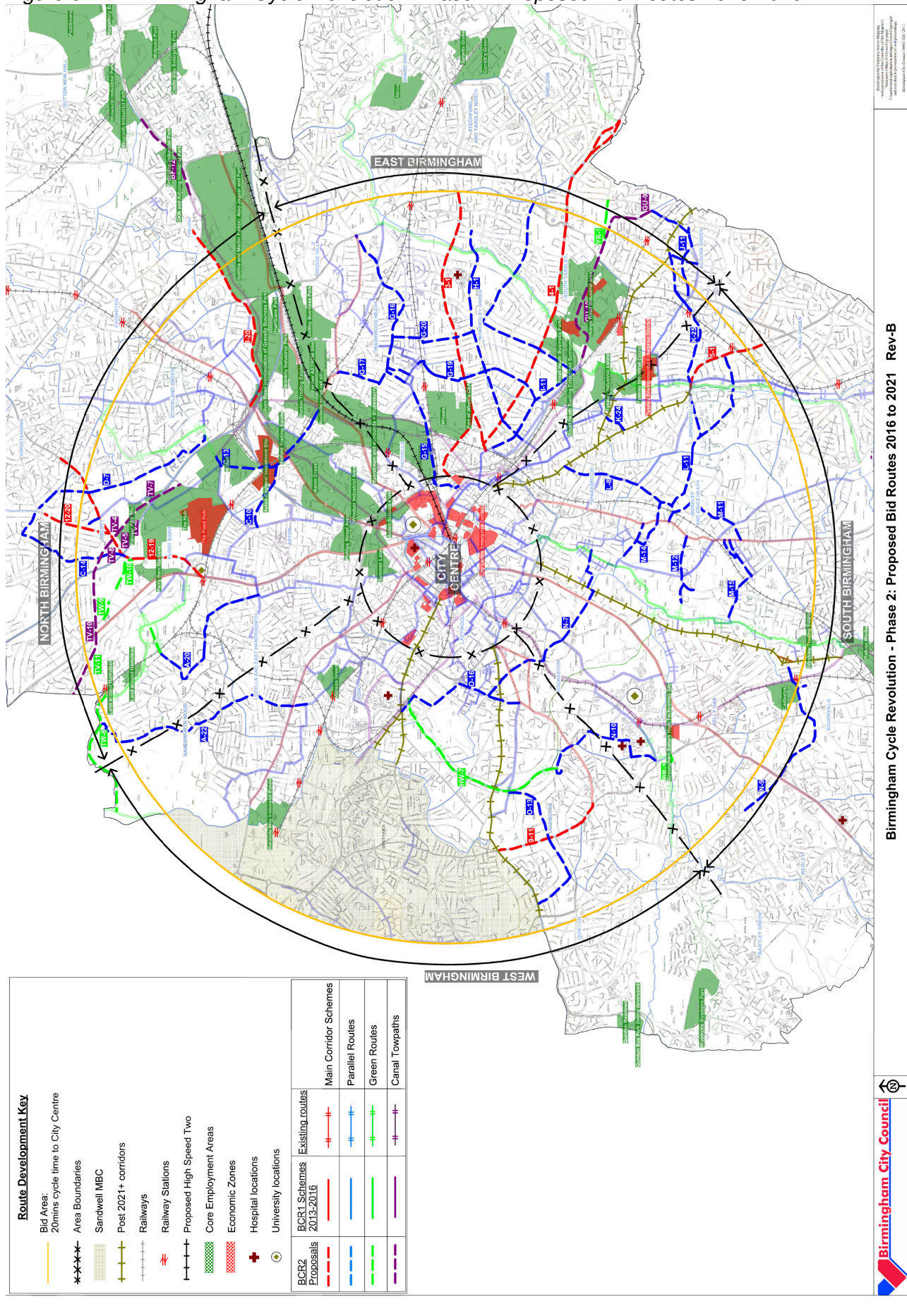
Canal Network – Extensions to the existing network of canal routes to provide a sealed bituminous surface more suitable for all-weather cycling, including extending the route along the Tame Valley Canal to Perry Barr. Associated improvements such as towpath widening, improvements to access points and enhanced way-finding and directional signage will also be delivered.

Supporting Infrastructure Measures – A programme of supporting infrastructure measures will be delivered, including the provision of private cycle parking facilities in Top Cycle Locations, the completion of an existing programme to implement 20mph zones on the majority of residential roads within the bid area and the delivery of the second phase of Big Birmingham Bikes, which supports cycling in deprived communities through the provision of bikes, cycle training and led rides.

Smarter Choices - A supporting package of revenue-funded promotional, marketing, mapping, educational and training measures to promote cycling to local residents and businesses. This will build on the success of existing programmes, including Bike North Birmingham and 'Smart Network, Smarter Choices', which include complementary cycle infrastructure investment in the south of the bid area around the A38 Bristol Road and A441 Pershore Road corridors, in the north of the bid area through Bike North Birmingham and cycle safety improvements at key junctions funded by the Cycle Safety Fund. A bid is currently being developed for LSTF 2015/16 funding which provides enhanced

smarter choice support.

Figure 6A-1 – Birmingham Cycle Revolution Phase 2: Proposed Bid Routes 2016-2020



Supporting Economic Growth

Whilst Birmingham still maintains some of its manufacturing heritage, over recent decades the city's economy has undergone a transition from a predominantly manufacturing economy to a service based economy. During this time the city has also undergone a significant physical transformation, with large areas of the city being regenerated. This has enabled Birmingham to develop into a modern, internationally recognised location for commerce with a thriving business, retail and leisure offer. The city has seen rapid growth in high value added sectors like business and professional services and is now an internationally recognised conference destination. The financial services sector in particular employs around 21,000 people, a growth of 9% from 2005 to 2010, and represents 4% of the city workforce.

Despite this, manufacturing still plays a significant role and Birmingham now hosts an advanced manufacturing sector covering aerospace, automotive and medical technology, which contributes £604m in Gross Value Added (GVA). Research centres at Birmingham's three universities support the sector, positioning it well for future growth.

Cycling to Facilitate Economic Growth, Investment and Development

Birmingham lies at the heart of the UK road network, a level of strategic connectivity that underpins the city's economy. However, this high quality strategic road network also facilitates short local car trips that could be undertaken by other modes, thus contributing to local congestion issues. Birmingham is also highly accessible by rail with a comprehensive local network and access to the West Coast Mainline and several cross country routes. Economic and population growth have already increased pressures on the local transport system, which operates over capacity at peak times. Future forecast economic and population growth and planned developments such as HS2 will only serve to increase these capacity issues by creating additional demand for access into, out of, and around the City Centre and its wider environs.

In order to deliver the aspirations for economic growth, the key challenge facing the city is to ensure that increasing numbers of people (rather than vehicles) can move around the city efficiently and in an attractive, safe and welcoming environment. Cycling and walking are vital components of a holistic and sustainable public transport system and are particularly suitable for short trips in and around the City Centre. As Birmingham's city core expands it will be critical that these space efficient modes are used as far as possible to relieve pressure on the road and rail network. We therefore see investment in cycling as a critical element in our longer term efforts to implement an efficient mobility plan for our city.

Only a sustained commitment to walking, cycling and public transport can deliver growth. A recent survey of businesses by the British Chambers of Commerce estimated the cost of congestion at £17,350 per business in Birmingham. We have engaged with local businesses during the bid development process and gained their support in the development of a long term plan to increase levels of cycling and thus decrease levels of congestion that are hindering growth and costing businesses money. By focusing our investment on a 20 minute cycle isochrone from the City Centre, taking in the highest density residential and commercial land use areas, safe, convenient and high quality cycle facilities (including improved access to suburban rail stations) will be made accessible to a significant proportion of the local population.

This will be critical in ensuring that businesses have access to the skills and talent required in order for them to grow. It is also critical to ensuring that local people have an appropriate mode of travel that they can use to find and retain employment. Findings from a recent household travel survey in Birmingham show that 23% of cycle trips are made for work purposes. Cycling offers an accessible, cheap and reliable form of transport that can connect people to jobs, linking areas of worklessness to areas of opportunity and supporting the most disadvantaged people in accessing employment. With its pro-health, fun and low carbon attributes, cycling is an increasingly contemporary and aspirational means of transport that meets the needs of Birmingham's residents.

The City Centre

Birmingham's Big City Plan '*Vision for Movement*' recognises the importance of cycling and walking, promoting the need for a well-connected, efficient walkable and cycleable city. The Vision aims to deliver an outstanding, safe environment within the city centre that is both pedestrian and cycle friendly. It also looks to implement an appropriate hierarchy on the highway network to ensure cycling gets the support it requires. This is driven by significant changes in the City Centre landscape, against a background of increasing population and future plans for regeneration.

The recent renaissance of city centre living has already brought an additional 30,000 people living within a few minutes of the City Centre. Further investment and development is likely to stimulate greater demand for short cross-city journeys of one to two miles. Cross-city journeys are not always convenient on a radially-based public transport network and short distance car travel is also undesirable; therefore walking and cycling must become the preferred modes for such trips.

Significant investment and development is taking place to support the ongoing growth of the City Centre. The Birmingham City Centre Enterprise Zone (EZ) (illustrated in Figure 6A-2 overleaf) is expected to deliver a total of 40,000 new jobs, and is on target to deliver 4,000 of those jobs by 2015. It will provide 1.3sqm of new floor space and contribute £2 billion to the economy in GVA per annum over the next 25 years. The EZ will introduce measures such as business rates relief, improved digital connectivity and relaxed planning to provide flexible working spaces appropriate to different sectors. It is expected that of the 7,000 jobs created within the EZ by 2018 almost 61% will be managerial, professional or associate professional, and a further 15% administrative. These groups are likely to be highly predisposed to cycling.

Our challenge is therefore to ensure that existing and potential future employees are able to access these newly created jobs by safe and sustainable modes of transport. Our 'Cycle Revolution' will improve cycle routes to Enterprise Zones, Economic Growth Zones and wider regeneration opportunities. This will support existing investment in the City Centre; for example the Paradise Circus redevelopment which lies at the junction of several routes used by cyclists to cross the city. The site, on the edge of the Central Business District, has £61.3m worth of redevelopment planned within the next few years. It will create a transformed environment linking the existing attractive public realm in Victoria Square and Centenary Square and will include a 'cycle point' secure parking and maintenance facility.

Figure 6A-2: Birmingham City Centre Enterprise Zone

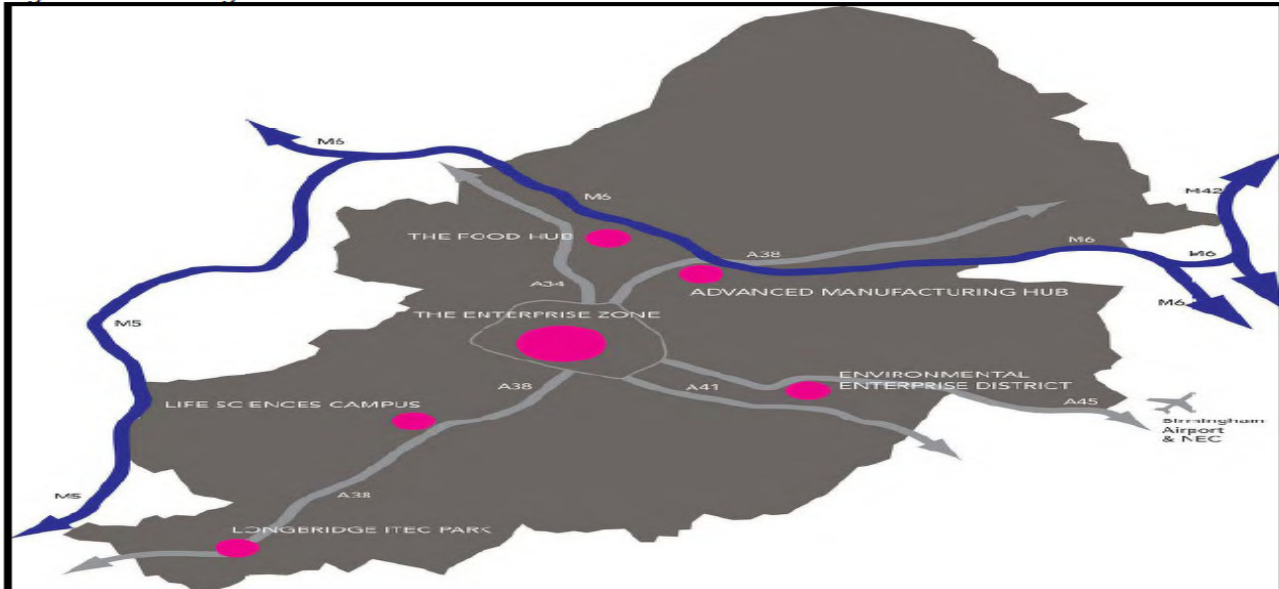


Economic Growth Zones

In order to maximise opportunities for economic growth, Birmingham is targeting those sectors in which it has a competitive advantage. The development of clusters of high-growth sectors is therefore a key part of the City's strategy for economic growth. In addition to the City Centre Enterprise Zone, a number of key Economic Growth Zones have been identified as follows (illustrated in Figure 6A-3):

- Advanced Manufacturing Hub, Aston;
- Tyseley Environmental Enterprise District;
- Longbridge ITEC Park;
- Life Sciences Campus, Selly Oak / Edgbaston; and
- The Food Hub, Witton.

Figure 6A-3: Economic Growth Zones



A range of measures to attract investment and promote business growth in these Zones are in place, including simplified planning; gap funding; access to finance; business development; and training and recruitment. Our Phase 2 proposals are fundamental to the successful future development of these zones.

Cycling & Public Transport Interchange

Birmingham's three city centre stations, New Street, Moor Street and Snow Hill, are already major focal points for cycle journeys. Cycling plays a key role as both a feeder and distributor service for public transport; and the integration of the two modes provides a viable alternative to the private car for many medium and long distance journeys.

Cycling England's 'Bike n Ride' demonstration project illustrated that improved cycle parking facilities attract a larger number of rail commuters, as well as encouraging existing travellers to access stations by bike. The £600 million redevelopment of New Street Station offers just one opportunity for us to support local people in making these journeys, and in attracting additional visitor numbers to the city through the availability of Brompton Docks.

The proposed HS2 station in the Eastside area will have a significant economic impact on the city. The HS2 terminal will sit adjacent to Moor Street Station and will be five minutes' walk from New Street Station, which together will form a major international interchange. The high quality station plaza and recently opened Eastside Park will form continuous and improved pedestrian and cycle links from the City Core into Eastside and through the HS2 site. Our proposed schemes will facilitate cycle trips to, from and between these stations as part of a seamless, integrated journey.

A Clear Political and Policy Mandate for Action

There is a clear political and policy mandate under which the aspirations set out as part of Birmingham Cycle Revolution have developed. These are set out in detail in the Phase 1 Cycle City Ambition Grant Bid and are summarised here to provide context to the Phase 2 programme. Further information on the fit with strategic objectives and policy is provided in Section 7.

Birmingham Mobility Action Plan (BMAP) envisions an inclusive, sustainable environment where the use of public transport, walking and cycling is commonplace. Such an environment would improve the health, personal security and safety of those using it and improve the attractiveness and quality of the environment.

The **Transport, Connectivity and Sustainability Overview and Scrutiny Committee**, '**Changing Gear: Transforming Urban Movement through Cycling and Walking in Birmingham**' published its report in April 2012. The report stated at its outset that:

'Cycling must sit at the very heart of our strategy for urban mobility and alongside consideration of walking and our canal infrastructure as a key to unlocking all of our city ambitions for leveraging economic growth, improved public health, social cohesion and environmental sustainability'

Our aspirations are underpinned by the appointment of a cycling champion to ensure that the city promotes and drives forward its cycling ambition. The Cabinet Member for Green, Safe and Smart City, Councillor James McKay, has been appointed as the **Member Champion for Cycling and Walking**, with a clear remit to promote and drive forward cycling and walking ambitions across all portfolios and directorates. He is supported by senior officers, with a mandate to work with all partners to ensure that projects and actions are effectively implemented and milestones are achieved. Annual update reports are made to the Transport, Connectivity & Sustainability O&S Committee to report on progress.

The Phase 2 programme also directly supports the objectives set out in the **Birmingham Development Plan** (2013). The city's population is projected to increase by an additional 150,000 people by 2031, from just over one million (2011 Census). This population increase will necessitate an increase in the number of homes provided, the creation of jobs and the security of a high quality environment for residents and businesses. The delivery of a comprehensive city-wide network of cycle routes will support the provision of high quality connections throughout the city, helping Birmingham to develop as a city of sustainable neighbourhoods that are safe, diverse and inclusive, as part of a prosperous, successful and enterprising economy. It will also help to ensure that the necessary infrastructure is put in place to support the city's future sustainable growth.

The city centre is central to the economy of Birmingham and accounts for a third of the city's economic output, accommodates over 150,00 jobs, attracts more than £2 billion of shopping expenditure every year and is home to over 30,000 people. Part of the proposals set out in the **Big City Plan** (2010) are to promote a network of pedestrian and cycle routes; to ensure that Birmingham City Centre is 'future-proofed' and able to face and exploit the challenges presented by climate change. Phase 2 of Birmingham Cycle Revolution directly responds to this challenge through the delivery of a targeted network of cycle route extensions that link the city centre to key residential and employment areas across north, south, east and west Birmingham. These routes will facilitate short trips by bike to and from the city centre and also provide the necessary linkages with public transport hubs to integrate cycling with longer journeys.

Birmingham City Council, in partnership with Centro, other metropolitan authorities and other stakeholders is currently developing a **Cycling Charter** for the West Midlands, in order to take forward a shared aspiration to increase cycling and meet Local Transport Plan objectives.

The Cycling Charter will align with the five key objectives of the West Midlands Local Transport Plan (LTP): 1) To underpin economic growth and regeneration; 2) To reduce transport's emissions of carbon dioxide and other greenhouse gases; 3) To improve the health, personal security and safety of people travelling in Birmingham; 4) To tackle deprivation and unemployment, thus promoting equality of opportunity and social inclusion; and 5) To enhance quality of life and the quality of the local environment.

Birmingham Cycle Revolution plays a significant role in the delivery of the aspirations set out in the Charter and in achieving the key objectives set out in the LTP.

The **Bike Birmingham Strategy** was launched in 2011, setting out a comprehensive approach to take cycling forward to 2015 and will develop the foundations for cycling for years to come. Bike Birmingham has a range of targets which are achievable. The strategy specifically targets the “near market”; people who statistics tell us own a bike but do not necessarily use it or would cycle with the right incentives.

A Shared Vision for Cycling

Over the past ten years we have seen the beginning of a paradigm shift towards a more mainstream cycling culture in Birmingham. This groundswell of opinion in favour of cycling has manifested itself in an overall annual growth in cycling of 11% over the last three years.

In 2012 a Transport Survey with 1,000 residents was undertaken to understand residents views on transport and how they shaped our developing programmes of work. There was a high level of support for cycle infrastructure, with more than three fifths of respondents (64%) agreeing that congestion would be reduced if new cycle lanes were introduced on main routes with a small impact on general traffic. Over a third of respondents (36%) who were either likely to consider buying a bicycle within the next 12 months, or who already own or have access to a bicycle that is in good enough condition for riding but use it less than 5 days a week said improved cycle paths would encourage them to travel by bicycle.

There is now a significant and growing level of both internal and external support for Birmingham Cycle Revolution, facilitated through various engagement activities. In addition to the close working relationship and significant level of involvement in the project development process of key stakeholders such as Sustrans, CTC and the Canal & River Trust, a wider range of Birmingham partners and stakeholders have expressed their support. This includes a number of walking and disability groups. Over 47 letters of support have been received including: the Chamber of Commerce; the Police and Crime Commissioner; Centro; and the Greater Birmingham and Solihull Local Transport Board. Nineteen individuals, businesses and organisations were involved in the making of a ‘vox pops’ video to express their support including The Leader of the Council, Director of Public Health, Birmingham’s Chief Executive, Birmingham Airport, Birmingham City University, Colmore Business District and participants of the Women on Wheels programme.

Our Phase 2 Stakeholder Management Strategy and Communications Plan is set out in Section 17G.

Building on Success

The measures proposed as part of this programme of work will significantly improve the conditions and scope for cycling across the City in order to achieve our ambitious modal split target. We have carefully selected actions to ensure they align with our aspirations and scheme objectives, but are also deliverable within the funding period. Our long-term plan will build on this to develop a full, comprehensive network of routes by 2033.

The development of our infrastructure proposals will complement and add value to a range of wider initiatives which promote sustainability, active travel and public health and wellbeing. We are working closely with businesses, schools and hard to reach communities such as ethnic minorities, children, older and disabled people in order to raise the profile of cycling and active travel, alongside complementary investment in infrastructure.

The delivery of Phase 2 of Birmingham Cycle Revolution will directly add value to the following existing projects and programmes, which also demonstrate our ability to deliver cycling programmes and achieve tangible outcomes:

Bike North Birmingham – a four year £4.1m programme to transform the profile of cycling in Erdington

and Sutton Coldfield and make cycling more accessible in these areas by investing in further on and off-road routes and working with workplaces, schools, stations and local communities through dedicated bike hubs.

Be Active by Bike – a partnership between Birmingham City Council’s Leisure and Physical Activity Service and the NHS, which is delivered by British Cycling to encourage people to start cycling in Birmingham. The scheme has been extremely successful since its launch in 2009, with some 380,000 (1 in 3) Birmingham residents signed up to the scheme.

Bikeability and Bike It - Bikeability is a cycling initiative for schools across Birmingham and is run as part of the ‘Smart Network, Smarter Choices’ LSTF programme. It is designed for current and future generations of school pupils to provide them with cycling skills and confidence to ride their bikes safely and regularly. Bike It schools in Birmingham have shown an average increase in cycling of 216%. Instigating a cycling nature into younger generations will create a legacy that is self-sustaining for future generations.

Workplaces & Top Cycle Location - we recognise that working with major trip generators such as hospitals, Business Improvement Districts, universities, leisure facilities, key buildings and retail centres can maximise support to cycling from the location itself, but also provide good returns for officer involvement, increase cycling and training levels. Through the Company TravelWise initiative we have worked with key employers on travel plans and sustainable transport promotion and as part of this developed the Top Cycle Location concept which was launched in 2012. The scheme currently has over 380 organisations affiliated covering over 220,000 employees.

Smart Network, Smarter Choices - In July 2012 £33.2 million was secured from the Local Sustainable Transport Fund (LSTF) for Smart Network, Smarter Choices. This programme was initiated to delivery sustainable transport solutions in the West Midlands to support economic growth while reducing carbon emissions to major corridors in the area. Our CCAG2 programme directly aligns and supports the work of partners across the West Midlands to raise levels of travel by active mode, and to support sustainable access to employment.

LSTF 2015/16 Revenue Funding Application - Birmingham City Council is currently working in partnership with Solihull Metropolitan Borough Council and Centro to develop a bid to the DfT for revenue funding for 2015/16. The emerging bid aims to build on successes identified as part of the existing LSTF programme, with a focus on the existing LSTF Corridors 6 and 8 (A41 (south) Warwick Road and A45 Coventry Road consecutively) which cover the Birmingham City Centre Enterprise Zone, as well as the East and South areas of the Phase 2 bid area.

Predicted Impacts

Our Cycle Revolution will facilitate our ambitious cycle modal split target for the city of 5% by 2023. Based on Cycle to Work data extracted from the 2011 Census, we expect the number of cyclists cycling to work across the city to increase from approximately 6,500 to over 23,000 daily trips by 2023. Significant rises are also expected for in all other trips. We expect to see far more first time cyclists, increases in cycling to work and schools and a measurable reduction in car use.

Other impacts by 2023 include:

- A reduction in car use will **reduce the cost of motor vehicle emissions** to the economy; a corresponding **reduction in congestion** will mean **less cost to business** and as consumer expenditure on fuel and other motoring costs decrease, people will have more money available to spend in the locality, boosting the economy further.
- As more and more people choose walking and cycling over car travel, Birmingham will become a **healthier city** and **the environment will benefit** creating a further **positive impact on health**. We expect to see a notable reduction in levels of obesity and diabetes alongside **improvements in air quality**.
- **Safety for cyclists will further improve** and perhaps most importantly perceptions will begin to change. Both residents and visitors will begin to view cycling as a **safe and viable option** within the city. We intend to measure an **increase in positive attitudes** towards cycling in

Birmingham.

- Cycling will become a much more **widely accepted part of the transport system** within Birmingham. As the city grows the integral nature of walking and cycling within this transport system will enable people to **efficiently and effectively move around the city**, underpinning predicted **economic growth**.

A Legacy for Cycling and Securing a Step Change to 2033 and Beyond

Our vision for Birmingham in 2033 is a city where cycling is a mainstream mode of transport, integral to a low carbon, sustainable transport system underpinning an economically thriving urban city. From 2023 through to 2033 we expect to see the effects of a positive feedback loop whereby more people cycling makes it more acceptable to give over road space to cycling in a more radical way as seen in Denmark, the Netherlands and other leading European countries and now increasingly in London. As high-traffic shared spaces become more commonplace, such measures become acceptable to cyclists and other members of the public alike and can be used to tackle further problem sites and district centres.

Our long term vision for cycling in Birmingham will be to increase the geographical coverage of the cycling network to the entire City and open further connections with neighbouring authorities to ensure continuous provision for cyclists. We will also implement more radical provision for cyclists and refresh infrastructure measures to continuously improve quality. We will also link into other longer term projects in the city such as plans to dismantle Hockley flyover to the north west of the city centre and the opening of the HS2 rail terminal. All of these projects will be designed with cyclists and pedestrians in mind, ensuring that their needs are catered for and that cycling is fully tied in to the overall transport network.

By 2033 we predict a further increase in the number of people cycling on a regular basis as well as an increase in the length of cycle trips as residents become more accustomed to the mode. Improved health will result in a reduction in healthcare costs and benefits to business will continue to increase through reduced sickness and increased productivity.

The overall cohesiveness and identity of the city will grow as more people are empowered to move around it quickly and cheaply, whilst exploring and getting to know the city's neighbourhoods. This reduction in severance between communities will be complemented and sustained as residents of all social and ethnic backgrounds are encouraged to take up cycling.

The Birmingham Cycle Revolution will create a European cycling city that is attractive and enticing to all who travel within the city. Cycling will be a vital mode of transport for the city's residents, part of everyday life and integral to the city's modern, holistic and sustainable transport system. Both businesses and tourism will increase as the city's reputation for good quality connections, green infrastructure and support for sustainable travel grow during the Birmingham Cycle Revolution.

B: Description of Problems to be Addressed

Overview

The SEP sets out several ambitious targets for growth, including a net increase of at least 100,000 private sector jobs between 2011 and 2020 and an increase in GVA per head across the LEP to meet the national average by 2020 and exceed the national average by 2025. As outlined above in Section 6A, the key challenge faced is to better connect local people to education, employment and training opportunities and better connect local businesses to markets, whilst at the same time drawing in additional inward investment in order to re-establish Birmingham as the major UK economic driver outside London.

There are several key issues that must be addressed if the vision set out in the SEP is to be realised and growth is to be achieved. These include a growing population, with a resultant growing demand for jobs, education and training, high levels of unemployment and deprivation and resultant issues of

transport affordability and inefficiencies in the local transport system, including significant levels of congestion at key pinch points.

Investment in the city's cycle network with complementary investment in supporting measures can help to address each of these issues and make a wider contribution to economic growth. Cycling has increased by 73% in Birmingham over the last 10 years and the number of people cycling daily increased by 7% per year before 2008, accelerating to 11% per year from 2008 to 2011. However, despite this growth, cycling only accounted for approximately 1.4% of Journeys to Work in 2011 and less than 2% for all other trips. Birmingham is working towards the 'tipping point', a common pattern within cities, where a modest rise in cycling levels suddenly gathers pace.

By accelerating this pace of growth further and creating a visible 'step-change' in levels of cycling within our city, we can help to meet the current key challenges set out below and establish Birmingham as a thriving, attractive place in which to work, live and invest.

A Growing Population

Birmingham has seen an increase in population over recent years as new opportunities become available in the city. Since 2001, Birmingham's population has increased by almost 90,000 (9.1%) to 1,074,300 people, the second largest local population in England behind London, and further significant growth is forecast. Between 2011 and 2031 population projections predict a growth of over 200,000, a 19.6% increase, significantly higher than the England average forecasted growth of 15.7%.¹

This population growth must be seen in the context of the existing challenges and issues faced at a local level, which may intensify if the necessary action is not taken to address them.

Unemployment

Whilst global in nature, the 2008/09 recession has had a particularly damaging effect on the local economy. During the recession there was a sharp increase in unemployment in the city, resulting in the highest levels of unemployment for over a decade. Whilst unemployment in the city has fallen from its peak, it is still at a very high level with the latest data for March 2013 showing 48,584 unemployed residents an unemployment rate of 10.6%, over double the national rate (4.8%).

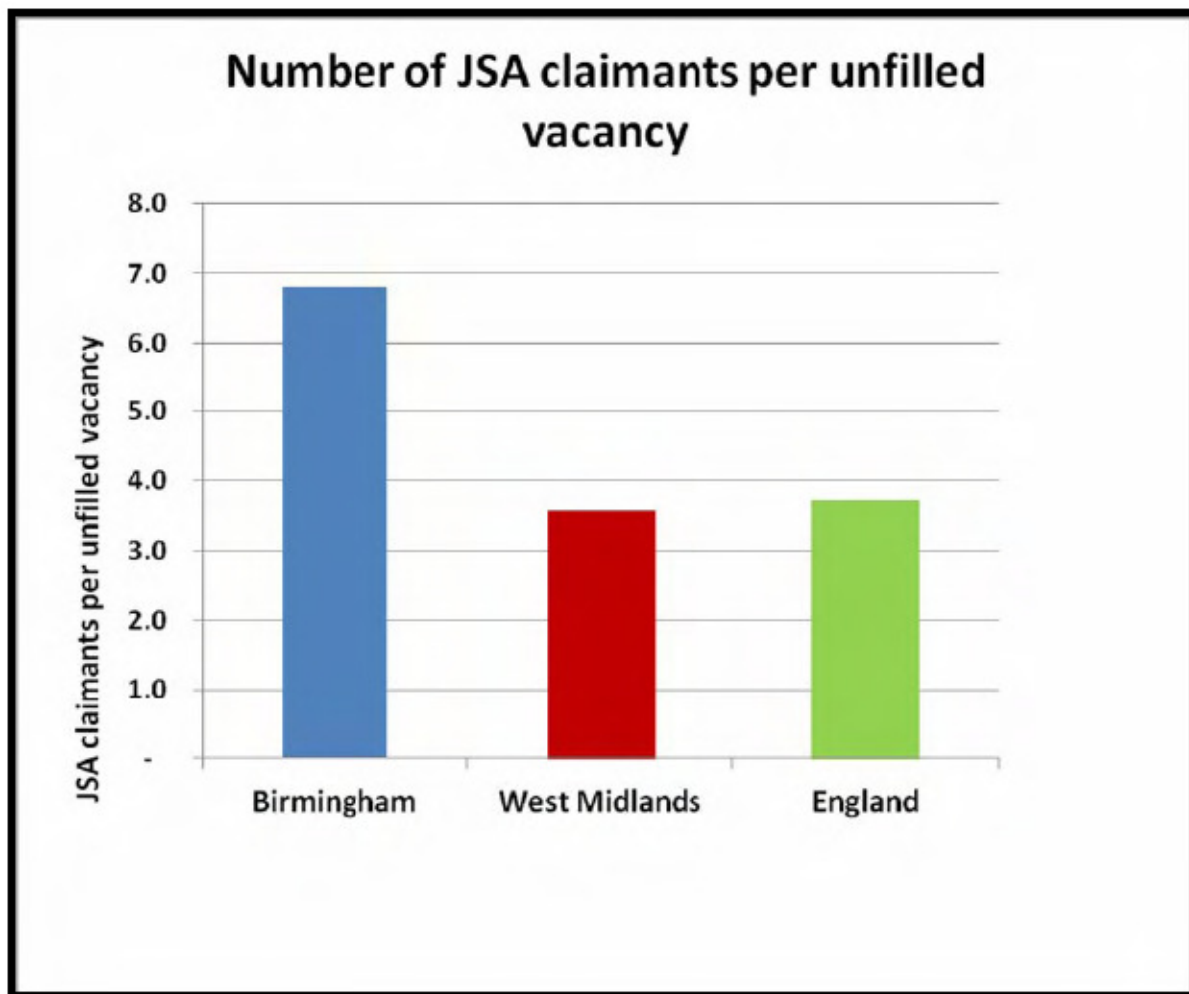
Figure 6B-2 overleaf illustrates levels of unemployment across the bid area and how these align with the proposed Phase 2 routes. It can be seen that levels of unemployment are particularly high in north Birmingham, exceeding 10% in several areas. However, this area contains several major employment areas and investment sites. Therefore there is a need to better equip local people with the skills needed to access jobs in these areas and to provide them with a means of transport that will connect them to both education and training opportunities and, ultimately, employment opportunities. The improvements and extensions to cycle routes delivered as part of Phase 2 will directly complement the work being undertaken as part of Bike North Birmingham in order to improve the life chances of local people and provide local businesses with the necessary labour resources.

Whilst levels of unemployment in our city vary across the area it is also important to note that compared to England as a whole, Birmingham continues to have a greater number of JSA claimants per vacancy compared to other parts of the country, as shown in Figure 6B-1. The impact of this issue is two-fold:

- There are less vacancies for members of the public to apply for to gain employment; and
- The pool of available staff members is greater for Birmingham businesses to tap into compared to other areas.

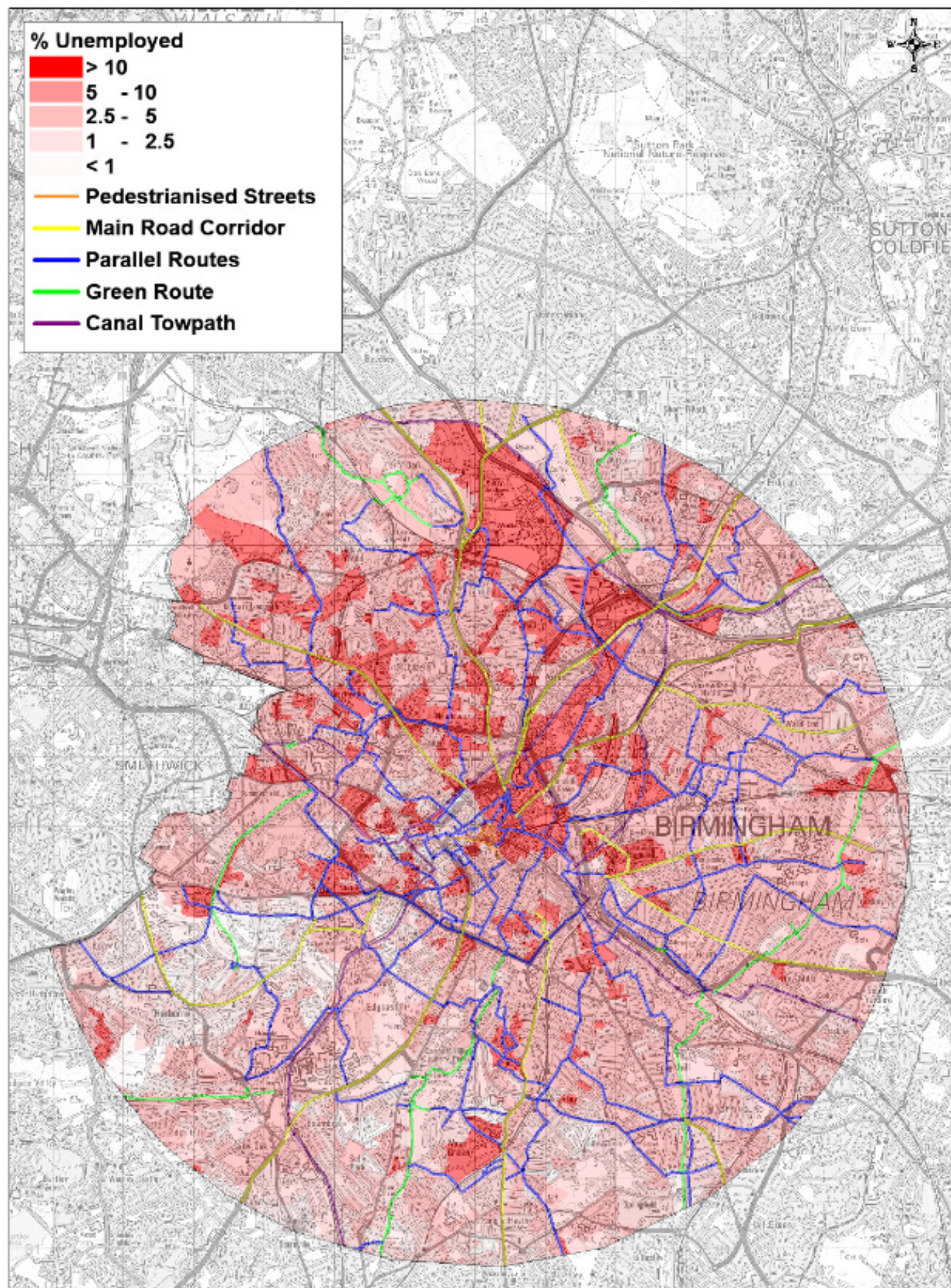
¹ Birmingham City Council (2012): '2010-based Population Projections'

Figure 6B-1: Number of JSA Claimants in Birmingham Compared to the West Midlands and England²



² Office of National Statistics 2012 – '2012 JSAs per Unfilled Vacancy'

Figure 6B-2: Levels of Unemployment in the Bid Area



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The Birmingham Development Plan indicates that there is a need to create local jobs to challenge worklessness, particularly in inner city areas. The focus on areas in the city centre and within a 20 minute cycle time as part of the Phase 2 application offers an opportunity to meet this need. The bid area includes several Birmingham Economic Enterprise Zone sites, a number of schools, hospitals, universities and major employment sites. Improving access to these sites by sustainable modes will lead to an accumulation of benefits for local people and businesses. Better accessibility to these sites will complement existing investments, such as the Economic Enterprise Zone to create a wider employment area for job-seekers, better connections to areas of employment growth in the city centre (Enterprise Zone) and key regeneration areas in the east of the city, and a larger work pool for employers.

Social Exclusion and Deprivation and Issues of Transport Poverty

Of Birmingham's 10 constituencies, Ladywood situated in the centre of the city has the highest unemployment rate (18.4%) whereas Sutton Coldfield, the city's most northern constituency, has the lowest (2.8%). Overall, 23% of Birmingham's population live in the 5% most deprived Lower Super Output Areas (LSOA) in England and 40% live in the 10% most deprived LSOA in England.

Figure 6B-3 overleaf illustrates levels of multiple deprivation across the bid area. At a glance, higher densities of deprivation are largely concentrated in wards surrounding the city centre; however dispersed levels of high density deprivation are also found out of the city centre towards the south and east. In the East Quadrant, 90% of the population of Washwood and 76% of the population of Nechells live within the 5% most deprived Lower Super Output Area (LSOA) in England. In some parts of the bid area, the levels of deprivation are in the top 1% nationally.

Those people who are currently unemployed are less likely to own a car and are more likely to experience issues of transport poverty, which is the impossibility of being able to move from home to access work, education or local services or to interact socially. Given the high levels of deprivation that exist in parts of the bid area, transport poverty presents a significant challenge to an inclusive society and hinders progress towards equal access to opportunity for local people.

The implications of travel costs are likely to have a disproportionate effect on low income households where car ownership is precluded. People who are unable to afford a car are often isolated by the limitations of public transport and to the amenities of their local area. Bus tickets for one year cost a minimum of £612, whilst a second-hand bicycle plus accessories can cost as little as £100. The rising cost of public transport has become a growing concern across the city, particularly for vulnerable groups such as young people and low income families.

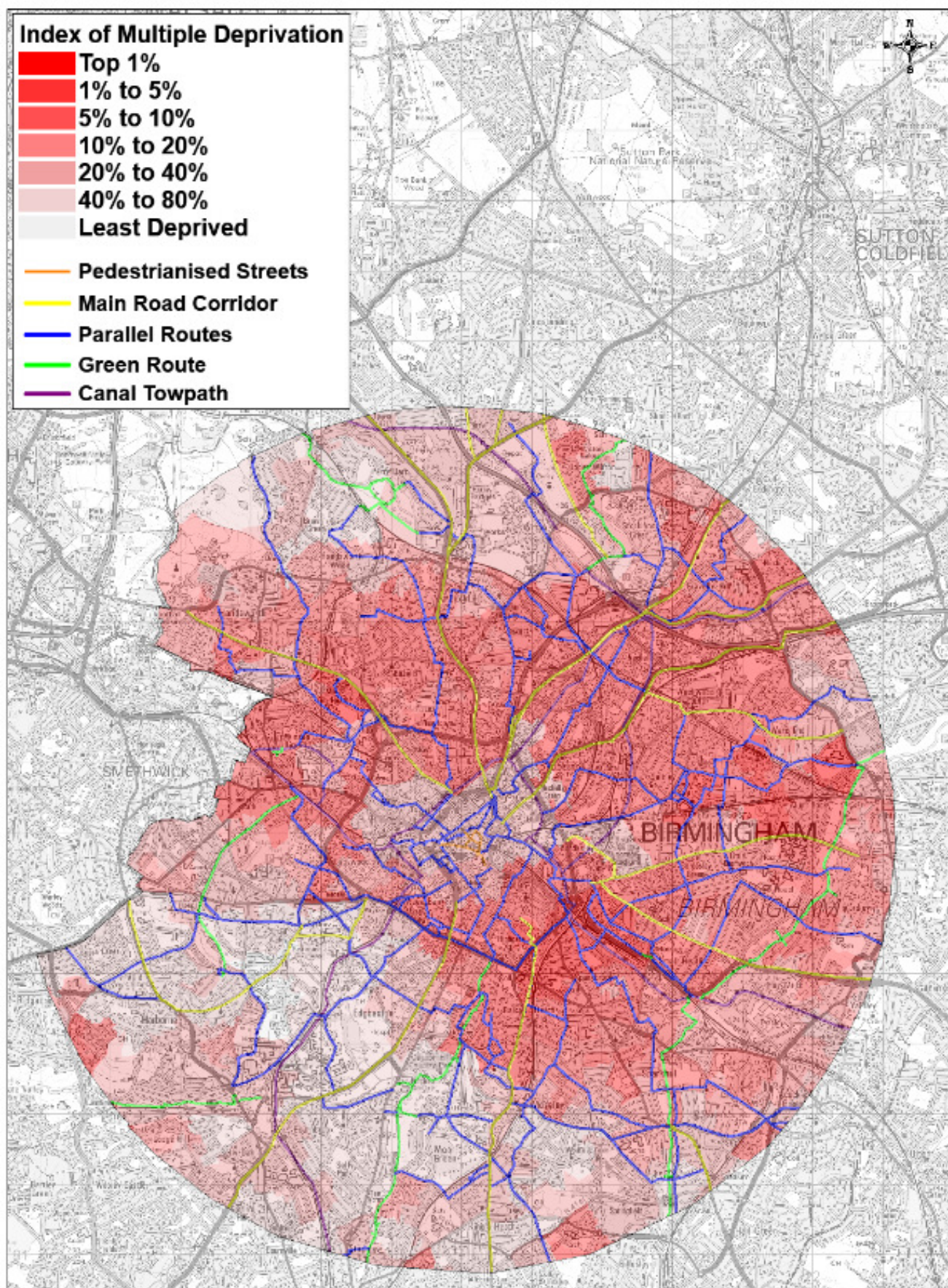
Historically it has been the more affluent areas of Birmingham to the north and south of the city centre that exhibit higher levels of cycling. However, cycling can be a great equaliser in the fight against transport poverty, offering a low cost sustainable alternative to public transport and car use that can help to break the cycle of deprivation by opening up opportunities outside the immediate locality.

The requirement to connect local residents with employment and social opportunity was evident during our recent work on social inclusion, led by the Bishop of Birmingham. This identified the cost of public transport as prohibitive to some families, resulting in a feeling of lack of connection and isolation from the city centre. His observations included the recognition that this has:

'... translated into a feeling that the opportunities being developed in the city centre and other areas of Birmingham are not for them.'

Our aim is to ensure that residents in our most disadvantaged communities benefit from the opportunities presented by the Cycle Revolution. We envisage that by 2016, the majority of residents / visitors to Birmingham within a 20 minute radius of the city centre will be no more than 500m from a dedicated cycle route.

Figure 6B-3: Levels of Multiple Deprivation in the Bid Area



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A Divided City – Cycle Infrastructure Provision & Usability

The physical accessibility and usability of cycle infrastructure can act as a significant barrier to cycling. The majority of Birmingham's existing cycle routes are fragmented and discontinuous, a situation exacerbated by poor quality signage, particularly on quieter routes.

Within the city centre, cyclists are faced with limited permeability and legibility. The roads are not designed to support cyclists; inconvenient routes with high numbers of one way systems, diversions, limited access and complicated junctions mean cyclists cannot make quick, easy and direct journeys. There is no obvious route through the city centre, journeys take longer than necessary and navigation through the city is difficult. The shorter a trip feels the more attractive it becomes to cycle. Therefore cycle travel times must be improved if cycling is to provide a serious advantage over vehicles and become a mainstream, accepted mode of transport.

Cyclists in Birmingham experience problems crossing the ring road, a seven mile long dual carriageway that encircles the greater city centre. The ring road carries large volumes of fast moving traffic and many of its 19 junctions are large, multi-lane gyratory systems that can be both dangerous and daunting for cyclists. Entering the city centre from Birmingham's suburbs, there are limited opportunities to avoid the ring road which poses a key barrier to those cycling or thinking about cycling in the city.

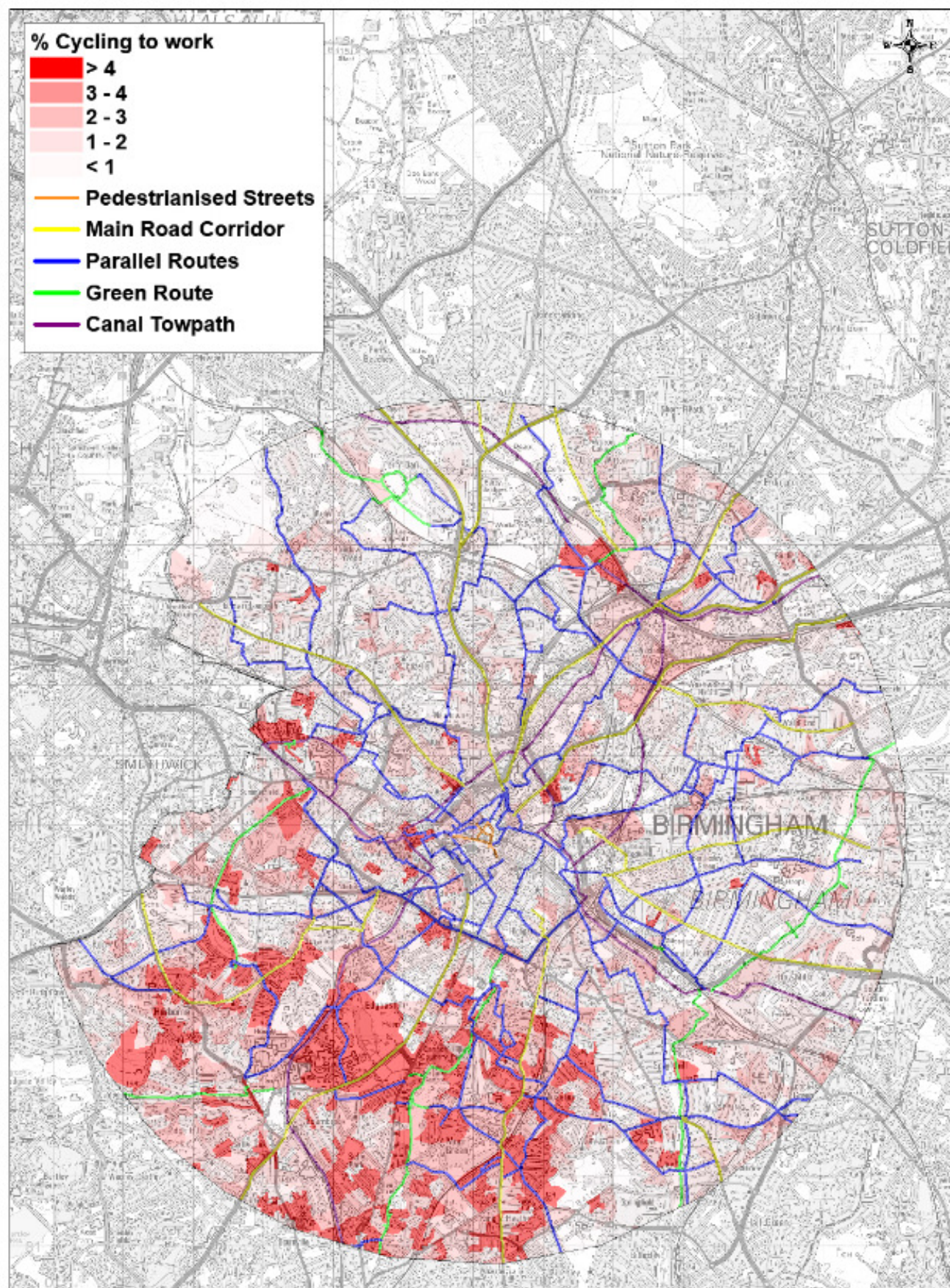
Figure 6B-4 overleaf illustrates how levels of cycling to work vary significantly across the bid area; this is a function of transport affordability, as well as the level of infrastructure provision.

Birmingham's Cycle Revolution aims to create a much more permeable city centre for cyclists, where they can move freely, access vehicle restricted areas and are exempt from turning bans and one-way restrictions as far as possible. This should help to ensure that there are no significant detours on one-way systems which have a disproportionate impact on cycle journey times and on the effort required to cycle around the city centre. We will also deliver improvements to cycle facilities to create safer crossings for cyclists to reduce this barrier.

Outside of the city centre, our proposed infrastructure and supporting measures will provide a more coherent level of provision along existing cycling routes as well as delivering comprehensive cycling infrastructure along new and continuous routes. The network will seek to consolidate and connect existing routes, improving the legibility of cross-city cycle journeys routes, improving the legibility of cross-city cycle journeys.

The Rea Valley Route in the south of the city illustrates how well-signed and continuous cycling infrastructure can support people in cycling, even when parts of the route are shared with buses and other traffic. It is well established as the major cycle commuter corridor in South Birmingham, attracting significant use compared to other less comprehensive routes across the city. Cycle counters along this route in Canon Hill Park regularly record over 500 cyclists per day. This area is also supported by Birmingham & Worcester Canal which offers a quiet and relatively level route to access the City Centre.

Figure 6B-4: Percentage of People Cycling to Work in Bid Area



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Maximising Use of Local Assets

Birmingham developed, at least in part, because of its canals which formed the highways of the industrial revolution. Through the years residents and visitors to Birmingham have utilised the canal towpaths for cycling and walking across the city. The city's canal network is one of the most intricate in the world, with approximately 56km of canal remaining. The towpaths criss-cross the city, providing popular waterside restaurants, cafes, shops and offices in the vibrant city centre and leading out to residential suburbs and winding through quiet open spaces just minutes from the busy adjacent roads. This provides an extensive network of routes where pedestrians and cyclists can escape the rush of traffic on the roads and travel safely in attractive surroundings for both leisure and utility trips. By using the canal for a short distance, it is possible to bypass many of the major junctions and busy roads that form barriers to cycling. However, they are currently 'hidden' and could offer so much more.

Our aspiration is to improve their condition and accessibility to enable us to make more of these key features within our city. Improvements to these routes combined with improvements to other green routes will help to create longer distance and circular 'off-road' leisure routes formed by combining elements of the canal network and green routes together into legible leisure routes that link across the city. The use of towpaths as an active travel network offers both an historic and a very modern and creative response to the health, leisure, social inclusion, community safety, educational and growth agenda challenges Birmingham faces. However, poor surfacing on the canal towpaths makes cycling difficult, uncomfortable and dirty. Access is often via steps which are not easy to negotiate for cyclists, disabled people or pedestrians with a pram.

LGF funding will enable our partners the Canal and River Trust to provide an all-weather surface on the canal towpaths and a number of ramped access points to realise their potential as a significant transport, leisure and tourism asset for the city that enables everyday cycling and safer, more comfortable access for people with limited mobility. We are also working to ensure new developments face the canal, facilitating "natural surveillance" and ensuring the towpaths are physically overlooked. By simply increasing the numbers of people using the canals perceptions of insecurity can decrease.

Fear of Cycling

Based on its history of manufacturing and automation, Birmingham is known as a city with a car culture. However, where cycling infrastructure has been designed to fit around motor vehicles, loss of momentum is a major issue. Surveys consistently report that most people feel scared of cycling on main roads in busy traffic. The most common demand, particularly by non-cyclists, is for more cycle lanes due to the dangers of the road. The fact this demand is most commonly put forward by 'non-cyclists' is significant, as it suggests that these are people would potentially cycle should such provisions be put in place. In addition, the fear of cycling on busy roads impacts the decisions of the individual's own actions, and the actions that an individual will allow others to do. For instance, head teachers and parents often seem to be motivated by this fear and consequently dissuade children in their care from cycling.

By improving on-road conditions for cyclists, this will not only encourage more people to cycle, it will also have a self-sustaining effect, as the increased visibility of cyclists will encourage others to do so and will encourage drivers to take more care.

Health and Well-Being

People with a body mass index (BMI) of 25 or over are classified as either overweight or obese. Currently, 65.7% of people are overweight or obese in the West Midlands, making it the third most obese region in England, after the North-East (68%) and the North-West (66%). The bid area contains several areas with high levels of health deprivation which are in greatest need of help and support in reducing health inequalities.

The overall life expectancy for both men and women is lower in Birmingham than the national average. However, the health profile of the city is relatively mixed depending upon deprivation levels;

in the most deprived areas of the city, life expectancy is 10.8 years lower for men and 5.9 years lower for women in comparison to those in the least deprived areas. Essentially, higher levels of health inequalities exist in areas with higher levels of deprivation; in particular within wards surrounding the city centre.

Cycling is a cost efficient, low-impact form of exercise which allows anybody to gradually increase their fitness levels. Utility cycling is an easy way to build exercise into our daily routines – going to work, commuting to the railway station, shopping, visiting friends, etc. Making cycling part of our 'daily routine' is part of the vision of The Birmingham Cycle Revolution, and making cycling an integral part of our journeys will develop it into a mainstream form of transport in Birmingham.

Increasing cycling initiatives across the City will reduce absenteeism, increase productivity, ensure a longer working life through improved fitness and provide lower healthcare cost benefit both for the individual and the economy.

C: Options Considered

The choice of prioritising cycle routes within a 20 minute cycle time radius of the City Centre was made originally for the first Cycle City Ambition Grant bid to DfT in 2013. For this new Phase 2 bid, it has decided to include additional schemes within the 20 minute circle, which could not be included in the first CCAG bid due to funding or time constraints.

This new bid could have included areas further out from the City Centre, but this would lead to the development of a more disjointed network and thus reduce the benefits that could be obtained. A longer-term complementary plan is being developed to extend cycling improvements across the whole city; therefore areas not included in this bid will still be considered in the future subject to further funding opportunities becoming available.

This funding bid identifies a number of proposed routes for improvement; however there will still be further opportunities as part of the design development process to consider different options and the types of cycle facilities provided along each corridor.

D: Expected Benefits/Outcomes

Birmingham's Cycle Revolution Phase 2 will bring economic benefits by improving access to jobs, training, education and leisure opportunities through supporting safe, enjoyable and efficient cycling. There are a number of causal routes through which the scheme contributes toward inclusive economic growth and job creation (see section 11 for further discussion of expected benefits):

Transport underpinning the city economy - enhancing access to jobs, training and leisure activities and complimenting other regeneration activities within the city. Easing traffic congestion (estimated economic value of £2.1m) and connecting people to jobs and training through sustainable and affordable commuting. There are anticipated to be supply side productivity benefits of a wider labour pool to match skills to job requirements against.

Supporting GBS LEP's investment in People and Business through investment in Place -

- Complementing LEP priority activities by reducing transport barriers to accessing Enterprise Zone sites, skills training and apprenticeships; and
- Enhancing perceptions of the city and encouraging inward investment.

Productivity improvements resulting from a healthier workforce – including an estimated economic value of mortality and absence improvements of £ 17.3m.

Promoting the local cycling industry – evidence carried out by Sustrans with respect to the benefits and outcomes resulting from facilitating and promoting an increased level of cycling demonstrates that there are also secondary socio-economic benefits. For example, in Copenhagen there are now 309 businesses engaged in producing, selling and repairing bicycles, which generate 650 full time jobs and a total estimated annual turnover of £143m. In addition, there has also been an increase in the

number of associated businesses in operation, including bicycle rental firms, bicycle messengers and organisations whose employees cycle during working hours, including postal companies and the police. Also, the provision of high quality cycling infrastructure will also help to market Birmingham as a modern, healthy and attractive place in which to work and do business, with associated secondary impacts on attracting international conferences and hotel guests.

Freeing disposable income to be spent in the economy - by enabling reallocation of the estimated £1,758 average annual cost to run a car.

Temporary investment effects – supporting an average of 7 net additional jobs on site during the 5 years of construction and 2 net additional jobs within the construction supply chain and supported by expenditure of construction worker salaries that would not have existed without the scheme.

E: Project Scope

The Phase 2 routes have been developed based on what has been delivered to date during Phase 1, and the level of investment required in order to achieve our aspirations. They have been specifically designed to link residential communities with opportunities for education, employment and training and offer a variety of routes suitable for regular cyclists, infrequent cyclists and those who have never cycled. The concentration of the route network within a 20 minute cycle time of the City Centre is particularly important to support the future development of the City Centre Enterprise Zone sites and wider Economic Zones.

Therefore, whilst the proposals are scalable in terms of reducing the level of infrastructure provision, this would serve to fragment route provision and prevent us from offering a comprehensive network that permits access across the bid area. The benefits of increased levels of cycling would also be experienced over a much smaller area. Therefore it is important to build on what is already being delivered as part of Phase 1 to maintain the momentum and provide the necessary infrastructure provision of a suitable quality.

F: Related Activities

No land acquisition or consents are required in order to deliver the Phase 2 schemes; therefore there are no such related activities that will affect our ability to deliver the schemes and associated benefits set out in this bid.

As set out in detail in Section 6A, Birmingham Cycle Revolution aligns with and helps to achieve maximum value from several existing programmes focused around cycling and Smarter Choices. These include the following:

- Bike North Birmingham;
- Be Active by Bike;
- Bikeability and Bike It;
- Workplace cycling support and Top Cycle Location;
- Smart Network, Smarter Choices LSTF project; and
- LSTF 2015/16 revenue funding application.

Section 6A also details the contribution made by Birmingham Cycle Revolution to a large proportion of the SEP programmes and packages. We see the delivery of Phase 2 as being critical to the delivery of these proposals.

G: Consequences of Project Funding not being Secured

Failure to secure funding for Phase 2 through the Local Growth Fund will mean that alternative funding sources need to be identified and confirmed. This would cause significant delays in the project programme, which would increase the time taken between completion of the delivery of Phase 1 and

the start of Phase 2 delivery. This would cause us to lose momentum in delivering a step change in levels of cycling and may mean that the support we have so far secured from the public and local businesses is reduced, as confidence in our ability to deliver weakens. A seamless transition between Phases 1 and 2 is needed in order to achieve our vision by 2033.

H: Impact on Statutory Environmental Constraints

Environmental Impact Assessment

The majority of the proposed cycle route improvements and extensions will be delivered on adopted highways, with some works taking place on Canal & River Trust land. We do not anticipate any land take requirements in order to deliver the Phase 2 schemes; therefore no planning consents that may require Environmental Impact Assessment to be carried out will be required. We have already established a strong delivery partnership with the Canal and River Trust through the ongoing delivery of Phase 1, which will reduce delivery risks going forward.

7) FIT WITH STRATEGIC OBJECTIVES/POLICY

Fit with overarching Strategic Transport Objectives

Complete table (brief bullet point summary of impacts / supporting evidence):

Access to International Gateways & HS2	<ul style="list-style-type: none"> Improved cycling infrastructure in the City Centre and along key corridors between the City Centre and local residential and employment centres will complement HS2 proposals by facilitating integrated cycle/public transport journeys, opening up wider opportunities across the country for local people. Improvements to cycle infrastructure will improve access to rail and bus links in the city centre. This will strengthen the International Gateway by making Birmingham Airport more accessible.
Freight & Business Efficiency	<ul style="list-style-type: none"> The switch from vehicle travel to cycling will reduce localised issues of congestion, thus improving freight and business efficiency by improving journey time reliability and opening up access to wider markets in the same journey time.
Access to Growth	<ul style="list-style-type: none"> Improved access for cyclists through safer, legible routes will help to unlock the Birmingham City Centre Enterprise Zone and wider Economic Zones in term of sustainable development. Improved access to employment, education and training opportunities for local people by offering an affordable, convenient, safe mode of travel. Addressing existing issues of transport inequality in terms of access to opportunity.
Access to Labour and Skills	<ul style="list-style-type: none"> Businesses will benefit from improved access to a pool of mobile labour resources. Improving the local transport 'offer' will support increased access to education and training opportunities. Cycling provides young people with a mode of transport that is independent, reliable and cheap for improved access to a wider variety of opportunities including work experience, internships and further education.

Fit with Local Policy

Complete table (brief bullet point summary of the scheme fit with policies / strategy):

<p>Local Transport Plan</p>	<ul style="list-style-type: none"> • Making cycling a mainstream mode of transport in Birmingham will assist in meeting the vision set out in the West Midlands Local Transport Plan 3 (LTP3), <i>“To make the West Midlands Metropolitan Area more prosperous, healthier and safer, offering a high quality and attractive environment where people will choose to live, work and visit, and where businesses thrive and attract inward investment”</i>. LTP3 indicates that this vision will be met by <i>“...offering sustainable travel and transport choices and connectivity within and between the wide range of centres...”</i> • The Cycle Revolution will play a key part in delivering the vision set out in LTP3 in terms of broadening the transport offer and strengthening connectivity. • The delivery of improved cycle routes will enhance the local environment and reduce local carbon emissions through the switch from vehicular to non-car travel. • The LTP3 vision continues as follows: <i>“there will be equal opportunity for everyone to gain access to services and facilities...”</i> • The schemes put forward as part of both Phases 1 and 2 of the Cycle revolution focus on some of the most deprived areas of the country and will support more equal access to services and facilities by offering a low cost mode of travel for short trips.
<p>LEP Strategy for Growth/Strategic Spatial Planning Framework</p>	<ul style="list-style-type: none"> • Improvements to cycle infrastructure in Birmingham will help to deliver the aspirations for growth and improve the local quality of life. • The Spatial Plan for Recovery and Growth forms a key component under the ‘place’ pillar of the SEP and improvements to cycling infrastructure will have a significant impact upon this. • A significant proportion of route improvements and extensions are proposed to the east of the City Centre, supporting access to Birmingham Airport, a key growth location for the West Midlands. • Cycling, even as part of a longer multi-modal journey, will help to reduce journey times for employees and for businesses. With a focus on encouraging cycling for journeys within 20 minutes of the city centre, this in turn will reduce congestion for those travelling a greater distance on the roads. • The Cycle Revolution will provide improved local access to HS2, as well as other local and national rail services.
<p>UDP/Local Plan/Core Strategy</p>	<ul style="list-style-type: none"> • There is a need to continue to develop the local active and public transport ‘offer’ in order to improve access to services and employment and address issues of congestion. It is stated in the pre-submission version of the Birmingham Development Plan that <i>‘more could be done locally to take advantage of the benefits and opportunities offered by cycling and walking’</i> – Birmingham Cycle Revolution offers one such solution. • Cycling will provide high quality connections throughout the city and other areas to support future employment and housing development. • Transport improvements will support the overall strategy for growth and ensure that the city has a world class sustainable

	transport network.
Other relevant adopted plans/strategies	<ul style="list-style-type: none"> The West Midlands Economic Strategy 'Connecting to Success' sets out the region's approach to closing the £10 billion output gap, by seeking to raise output per head in the West Midlands to at least the average for the UK as a whole. It states that the West Midlands must move towards a lower carbon economy – and cycling, as a zero carbon form of transport, can make a significant contribution to this.

8) MARKET DEMAND

Cycling has increased by 73% in Birmingham over the last 10 years and the number of people cycling daily increased by 7% per year before 2008, accelerating to 11% per year from 2008 to 2011. Local evidence also suggests that, on cycle routes which have been improved, cycle flows increase as a direct result.

However, despite this growth, cycling only accounted for approximately 1.4% of Journeys to Work in 2011 and less than 2% for all other trips. Birmingham is working towards the 'tipping point', a common pattern within cities, where a modest rise in cycling levels suddenly gathers pace. By accelerating this pace of growth further and creating a visible 'step-change' in levels of cycling within our city, we can help to meet the above challenges and establish Birmingham as a thriving, attractive place in which to work, live and invest.

The cost of buying and maintaining a bike continues to be barrier to increasing levels of cycling. Levels of cycling amongst school children are even lower and are below those across England and Wales; only 0.4% of primary school pupils and 0.6% of secondary school pupil's cycle to school in Birmingham compared to 1% of pupils across England. However where initiatives have been introduced to encourage and equip children to travel to school by bike, levels of cycling has noticeably increased. For example, through Sustrans Birmingham Bike It project, the proportion of pupils in Birmingham regularly cycling to school (where the project was in place) increased from 8.5% to 19.9%. There was also an associated decrease in the proportion of pupils travelling to school by car, indicating a positive shift from sedentary modes of travel to more active modes. Attitudinal data suggests that cycling is now viewed more positively by pupils, with more stating that cycling is their preferred mode of travel.

We have worked closely with an extensive number of internal and external partners as part of the development of both Phases 1 and 2 of Birmingham Cycle Revolution in order to develop a comprehensive network of routes that can best address local market demand. By focusing on a 20 minute cycle time radius of the City Centre, we are ensuring that as dense a population as possible benefit from the infrastructure improvements, encouraging as many people as possible to take up cycling and unlocking a wealth of future development sites.

9) DELIVERABILITY

Details of any previous work undertaken

Note - this table has been completed with respect to the successful application to the Department for Transport for Cycle City Ambition Grant Funding for delivery of Phase 1 of Birmingham Cycle Revolution.

Concept Study	✓
Feasibility	✓
Preliminary Design	✓
Detailed Design	✓
Risk Register	✓
Detailed Work Programme	✓
Quantified Risk Assessment	✓

Environmental Appraisal	✓
Member Approval	✓
Commitment of Partners	✓
Consultation with key stakeholders	✓
Strategic Business Case	✓
Business Case with BCR / established VfM case	✓
Other (specify)	

Dependencies & potential risks / barriers to delivery

Land ownership	<ul style="list-style-type: none"> • The majority of the proposed Phase 2 schemes will be delivered on public land, with some works on Canal & River Trust land. • We do not anticipate any land take requirements in order to deliver the proposed Phase 2 works. • There may be a requirement to secure access across private land (private industrial estate roads); however this land is already open to the public. • One of the Green Route options encroaches on Environment Agency land; however the EA already has a scheme in this location; therefore the delivery team will work in partnership with the EA to deliver an appropriate scheme.
Requirement for CPO	<ul style="list-style-type: none"> • There are no known requirements for CPOs as a result of the proposed Phase 2 works.
Land type (e.g. all highways, requires operational rail land, requires currently occupied residential / commercial)	<ul style="list-style-type: none"> • The majority of the proposed Phase 2 schemes will be delivered on public land, with some works on Canal & River Trust land. • One of the Green Route options is on Environment Agency land; however the delivery team will work in partnership with the EA to deliver an appropriate scheme.
Requirement for major statutory instruments (e.g. TWA, Side Road Orders etc)	<ul style="list-style-type: none"> • We do not anticipate any requirement for major statutory instruments in order to deliver the proposed Phase 2 works.
Requirement for planning consents	<ul style="list-style-type: none"> • We do not anticipate any requirement to obtain planning permission in order to deliver the proposed Phase 2 works.
Known environmental impacts (SSSIs, Heritage sites, Ancient Monuments, green belt / parks / allotments / playing fields etc)	<ul style="list-style-type: none"> • There are no known environmental impacts as a result of the Phase 2 works. • The Phase 2 works will enhance use of existing environmental and cultural assets, including the local canal network.
Other	<ul style="list-style-type: none"> • N/A

Earliest start date on site: April 2015

Approximate duration of scheme : April 2015 – February 2019

Please refer to the Programme appended in Appendix B.

Design & Approvals period:

Main Corridors: April 2015 – April 2016
Green Routes: April 2015 – February 2016
Canal Works: April 2015 – May 2015
Big Birmingham Bikes (DfT Funded): April 2016 – July 2016
Parallel Routes: April 2016 – April 2017
20mph Areas: April 2016 – April 2017

Mobilisation (procurement):

Main Corridors: January 2016 – March 2016
Green Routes: January 2016 – February 2016
Canal Works: August 2015
Big Birmingham Bikes (DfT Funded): March 2017 – November 2017
Parallel Routes: January 2017 – March 2017
20mph Areas: January 2017 – March 2017

Construction:

Main Corridors: May 2016 – December 2016
Green Routes: March 2016 – July 2016
Canal Works: September 2015 – February 2016 (non-weather dependent); March 2016 – May 2016
Big Birmingham Bikes (DfT Funded): N/A
Parallel Routes: May 2017 – September 2017
20mph Areas: May 2017 – September 2017

TOTAL: April 2015 – February 2019

Summary Delivery Assessment:

Delivery Period		Overall Deliverability <i>(Tick only one row)</i>				
		Highly Deliverable	Readily Deliverable	No Major Barriers	Moderate Delivery Risks	Significant Delivery Risks
2015/16 to 2019/20 (inclusive)	✓		✓			
Beyond 2019/20	✓			✓		

Proposing/delivery agency:

Birmingham City Council

Partnership Bodies

Please provide details of the partnership bodies (if any) you plan to work within the design and delivery of the proposed scheme, including any other LEP bodies

We have worked closely with an extensive number of internal and external partners as part of the development of Birmingham Cycle Revolution. Effective working relationships were established with a number of partnership bodies as part of the development of the Phase 1 CCAG bid and have been strengthened as it has progressed through to implementation. These relationships will continue to grow during Phase 2 detailed design and scheme delivery.

The involvement of our key project partners is detailed in Table 9-1 below and letters of support confirming their commitment to the Birmingham Cycle Revolution can be found in Appendix C. This includes a letter of support for Birmingham Cycle Revolution from the Greater Birmingham & Solihull

Local Enterprise Partnership Member for Transport, which outlines full and strong endorsement.

Table 9-1: Birmingham Cycle Revolution: Key Project Partners and Supporting Organisations

Project Partner	Involvement in Scheme Development	Involvement in Scheme Delivery
Amey	Input into the development of infrastructure.	Key delivery partners for the development of infrastructure schemes and maintenance thereafter.
Canal & River Trust	Design of infrastructure improvements in canal and riverside locations.	Key delivery partner – input into detailed design and responsibility for procurement and delivery of infrastructure works at canal and riverside locations.
Centro	Input into the development of infrastructure schemes and supporting measures for inclusion in the grant application, with particular reference to where the measures overlap with the delivery of other schemes, such as the West Midlands LSTF programme.	Consultation and engagement on detailed designs and development of supporting measures, with particular reference to where these overlap with Centro projects.
CTC	David Cox (Chair) was a key partner in Birmingham Cycle Revolution scheme development.	Key delivery partner for supporting measures, especially those centred on community outreach activities and the provision of training, advice and support.
Cycle Forum	Used as a channel through which feedback was obtained on the emerging schemes during Birmingham Cycle Revolution scheme development. Special Cycle Forum meeting held on 16 th April 2013 at which the project proposals were welcomed.	Continued engagement as a public feedback mechanism to assist in developing scheme proposals.
Health & Wellbeing Board	Liaison at officer level to ensure alignment with the Health and Wellbeing Strategy.	Provision of support in the delivery of supporting measures, primarily through BeActive (led rides, cycle training, bike hire, maintenance training) and the integration of cycling into the Health Trainers programme (supporting local communities in leading healthier lifestyles), GP exercise referrals and Prescription4Exercise.
Marketing Birmingham	Advice on marketing and promotion activities, particularly in relation to tourism and canal use.	Partnership working on promotion and marketing activities.
Network Rail & London Midland	Input into the development of infrastructure schemes.	Key delivery partners for the development of infrastructure schemes which interface with key rail interchanges.
Pedestrian Taskforce	Input into the development of infrastructure schemes and supporting measures for inclusion.	Continued involvement in scheme design and the development of supporting measures, particularly in the context of pedestrian and wider disabled groups. Continued engagement as a public feedback mechanism to assist in developing scheme proposals.
Sustrans	Input into the development of infrastructure schemes and supporting measures for inclusion in the grant application.	Input into route design and partnership body for the delivery of supporting measures e.g. linking in to Active Travel Champions.
Wider Cycling	Engaged regarding the development of	Involvement in the delivery of

Organisations, Interest Groups & Businesses	supporting measures.	supporting measures, such as promotions, smarter choices and discounts on bikes and equipment.
West Midlands Police	West Midlands Crime Commissioner and various skilled Police Officers have provided advice of crime reduction measure.	Continued work to delivery anti-theft measures, crime reduction and enforcement of anti-cycling behaviour.

Further information on how we work with our partners is provided in The Management Case (see Sections 17E and 17G).

10) COSTS / FUNDING

Cost

Specific estimate if available	
£5-15m	✓ (£8.0m)
£15-30m	
£30-50m	
£50-100m	
£100-200m	
£200m+	
Unknown at this stage	£0.2m

Proposed sources of funding

Source	Contribution (<i>tick</i>)	Approx %
LTP	2.0	25
Local Growth Fund (through SEP)	6.0	75
Other (specify if known)		

11) ECONOMIC OUTCOMES / IMPACT

Economic Structure & Productivity

The proposed scheme has the potential to support economic growth and regeneration in Birmingham through a number of discrete yet complementary channels. The extent of many of these benefits will be shaped by the level of take up of the cycling enhancements. The main ways that this scheme strengthens the economic position of Birmingham include:

- Transport underpinning the City economy** - Through transport's role as a derived demand good, enhancing access to jobs, training and leisure activities and complimenting other regeneration activities within the city:
 - modal shift and segregation of cyclists from other traffic easing congestion, leading to benefits for commuters and businesses (see WebTAG Analysis – Section 12); and
 - connecting people to jobs and training through a sustainable and affordable commuting option;
- Supporting GBS LEP's investment in People and Business through investment in Place:**
 - Increasing the inclusiveness of the City economy.
 - Complementing LEP priority activities by reducing transport barriers to accessing Enterprise Zone sites, skills training and so forth.
 - Enhancing perceptions of the city and encouraging investment.
- Productivity improvements from a healthier workforce** - (see WebTAG Analysis – Section

12);

4. **Promoting the local cycling industry** – the British Cycling Economy has been estimated to value £2.9 billion annually, directly employing 23,000 and generating £100 million in taxes annually³.
5. **Freeing disposable income to be spent elsewhere in the economy** – the average cost of running a car each year is £1,758⁴. Reducing Vehicle Operating Costs by undertaking fewer trips would free up income to be spent elsewhere. Where and how the income will be spent depends upon the characteristics (income, age etc) of those that shift modes. Encouraging use of bicycles to visit the local shops could contribute to the vitality of the local high street;
6. **Temporary investment effects** – construction expenditure supporting direct, indirect and induced jobs within the city.

The summary table below is cautious in its assessment of potential business and labour market impacts. Impacts are generated through the schemes complementary links with existing economic growth and regeneration activities within the GBS LEP area.

	<i>Tick one box for each row only</i>						
	<i>Large / High Beneficial</i>	<i>Moderate Beneficial</i>	<i>Slight Beneficial</i>	<i>Neutral</i>	<i>Slight Adverse</i>	<i>Moderate Adverse</i>	<i>Large / High Adverse</i>
Business efficiency			✓				
Business investment		✓					
Labour Market Efficiencies			✓				
Links to national transport networks & international gateways		✓					

Provide a brief bullet point justification for any areas of economic impact on which the scheme is likely to have something other than a neutral impact:

Business efficiency	<ul style="list-style-type: none"> • Modal shift and segregation of cyclists from other traffic is expected to ease congestion, leading to economic benefits for commuters and businesses in terms of time savings and journey reliability. The economic value of the benefits is calculated at £2.1m (see Economic Case - Section 15). Enhanced urban mobility increases access for businesses to clients and suppliers, drawing further agglomeration benefits. • Productivity improvements from a healthier workforce that misses fewer days through sick leave. Absenteeism is forecast to drop with an estimated economic value of mortality and absence improvements of £ 17.3m (see Economic Case - Section 15).
Business investment	<ul style="list-style-type: none"> • Complementing LEP priority activities by reducing transport barriers to employment and skills training and so forth. Local Pinch Point Fund bids to improve access to Enterprise Zone sites (e.g. £3.9 million to

³ LSE (2011) “The British Cycling Economy: ‘Gross Cycling Product’ Report” -

https://corporate.sky.com/documents/pdf/press_releases/2011/the_british_cycling_economy

⁴ Estimate by from Sustrans (2013) “Improving The Bottom Line - Why Supporting Cycling to Work is Good for Business”

	<p>ease congestion on Birmingham’s Ring Road) would be complimented by offering an alternative transport mode to access Birmingham City Centre Enterprise Zone (EZ) which is expected to deliver 40,000 new jobs and £2 billion to the City economy.</p> <ul style="list-style-type: none"> • Construction expenditure of £8m on the scheme would directly support an average of 7 net additional jobs on site during the 5 years of construction and 2 net additional jobs within the construction supply chain and supported by expenditure of construction worker salaries⁵. This totals an annual average of £450,000 of Gross Value Added into the local economy during construction if an estimate of average GVA per worker for the West Midlands is applied. • By enhancing Birmingham as a place, the scheme is anticipated to improve the investment attractiveness of the City. 	
<p>Labour market efficiencies</p>	<p>Connecting residents to jobs and training through sustainable and affordable commuting -</p> <ul style="list-style-type: none"> • Labour supply increases and move to more productive jobs – reducing costs incurred, including time and unreliability of service costs increases the gains to work. Increased supply of labour benefits companies as there is a wider labour pool to choose from. Improved employee to job matching should lead to workers with higher skillsets being matched more closely to the requirements each job. • Lowering transport barriers will also allow more residents to take up training opportunities including apprenticeships that are paid as little as £2.68 per hour (2013 national minimum wage for apprenticeships). • Enhanced skills from accessing training increases employability and improves productivity once within that job. 	
<p>Links to national transport networks and international gateways</p>	<ul style="list-style-type: none"> • A comprehensive network of cycle routes that builds on Phase 1 and connects routes to the existing railway network. Increasing the volume of routes increases the number of locations (housing, employment sites, leisure etc) that are easily accessible by multi-modal transport with cycling as either the first or final transport mode as part of a longer integrated journey (refer to Figure 6A-1 for a map of the Phase 2 routes, which illustrates the congruence with local transport infrastructure, including mainline rail stations and the proposed HS2 station). 	

⁵ Temporary direct, indirect and induced net additional jobs supported estimated by applying an additionality ratio of 50% and multiplier effect of 1.33, in line with BIS 2009 guidance for physical infrastructure schemes (“Research to improve the assessment of additionality”). Annual Business Survey data was used to estimate labour costs as a proportion of total construction expenditure. Taking the Mean annual salary for a construction job in the West Midlands from the Annual Survey of Hours and Earnings an estimate of £113,916 of expenditure to support one construction job per year was applied.

Economic Exclusion

	<i>Tick one box for each row only</i>						
	<i>Large / High Beneficial</i>	<i>Moderate Beneficial</i>	<i>Slight Beneficial</i>	<i>Neutral</i>	<i>Slight Adverse</i>	<i>Moderate Adverse</i>	<i>Large / High Adverse</i>
Benefits to areas with high Indices of Multiple Deprivation		✓					
Justification / evidence	<ul style="list-style-type: none"> • An Apprentice on the National Minimum Wage for apprentices of £2.68 costs is required to work over 4.5 hours to earn enough to pay for an adult weekly Travel Card at £12.50⁶. • By offering a low cost option for commuting between areas of high deprivation and employment sites (see Figure 6A-1), the scheme offers a strong option to reduce economic exclusion, allowing residents to see greater returns to work and making training more affordable. Nationally, the Department for Education found that 18% of young people surveyed identified the cost of transport as a barrier or constraint to deciding what they would like to do after GCSEs. Though only 2% said transport costs had completely stopped them from doing what they wanted to do, 16% said that costs were a problem they had to cope with⁷. The same survey found around a third of young people who did not go on to learning at the end of Year 11 felt they would have if they had more money to cover the cost of transport. • Other commonly identified transport barriers of rising costs of public transport and available services not aligning with anti-social work hours⁸ can also be bypassed by making cycling viable. 						

Impact if nothing is done):

- *Forecast gains of £17.3m from reduced mortality and absenteeism from work, benefits of £2.1m benefits from decongestion effects will not be realised.*
- *47 net additional job years within the construction sector and wider will not be supported.*
- *Transport barriers to employment and training remain high, particularly for the young and low income. Transport cost barriers negatively impact uptake of LEP priority schemes such as apprenticeships. Economic exclusion persists at a high level for communities of high deprivation.*
- *Gains from image of Birmingham as a modern city to invest in will not be realised.*

⁶ Season ticket options vary, fare quoted does not include Metro -

http://tickets.networkwestmidlands.co.uk/CT_TicketDetail.aspx?TicketID=612&TicketOptionID=74119&resultsPage=0

⁷ Department for Education (2010) - "Barriers to participation in education and training"

<https://www.gov.uk/government/publications/barriers-to-participation-in-education-and-training>

⁸ The Work Foundation (2012) – "Transport Barriers to Youth Employment"

http://www.theworkfoundation.com/DownloadPublication/Report/327_Transport%20Policy%20Paper%202.pdf

12) WebTAG APPRAISAL

Complete the following table:

	Tick one box for each row only						
	Large / High Beneficial	Moderate Beneficial	Slight Beneficial	Neutral	Slight Adverse	Moderate Adverse	Large / High Adverse
Economic (Note: VfM: Low = 0>1.4, Medium 1.5 > 2.0, High 2.0+)							
Transport Economic Efficiency (VfM)		✓					
Reliability			✓				
Wider Economic Benefits			✓				
Environment							
Noise			✓				
Local Air Quality			✓				
Greenhouse Gasses			✓				
Landscape / Townscape			✓				
Heritage				✓			
Biodiversity				✓			
Water Environment				✓			
Social							
Physical Fitness	✓						
Journey Quality	✓						
Accidents	✓						
Security			✓				
Access to Services			✓				
Affordability			✓				
Severance				✓			
Option Values				✓			

Economy	<ul style="list-style-type: none"> Reduction in car traffic gives journey time benefits. Also leads to reliability improvements and wider economic benefits. Increased physical activity resulting from increased cycling reduces sick leave from work.
Environment	<ul style="list-style-type: none"> Reduction in car traffic leads to air quality, noise and greenhouse gas benefits. Cycle route improvements will make the townscape more attractive.
Social	<ul style="list-style-type: none"> Increased physical activity from increased cycling reduces mortality risk. Improvements to cycle routes lead to significant journey quality benefits. Transfer of cyclists to off-road routes and reduction in car vehicle kilometres reduces the number of accidents.

13) THE FINANCIAL CASE – PROJECT COSTS

Table A: Funding profile (Nominal terms)

£000s	2015/16	2016/17	2017/18	2018/19	2019/20	Later Years*	Total
LGF funding sought	2000	2000	1000	500	500	0	6000
Local Authority contribution	0	0	1000	1000	0	0	2000
Third Party contribution	0	0	0	0	0	0	0
TOTAL	2000	2000	2000	1500	500	0	8000

* For future schemes beyond 2019/20, please provide addition spreadsheet cost profile.

Table B: Cost estimates (Nominal terms)

Cost heading	Cost (£000s)	Date estimated	Status (e.g. target price)
Main Corridors	2000	01/14/2014	Target Price
Parallel Routes	2400	01/14/2014	Target Price
Green Routes	600	01/14/2014	Target Price
Canal Works	2000	01/14/2014	Target Price
Supporting Measures	1000	01/14/2014	Target Price
TOTAL	8000		

14) THE FINANCIAL CASE – AFFORDABILITY AND FINANCIAL RISK

We have developed the following cost assumptions for each package of scheme elements as follows:

- Main Corridors - £80,000 per km;
- Parallel Routes - £40,000 per km;
- Green Routes - £100,000 per km of new surfacing; and
- Canal Works – to be delivered by the Canal & River Trust, based on approximately £200,000-250,000 per km of new surfacing.

These have been developed based on our knowledge of developing and implementing the Phase 1 schemes, which are very similar. The fact that Phase 1 delivery is already underway means that we are able to accurately quantify the costs involved in the delivery of each scheme element, reducing the risk of cost over-runs.

We have developed a detailed Risk Register and Risk Management Strategy which identifies each possible financial risk to the delivery of the programme, the likelihood that it will occur, its potential impact on project costs and delivery and the mitigation measures that will be put in place. The main risks have been identified as follows:

- Grant Approval Risk – delay in award of LGF funding. This could have a significant impact on the project programme, including potential changes to staffing; therefore a degree of flexibility has been incorporated into the programme as far as possible.
- Spend Approval Risk – failure to gain internal approval for spend. This could lead to significant delays in the project programme and could lead to a loss of funding if spend does not take place

when planned. We have established a robust internal approvals process as part of Phase 1 and our Project Board meets quarterly to review and approve spend.

- **Claim Management Risk** – suppliers may submit financial claims against the Authority, leading to delays in the project programme and causing financial impacts on other scheme elements. In order to mitigate this we will put rigorous contracts in place with each supplier, in addition to rigorous claim management procedures.

Full Business Cases will be developed and approved for each package element prior to implementation. This means that scheme costings will go through a rigorous review and approval process to ensure that they are accurate. Cost estimates include a 10% contingency and will be managed within the overall programme.

In the unlikely event that cost over-runs do occur, these will be managed by the appropriate delivery partner; i.e. Birmingham City Council or the Canal & River Trust. Where actual spend is less than predicted spend on certain scheme elements, there is potential to use some of this resource to mitigate against over-runs in other areas.

15) THE ECONOMIC CASE – VALUE FOR MONEY

We estimate that the BCR for this scheme is 4.9. This is based on a PVB (present value of benefits) of £38.4M and a PVC (present value of costs) of £7.9M (all figures in 2010 prices discounted to 2010). All impacts have been monetised following WebTAG guidance.

The most significant monetised benefits are:

- £17.3M benefits from increased physical activity (cycling) leading to reduced risk of mortality and reduced absenteeism from work
- £10.1M accident benefits from transferring some cycling trips to off-road routes, and a reduction in car vehicle kilometres
- £9.1M journey quality benefits for cyclists (new and existing) resulting from the infrastructure improvements
- £2.1M decongestion benefits for road users from a reduction in car traffic (which transfers to cycling)

Less significant monetised benefits including noise, air quality, greenhouse gases and changes in indirect tax revenues, which together amount to about -£200k. Apart from a small reduction in government indirect tax revenues there are no dis-benefits.

The £7.9M PVC has been derived by taking the £8M scheme cost in 2014 prices and:

- Converting to market prices using the 1.19 indirect tax correction factor
- Adding 15% optimism bias
- Converting to 2010 prices using the GDP deflator
- Discounting to 2010 using a 3.5% discount rate

We have not used a formal transport model for the appraisal. We have used fundamentally the same approach that was used for the Phase 1 bid, which was accepted by DfT and resulted in funding being awarded. Where appropriate the method has been updated to comply with current WebTAG guidance.

We have assumed that Phase 2 would be completed by 2020 and have appraised benefits from 2020 to 2039 inclusive, i.e. a 20 year appraisal period as recommended by WebTAG for cycling schemes.

Full details of the methodology used are provided in the Economics Report provided in Appendix D.

Procurement Overview and Strategic Approach

Appropriate procurement mechanisms were put in place for delivery of the Phase 1 bid, and, where appropriate, these mechanisms will also be used during the delivery of Phase 2. This will enable us to 'hit the ground running' in terms of proceeding to detail design, procurement and starting works on site as soon as funding is secured, minimising the risk of incurring early delays in the project programme. An illustration of our approach to procurement is provided in Figure 16A-1.

As identified in the Management Case (refer to Section 17), overall responsibility for delivery of Phase 2 of Birmingham Cycle Revolution, including the appointment of consultants, contractors and delivery partners will lie with Birmingham City Council as the lead Authority. This will be undertaken in accordance with the use of a competitive tender process in line with the procedure for quotations set out in Sections 3.1 and 3.2 of Standing Orders relating to Contracts and wider procurement processes.

As Birmingham City Council's key delivery partner, the Canal & River Trust will take ownership for the procurement and delivery of infrastructure schemes that are sited on the canal network. Engagement options for Canal & River Trust include Birmingham's Third Sector Grant Funding Framework & Toolkit 2011 or Single Contractor Negotiations. Works on the canal network will be procured by the Canal & River Trust using its own framework arrangements, which are in accordance with relevant procurement rules.

Based on the lessons learnt during the delivery of Phase 1, the appropriate procurement processes will be selected to enable delivery of the Phase 2 routes in the most efficient way that delivers maximum value for money within the resources available. This means that, where appropriate, existing procurement mechanisms and / or existing proven competent framework suppliers will be used to accelerate delivery. This will significantly reduce the likelihood of early delays in the delivery programme that could impact on delivery of the scheme as a whole.

The Authority takes a proactive approach to risk management; therefore as in Phase 1 delivery, several contractors will be procured to deliver the infrastructure schemes across the five bid areas. This means that, should there be any issues with the performance or delivery of one contractor, the likelihood that this would have a significant impact on achievement of project milestones would be minimised as far as possible.

Infrastructure Procurement

Outline Approach

Building on the City Council's record of successful delivery of large and complex highway and transport related capital projects and programmes, internal resources will be used for the design and contract administration of schemes where available. However, the scale of work involved and the relatively short timescale means that external consultants will be appointed to deliver a significant proportion of the work, with the City Council providing a programme management role.

Framework contracts will be used to employ both consultants and contractors. This means that there is no option for 'design and build'; thus the two elements will be procured separately. Some spot tenders may also be used to procure contractors for specialist work. Works on the canal will be procured directly by the Canal & River Trust using its own framework arrangements, which are in accordance with the relevant procurement rules. This is described in further detail below.

Design Stage

Where available, design work will be carried out using the City Council's own resources. However, it is anticipated that the majority of design work will be carried out by external consultants under the control of the Project Management Team, which will be staffed by senior, experienced Council Officers.

It is intended that the design stage will be procured under the Homes and Communities Agency's framework contract which is already widely used by the City Council to procure consultants for works on the corridors on the highway and within parks and green corridors.

The Canal & River Trust will use its existing British Waterways Professional Services Contract 2011-2014 which Hyder is appointed to as the single preferred supplier. Hyder's Framework Manager is based in Birmingham, supported by additional staff in its Birmingham office. The existing contract runs until 30th September 2014, with an option to extend for up to one year to September 2015. A decision will shortly be made as to whether the contract extension will be granted or whether a new procurement exercise will be carried out.

Highway Capital Works

During the first quarter of 2014, a new Highway Infrastructure Framework Contract will be put in place. The new contract is being developed specifically to include all of the highway elements needed for the Birmingham Cycle Revolution programme.

Some early 'quick win' infrastructure schemes which could be implemented before the first quarter of 2014 may be undertaken using either Centro's existing framework for highway schemes, or through scheme-specific spot tenders, as has been done in the LSTF programme. Some later project elements may need specific spot tenders, particularly if there are proposals for non-standard measures beyond the scope of a framework contract.

In ensuring value for money from capital investments, Birmingham recognises the need to provide for the long term maintenance and management of all new infrastructure. To this end, our long term, strategic partnership with Amey for the maintenance and management of the city's highways and related infrastructure. All designs for proposed infrastructure will be assessed for maintainability by Amey in line with the City Council's code of practice. This will guarantee that all materials and construction details are robust and capable of being cost effectively maintained. It will also ensure that the positioning and layout of features fits well with existing infrastructure, enabling accessibility for maintenance operations in a safe and efficient manner, whilst reducing the potential for traffic disruption during maintenance.

Off-Road Capital Works (Parks & Green Corridors)

The existing Landscape Construction Framework Agreement will be used for minor landscaping schemes on off-road areas and green routes with a works value not exceeding the Chief Officers Delegated Authority threshold of £200,000. The Framework Agreement has been in place since 1990 and is renewed every two years to ensure value for money is achieved by surety of rates over a fixed period balanced with optimum costs of the tendering process. The existing contract has been in place since 4th February 2013 and will expire on 3rd February 2015, when it will be retendered

For projects costing between £200,000 and £500,000, the Constructing West Midlands Framework provides an alternative procurement route for any landscape projects which contain larger quantities of hard landscape works and low quantities of specialist landscape works. Each specific scheme would be undertaken in accordance with the Projects and Programmes Gateway process and this would determine whether the Landscape Construction Framework Agreement was the most cost effective procurement route.

Canal Network Capital Works

The Canal & River Trust will make use of the existing British Waterways Omnibus Framework Contract 2009-2013, in relation to engineering, construction and maintenance services. This contract is held by Kier and has recently been extended to the end of March 2015. A replacement contract is currently being retendered and will be in place by April 2015. Individual projects are implemented by the issue of Package Orders and Time Charge Orders and Key Performance Indicators are used, where the supplier's element of the KPIs is linked to 50% of its gain share.

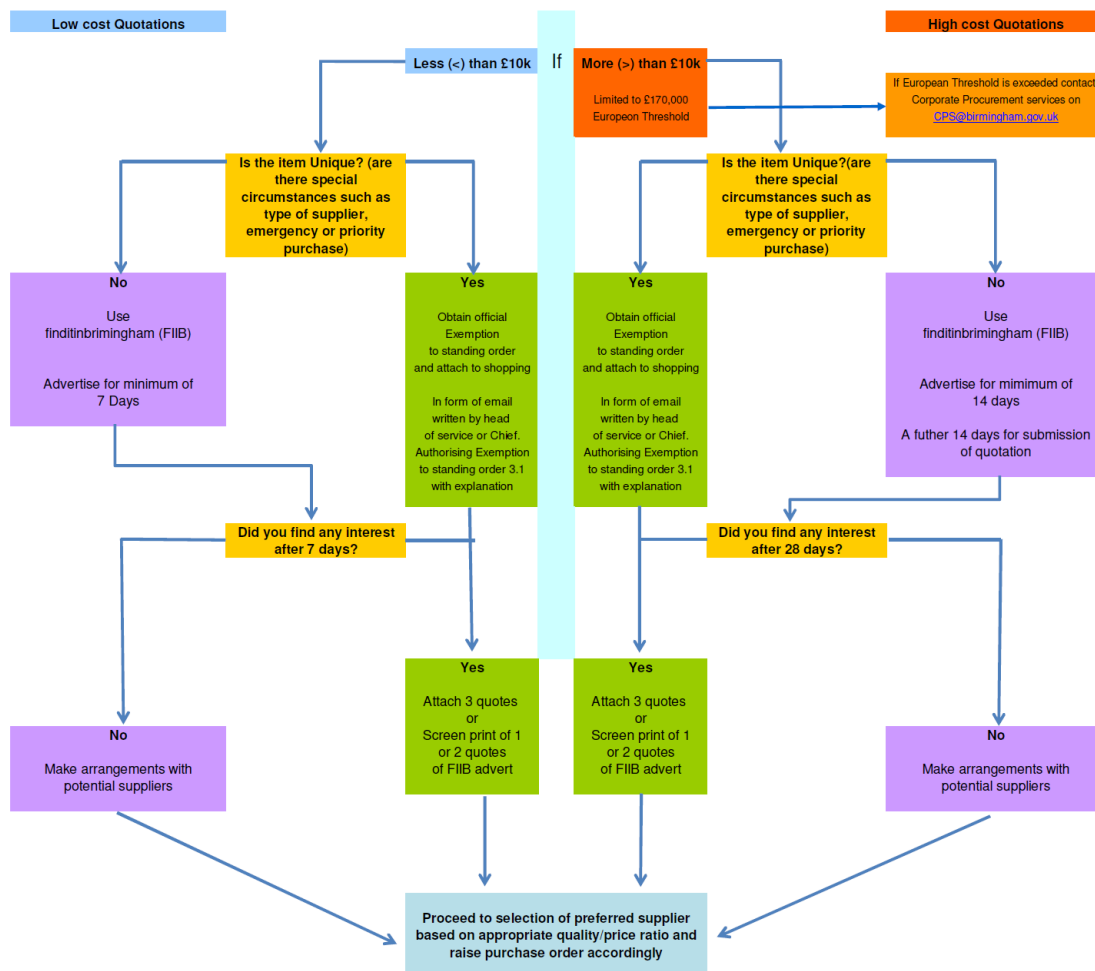
Procurement of Supporting Measures

The procurement strategy relating to wider infrastructure measures will build on established principles and procedures developed through similar projects such as Bike North Birmingham. All services or products procured will be advertised on www.finditinbirmingham.com for the required period, as set out in the flowchart provided in Figure B32. Any contract for equipment or materials that would exceed the European threshold would be advertised using the OJEU process in line with requirements.

Measures to be procured using the above process include the purchase of: Birmingham Bikes; cycling equipment such as helmets; cycling maintenance infrastructure; and cycle storage. Where grants are to be provided to third party organisations to provide cycling infrastructure i.e. cycle storage within their premises, cycle maintenance equipment and changing facilities/lockers, these will be undertaken using Birmingham's Third Sector Grant Funding Framework & Toolkit 2011.

Supporting Smarter Choices revenue activities are ongoing and will be further developed and implemented by existing City Council employees and external consultants, including (but not limited to): cycle training (i.e. Bikeability & Women on Wheels); cycle maintenance training; cycle route planning at schools and workplaces; wider marketing and educational campaigns; and provision of cycle hubs delivered under the Be Active by Bike scheme.

Figure 16A-1: Birmingham Cycle Revolution Phase 2: Procurement Flowchart



Contract and Implementation Timescales

As part of our procurement strategy, we have developed a high level procurement programme which sets out key milestone activities. This is set out in Table 16A-1 below and is based on the LEP making

a funding decision during Summer 2014, with a full programme start date in April 2015.

Table 16A-1: Birmingham Cycle Revolution Phase 2: Procurement Milestones

Key Dates	Action
First Quarter 2014	New Birmingham City Council Framework Contract for Highway Works is put in place.
April 2015	Commence procurement processes for consultants through Homes & Communities Agency Framework Contract (orders will not be placed with consultants unless and until DfT grant award is confirmed).
April 2015	Procurement of the Canal and River Trust as a key delivery partner through the use of Single Contractor Negotiations or Third Sector Grant Funding Framework.
Spring 2014	Canal and River Trust to decide whether to extend its existing Framework Agreement with Hyder under the British Waterways Professional Services Contract 2011-2014 beyond 30 th September 2014, or to conduct a new procurement exercise.

Risk Allocation and Transfer

We have adopted a comprehensive approach to the management of risk during the formulation of the delivery programme. Specific consideration has been given to the commercial risks associated with delivery, in particular those resulting from the proposed procurement strategies. Table 16A-2 provides a summary of the key commercial risk issues, how these are allocated amongst the parties responsible for delivery and the mitigation measures that will be employed to minimise their likelihood and/or impact.

Table 16A-2: Birmingham Cycle Revolution Phase 2: Summary of Key Commercial Risks

Risk	Consequences	Responsible Party	Mitigation Measures
Lack of long-term commitment to identify and secure project funding.	Insufficient levels of funding for the project, leading to delays in the project programme or some elements cannot be delivered.	Authority	Long-term commitment has already been demonstrated by Members and Authority officers and Phase 2 will build on work delivered as part of Phase 1.
The Canal and River Trust fails to re-appoint existing contractors when agreements end.	Requirement for a new procurement exercise; potential delays to the project programme.	The Canal and River Trust	One Agreement has already been extended to cover the project duration. Early discussions will be held with the existing supplier to reduce delays in the procurement process.
Appointed contractor fails to deliver adequate designs for infrastructure works/designs are not in accordance with required standards.	Delays in the project programme, potential that some scheme elements cannot be delivered within the project timescale or the need arises to appoint alternative contractors.	Contractor	Rigorous quality assessment of contractors during procurement evaluation exercises – identify examples of good practice from Phase 1 delivery. Project Team will work closely with the contractor to ensure emerging designs are in accordance with required standards.

Appointed contractor fails to deliver the infrastructure works in accordance with the project programme.	Delays in the project programme, potential that some scheme elements cannot be delivered within the project timescale or the need arises to appoint alternative contractors.	Authority	<p>More than one contractor will be appointed to spread the risk and ensure that works can be delivered by an alternative contractor that has already been procured if required.</p> <p>Rigorous quality assessment of contractors during procurement evaluation exercises and evaluation of any previous performance during Phase 1 delivery.</p>
Appointed contractor does not meet Health and Safety obligations/infrastructure delivered poses a Health and Safety risk.	Accidents; potential claims from members of the public in relation to Health and Safety issues.	Contractor	<p>Appointed contractors will be required to provide evidence of their Health and Safety policies during the procurement process.</p> <p>Designs will go through a rigorous approvals process.</p> <p>On-site management / spot checks.</p>
Lack of suitable/interested suppliers coming forward to deliver the revenue elements.	Appointment of unsuitable suppliers or requirement for repeat procurement exercises, leading to delays in the project programme.	Authority	<p>Ensure existing Phase 1 suppliers are aware of upcoming opportunities.</p> <p>Ensure tender opportunities are clear and do not include requirements that may be deemed too onerous.</p>
Lack of interest from suitably qualified external consultants to take up fixed term contracts as part of the in-house Delivery Team.	Appointment of unsuitable contractors or requirement for repeat procurement exercises, leading to delays in the project programme.	Authority	<p>Existing contacts/consultants who have previously demonstrated good performance will be approached and informed about emerging opportunities.</p>
Poor performance by external consultants appointed to be a part of the in-house Delivery Team.	Dispute, potential for claims against the Authority, leading to delays in the project programme or the need to appoint alternative consultants.	Authority	<p>Appoint only those consultants who can demonstrate their skills and capabilities on similar previous projects – with the use of Phase 1 consultants where appropriate.</p> <p>Appointment of more than one consultant.</p> <p>Regular performance</p>

			reviews and mitigating actions put in place at an early stage if performance is slipping.
Poor performance by suppliers appointed to deliver revenue elements.	Dispute, potential for claims against the Authority, leading to delays in the project programme or the need to appoint alternative suppliers.	Authority	Rigorous quality assessment of potential suppliers during procurement evaluation exercises. Regular performance reviews and mitigating actions put in place at an early stage if performance is slipping.

17) THE MANAGEMENT CASE

A: DELIVERY

Effective Governance in a Delivery Culture

There is a strong culture of delivery in Birmingham, as evidenced by the recent implementation of a number of sustainable transport and Smarter Choices initiatives, including Bike North Birmingham and the West Midlands Local Sustainable Transport Fund (LSTF) 'Smart Network, Smarter Choices' programme.

Based on this experience and in recognition of the size and geographical scale of the project, a three tier governance model has been developed which provides sufficient oversight, control and clear decision-making to ensure that the measures included in the bid will be delivered to the timescales set out in the programme. It is recognised that effective governance is not only critical to effective procurement and delivery but also follow-up monitoring and review, in order to measure the impacts of the project.

The sections below outline the proposed governance and delivery arrangements, related roles and responsibilities and an organogram of the structure. The existing City Council Consultation will continue to be used where required to address any matters arising from the Board with the relevant decision maker.

A Political Commitment to Cycling

There is a long-term political and financial commitment demonstrated by the Council Leader and elected Members to deliver a step-change in the levels of cycling in Birmingham, to make cycling an integral part of the city's transport network and to play a pivotal role in influencing wider West Midlands cycling policy and agenda.

The Transport, Connectivity and Sustainability Overview and Scrutiny Committee has developed an ambitious target-driven strategy for improving the opportunities to use these modes: 'Changing Gear: Transforming Urban Movement through Cycling and Walking in Birmingham'. The report has garnered cross party support for its ambitious, transformational recommendations.

Further to this, the Cabinet Member for Green, Safe and Smart City, Councillor James McKay, has been appointed as the Member Champion for Cycling and Walking, with a clear remit to promote and drive forward cycling and walking ambitions across all portfolios and directorates. He is supported by senior officers, with capacity to work with all partners to ensure that projects and actions are effectively

implemented and milestones are achieved. This will also enable cycling and walking themes to cut across the work of different directorates.

Building on Existing Good Practice

Our Phase 2 application builds on a number of cycling infrastructure and Smarter Choices projects that are currently being taken forward, including:

- Bike North Birmingham – a four year £4.1m cycling programme of infrastructure improvements and Smarter Choices activities, including packages of support for workplaces and schools, cycle training and cycle maintenance training, led leisure rides and short and long term bike loans.
- Local Sustainable Transport Fund 'Smart Network, Smarter Choices' programme - a three year £50m programme of Smarter Choices initiatives across 10 key corridors in the West Midlands that aims to improve access to employment. The project is delivering infrastructural improvements to cycling networks and facilities and the provision of cycling support to young people and adults, including cycle training, accompanied cycle rides and route planning, led bike rides and Dr Bike sessions.
- Pershore Road Project – a year-long project aimed at encouraging local people to make more sustainable travel choices, which included the provision of cycle training, led bike rides and grant funding at ten large organisations, Personalised Journey Planning for residents and community events.

These projects are superb examples of the City's commitment to working in partnership across the Authority and with external partners and the wider public to facilitate and encourage people across Birmingham to cycle. We have used the lessons learnt on these and other projects to ensure that the most effective governance arrangements are in place to successfully deliver Birmingham's Cycle Revolution.

Delivery Routes, Timeframes and Milestones

Appendix A2 provides an outline of the proposed Project Plan which identifies timeframes/milestones for programme delivery. This is based on established protocols/processes being taken forward with partners as part of the Birmingham Cycle Revolution Phase 1 scheme. The remainder of this section provides details on key milestones, delivery plans, governance and risk.

B: CONSTRUCTION MILESTONES

Our key construction milestones are indicated in Table C below. We have included a relatively high number of milestones which reflects the size of the programme and the number of package elements involved. Our Project Plan (provided in Appendix B) divides the work by type of measure (Main Corridors, Parallel Routes etc) although it should be noted that a phased approach will be taken in order that individual corridors will run to slightly different programmes within the overall timeframes shown.

The programme is based on the LEP making a funding decision during Summer 2014 with a full programme start date in April 2015. Implementation will be staggered, with the Canal Works and Main Corridors being delivered first. The implementation of Big Birmingham Bikes and the 20mph zones is programmed to start in April 2016 in order to provide sufficient time to assess the impact of these schemes delivered as part of Phase 1 prior to their implementation as part of Phase 2. The 20mph Zones will be delivered alongside the corridor schemes to which they are most relevant, or as part of wider corresponding City Council funded programmes. The Smarter Choices (revenue-funded) element will be ongoing throughout the life of the Phase 2 project. In general, those scheme elements selected for earlier implementation will be those that are relatively straightforward and which require a lower level of consultation or fewer Traffic Regulation Orders.

A range of project planning activities will be undertaken in advance of any decision; for example commencing procurement processes for design consultants, further development of proposed schemes and high-level consultations (for example with local councillors and cycling/walking groups), to ensure

that mobilisation in advance of any full programme start date.

Table C: Construction milestones

Milestone	Summary Details	Estimated Date
Start of works	Start of on-site infrastructure works (Canal Works)	September 2015 (non-weather dependent) March 2016 (weather dependent)
Start of on-site works for key scheme elements	Start of on-site works for the Green Routes	March 2016
	Start of on-site works for Main Corridors	May 2016
	Start of implementation of Big Birmingham Bikes initiative	March 2017
	Start of on-site works for Parallel Routes	May 2017
	Start of on-site works for 20mph zones	May 2017
Completion of on-site works for key scheme elements	Completion of on-site works for the Canal Works	February 2016 (non-weather dependent) May 2016 (weather dependent)
	Completion of on-site works for the Green Routes	July 2016
	Completion of on-site works for Parallel Routes	September 2017
	Completion of on-site works for 20mph zones	September 2017
	Completion of on-site works for Main Corridors	December 2016
	Completion of implementation of Big Birmingham Bikes initiative	November 2017
Completion of works	Completion of all on-site infrastructure works	November 2017

C: PREVIOUS DELIVERY PERFORMANCE

Please list any major transport schemes costing over £5m in the last 5 years which the authority has delivered, including details of whether these were completed to time and budget (and if not, whether there were any mitigating circumstances)

Table 17C-1 below provides a summary of major transport schemes costing over £5 million in the last 5 years which are either delivered or being delivered.

Table 17C-1: Birmingham Cycle Revolution Phase 2: Summary of Major Transport Schemes

Scheme Name	Cost	To Time?	To Budget?	Comments
Delivered				
Selly Oak Link Road	£63m	Yes	Yes	Additional DfT contribution required to cover shortfall in S106 contribution
Northfield Relief Road	£19m	Yes	No	Contractor's claim
In Delivery				
New Street Gateway (in partnership with Network Rail)	£600m	N/A	N/A	Under construction
Metro Extension (in partnership with Centro)	£127m	N/A	N/A	Under construction
Chester Road (sole lead)	£10m	N/A	N/A	Pre full approval

D: STATUTORY POWERS AND CONSENTS

Please list separately each statutory power / consent required. Any key dates should be referenced in your project plan

Grant will be provided in accordance with Section 31 of the Local Government Act 2003.

The Council in carrying out transportation, highway and infrastructure related work will do so under the relevant primary legislation comprising the Highways Act 1980; Road Traffic Regulation Act 1984; Traffic Management Act 2004; and Transport Act 2000; Local Government (Miscellaneous Provisions) Act 1976; Countryside and Rights of Way Act 2000 and other related regulations, instructions, directives and general guidance. Procurement will be undertaken in accordance with standing orders and financial regulations. Grant will be provided in accordance with Section 31 of the Local Government Act 2003.

The Canal & River Trust in carrying out canal and river related work will do so under the relevant primary legislation comprising the Transport Act 1962 and the Transport Act 1968.

Table 17D-1 outlines the outstanding powers and consents which will be required with third parties to deliver the package of works.

Table 17D-1: Outstanding Powers and Consents

Outstanding Powers and Consents	Summary Detail	Timetable
Canal & River Trust	Agreement in principle has been obtained to work in partnership to deliver works to canal towpaths and associated public access points as part of Phase 2. This needs to be formalised through an amendment to agreement put in place as part of Phase 1.	Agreement to be completed by April 2015.

E: GOVERNANCE

Governance and Delivery Arrangements

Our overall structure for governance and delivery is detailed in the organogram provided in Figure 17E-1 overleaf, with additional description of the various roles and responsibilities provided in Table 17E-1 overleaf.

Tier 1: Strategic Development and Scrutiny – Project Board

Tier 1 governance will principally provide strategic direction to the project, support delivery and ensure accountability of the management and delivery tiers.

High level governance will be provided by the Cabinet, with key responsibility for the project sitting with the Lead Cabinet Members, including:

- Cabinet Member for a Green, Safe and Smart City and Cycling and Walking Champion;
- Cabinet Member for Development, Jobs & Skills; and
- Cabinet Member for Health & Wellbeing.

The member steering group includes an open invitation to the Deputy Leader and Cabinet Member for Commissioning, Contracting and Improvement. Other relevant Cabinet Members may be requested to attend as required.

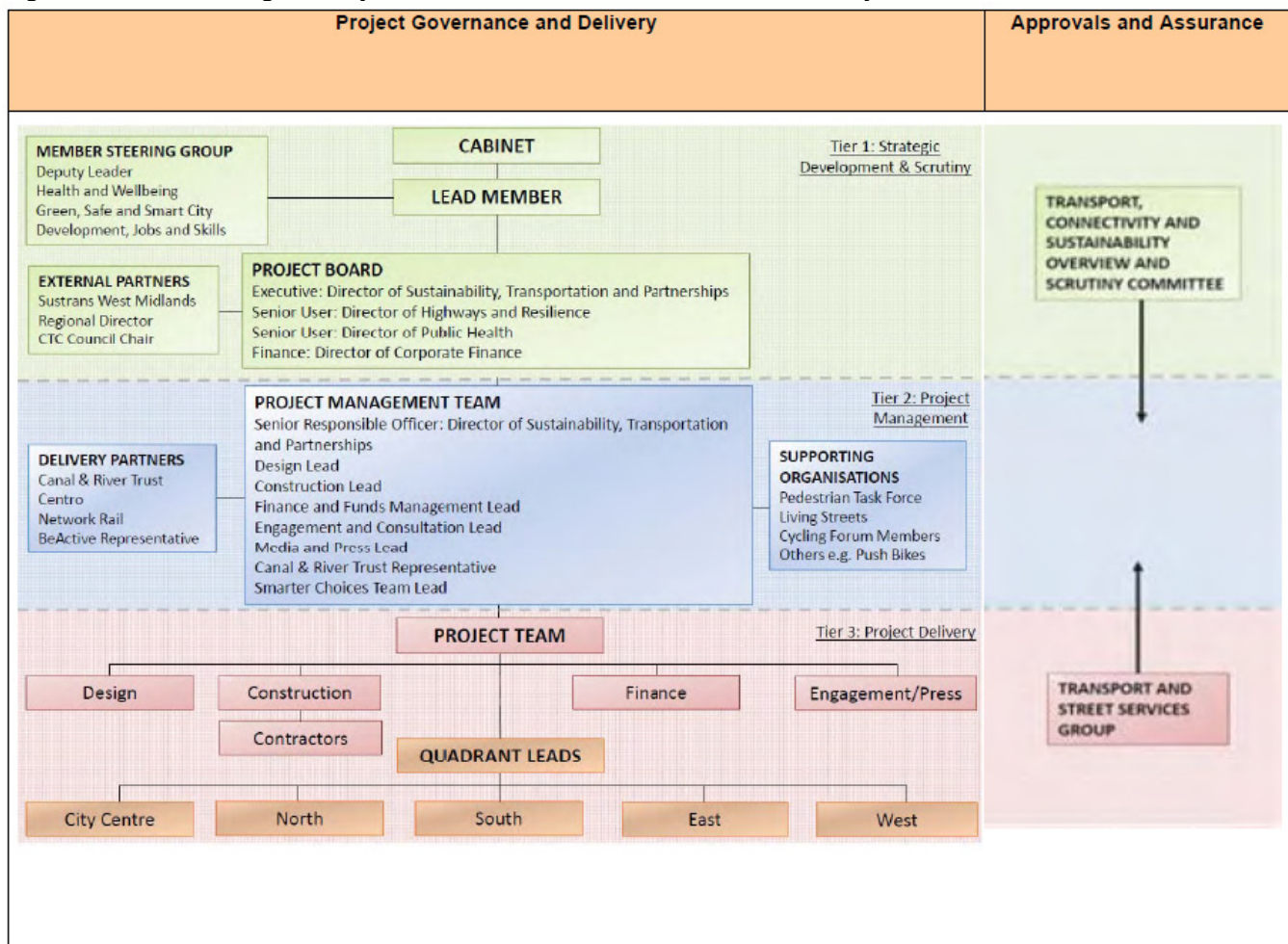
The project board will be supported by: the Senior Responsible Officer (SRO); Director of Highways & Resilience; Director of Public Health; Service Director, Homes & Neighbourhoods; and relevant Head of

City Finance. The Project Board also includes a number of influential external partners, i.e. Sustrans, CTC and the Canal & River Trust.

The Project Board will act as the interface for decision-making between the Cabinet and Lead Member and the Project Management Team. It will provide guidance within the scope of Cabinet approval and, where appropriate, direct officers to seek approval for any material scope alterations. Any exceptional matter, including decisions outside of the approved scope of the scheme, will be referred to the relevant Cabinet Member and, if necessary, the full Cabinet.

The Board will also hold responsibility for setting the forward work programme and monitoring overall progress against the programme. It will generally meet quarterly (and by exception).

Figure 17E-1: Birmingham Cycle Revolution Governance and Delivery Structure



Tier 2: Programme Management

The Programme Management Team will be led by the Senior Responsible Officer (SRO); John Blakemore, Director of Highways and Resilience, and supported by the Project Managers, strategic leads for the areas of finance, communications and by project theme leads as required. The strategic leads will be supported by key delivery organisations, supporting organisations, technical experts and project consultants and contractors as required.

The Senior Responsible Officer will have ultimate responsibility for ensuring that the project objectives are achieved, including delivery to time and budget as well as the required outputs and outcomes. They will therefore act as the key link between the Project Board and the Project Delivery Team, as well as being the main point of contact for external stakeholders, including the Department for Transport.

The key areas of activity and responsibility for the Programme Management Team will be:

- To oversee the implementation of the project monitoring delivery of the programme against the strategic objectives and targets identified within the bid document, ensuring compliance with the proposals;
- Monitor project expenditure through the receipt of regular reports from the Senior Responsible Officer endorsed by the Project Board;
- To provide leadership and direction to the Project Delivery Teams;
- To provide instructions and necessary direction to the Project Delivery Team in the event that delivery does not conform to agreed programmes;
- To hold regular meetings with the Project Delivery Team to ensure that key issues and risks to implementation are identified and mitigated at an early stage or referred to the Project Board as appropriate;
- To be the accountable officers for DfT funding;
- To undertake the day-to-day programme management activities, tracking progress against scope, time and budget and putting corrective actions in place where slippage is identified;
- To manage all project-wide matters, including marketing and communications and strategic stakeholder management;
- To ensure integration of proposed measures with wider supporting programmes of work;
- To act as the main point of contact for external stakeholders and partners; and
- To provide reports/briefing notes to the Project Board, escalating any issues for discussion or decisions outside of its remit.

The Programme Management Team will meet monthly (and by exception).

Tier 3: Project Delivery

Members of the Project Delivery Team will work together to deliver the project, across the key delivery areas. Theme Leads are already in place to oversee the different aspects of project delivery, including: Highways Works; 20mph Limits; Green Routes; Canal Works; Big Birmingham Bikes; Supporting Measures; and Walking Enhancements. They will form part of the overall Project Team, working in partnership with each discipline during the day-to-day delivery of the project.

The Project Delivery Team will also include cross-cutting theme support functions, including: Design Overview; Procurement; Finance; and Communications.

The Project Team will provide formal monthly reports to the Programme Management Team and will meet with them on an ad hoc basis as required, in order that any issues are escalated in a timely manner.

Approvals and Assurance

At all levels, a system of approvals and assurance will sit outside the main project governance arrangements, scrutinising delivery and ensuring necessary checks and balances are adhered to.

At the highest level, this function will be performed by the Transport, Connectivity and Sustainability Overview and Scrutiny Committee, whilst ongoing scrutiny and review of the project delivery will lie with the well-established officer group Transport & Street Services Group (TSSG).

A more detailed discussion of approvals and assurance process is provided in Figure 17E-1.

Roles and Responsibilities by Governance Tier

The overall approach to governance and delivery is summarised in Table 17E-1 below. Note that frequency of meetings and reporting are an indicative minimum, but exceptional meetings can be called as necessary to ensure robust project delivery.

Table 17E-1: Birmingham Cycle Revolution Phase 2: Roles and Responsibilities

Role	Key Areas of Responsibility / Activity	Progress Review
Tier 1 - Project Board	<ul style="list-style-type: none"> • High level strategy • Strategic decision-making • Setting forward work programme • Monitoring progress against programme • Provision of instructions for corrective/mitigating actions 	<ul style="list-style-type: none"> • Review of key issues and decisions as raised and reported by Project Board • Quarterly Board meetings at which monthly Programme Management Team reports are reviewed and relevant actions agreed
Tier 2 - Programme Management Team	<ul style="list-style-type: none"> • Day-to-day programme management • Meeting project objectives • Delivery to time and budget • Key link between the Project Board and Project Delivery Team • Main point of contact for external stakeholders and partners 	<ul style="list-style-type: none"> • Monthly progress meetings • Preparation and submission of progress reports to the Project Board • Senior Responsible Officer attendance at Project Board meetings
Tier 3 - Project Delivery Team & Theme Leads	<ul style="list-style-type: none"> • Day-to-day project delivery across the areas of design, construction, finance, approvals and engagement • Main point of contact for contractors • Public consultation exercises 	<ul style="list-style-type: none"> • Monthly progress meetings • Preparation and submission of monthly progress reports to the Project Management Team

External Partners, Delivery Partners, Supporting Organisations and Technical Support

We have worked closely with a number of internal and external partners in the development of the bid. These relationships are so well-developed that our partners are fully included as part of our project team, as evidenced in our governance structure. In particular, Sustrans, CTC and the Canal & River Trust have all had a significant level of involvement in the project development process to date and will continue to do so during the implementation phase.

Further information on how we will continue to engage and consult with the relevant partnership bodies and other organisations which have a level of interest in and / or influence over the project during the detailed design and delivery stages is provided in our Stakeholder Management Strategy (refer to Section G).

F: RISK MANAGEMENT

Risk Management Strategy

Birmingham City Council takes a proactive approach to risk, seeking to identify potential delivery risks at the earliest possible stage and, where risks arise, managing and containing them through the use of appropriate mitigation measures. The designation of a Senior Responsible Officer, who has overall responsibility for delivery, will ensure that the appropriate risk response is identified and the relevant measures are employed.

We have developed detailed risk registers (see Appendix E) for the following elements of the scheme:

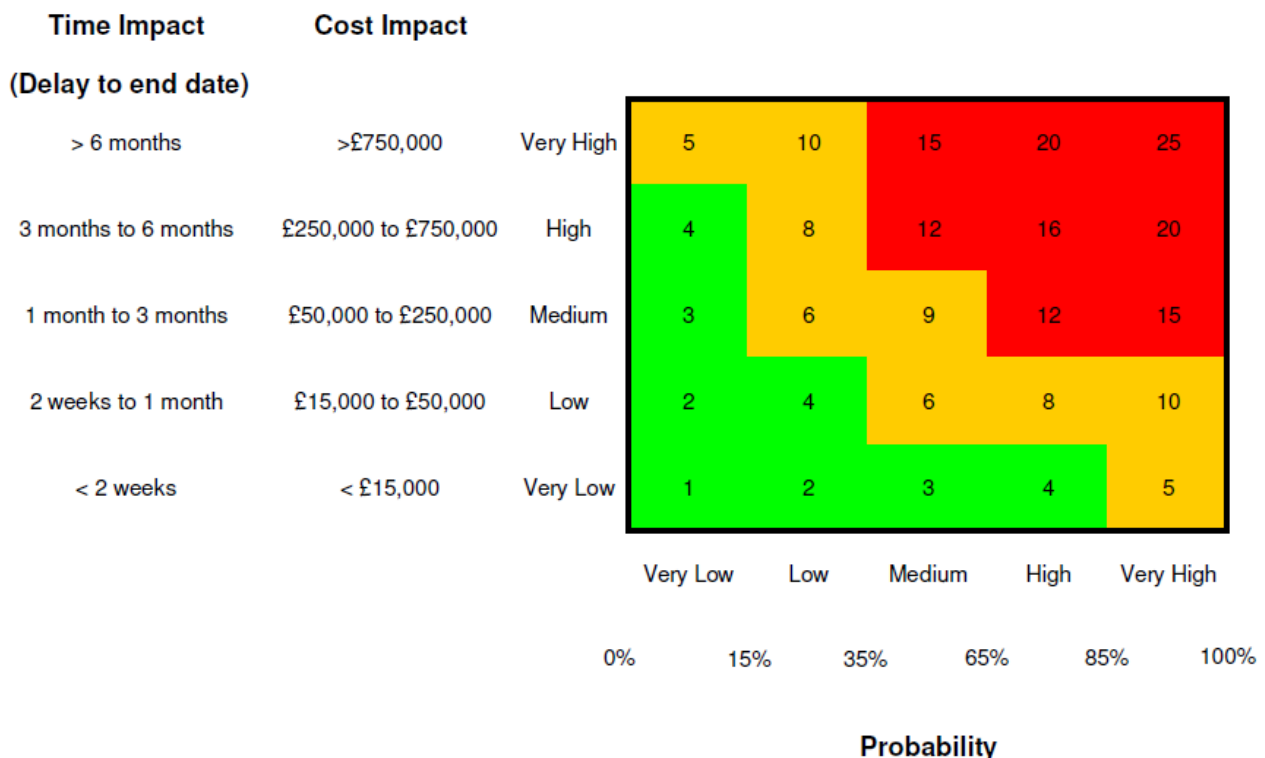
- Financial and Commercial;
- Management;
- Technical; and
- Community Promotion and Engagement.

The risk registers detail the cause of each risk, the potential consequences, the probability that each risk event will occur and the time and cost impact that it could have. A risk matrix has been developed

in order to assign a risk priority ranking to each risk event, as illustrated below.

Based on the overall project budget of £6m in grant funding and an additional £2m in local contributions, the cost impact scale has been set between <£15,000 (very low) and >£750,000 (very high), to reflect the level of impact that each risk event could have on the overall project budget. The time impact scale has been developed based on the lessons learnt from the delivery of the West Midlands LSTF programme; i.e. that delays of up to one month would have a low or very low impact on delivery of the overall programme; however a delay of more than 3 months would have a high or very high impact on delivery, where the planned spend cannot be completed within the required timescale.

Risk Matrix



The appropriate risk priority ranking of between 1 and 25 has been assigned to each risk event based on its probability and potential impact, where a ranking of 1 represents the lowest probability that that risk event will occur and the lowest possible cost / time impact and a ranking of 25 represents the very highest probability that that risk event will occur and the highest possible cost / time impact.

Detailed mitigation measures have been developed for each risk event, the nature and extensiveness of which correspond to the impact that it could have on delivery. A number of these mitigation measures have already been put in place by Birmingham City Council prior to project outset, in order to design out risk at an early stage. The strategic approach taken to procurement and project staff has also been developed to minimise risk.

A QRA output is included in Appendix E.

G: STAKEHOLDER MANAGEMENT

The bid should demonstrate that the key stakeholders and their interests have been identified and considered as appropriate. These could include other local authorities, the Highways Agency, statutory consultees, landowners, transport operators, local residents, utilities companies etc. This is particularly important in respect of any bids related to structures that may require support of Network Rail and, possibly, train operating company(ies).

- *Please provide a summary of your strategy for managing stakeholders, with details of the key stakeholders together with a brief analysis of their influences and interests.*

Stakeholder analysis has been undertaken, which has identified a broad range of stakeholder organisations and groups, from public, private and voluntary sectors. Whilst these groups are all known or anticipated to be supportive of proposals, a tailored approach will be required to effectively manage stakeholders throughout the process, in order to both eliminate delivery risk and to maximise opportunities for joint working on supporting project elements. **This is explored in further detail in ‘Stakeholder Identification and Analysis’ and ‘Stakeholder Management Strategy’ below.**

- *Can the scheme be considered as controversial in any way?
If yes, please provide a brief summary (in no more than 100 words)*

The scheme is not considered to be controversial, given the demonstrable level of support that exists. However, there may be some isolated incidents of public opposition in relation to specific components that may have local impacts; for example on car parking.

The likelihood of formal opposition will be actively reduced by undertaking formal public consultation for each scheme based on the existing best practice model. This will be branded as Birmingham Cycle Revolution to place the proposals in the context of the projects’ wider objectives and to promote awareness of its benefits. **This is explored in further detail within this section.**

- *Have there been any external campaigns either supporting or opposing the scheme?*

If yes, please provide a brief summary (in no more than 100 words)

On 26th April 2013, the Birmingham Mail newspaper launched a Cycle City campaign to support the Birmingham Cycle Revolution, throwing its weight behind the initial CCAG bid, and acknowledging what the city already offers in terms of support for cycling. Additionally, feedback received from external partners as part of activities to promote and develop the project bid has been overwhelmingly positive.

A large number of external groups and organisations have promoted the ‘pledge’ that members of the public and representatives from interested organisations can make via the Council’s website. The scheme and the pledge have been promoted via various channels including website and social media (such as through ‘re-posting’, supportive media coverage and discussion on web-based forums) and have formed a self-sustaining external promotion. **The pledge and associated promotion are explored further in this section.**

Stakeholder Identification and Analysis

A detailed review and analysis of each of the key project stakeholders and stakeholder groups has been undertaken, including consideration of their level of interest and influence in the project, as illustrated diagrammatically in Figure 17G-1.

Table 17G-1 sets out the interest that each stakeholder has in the project, their perceived attitudes and what the Project Board expects from them during delivery. This analysis exercise forms the basis for our Stakeholder Management Strategy, which sets out how the Authority will effectively engage each stakeholder during the delivery of the project in order to ensure that their needs and aspirations are reflected as far as possible.

Figure 17G-1: Birmingham Cycle Revolution Phase 2: Stakeholder Influence and Impact

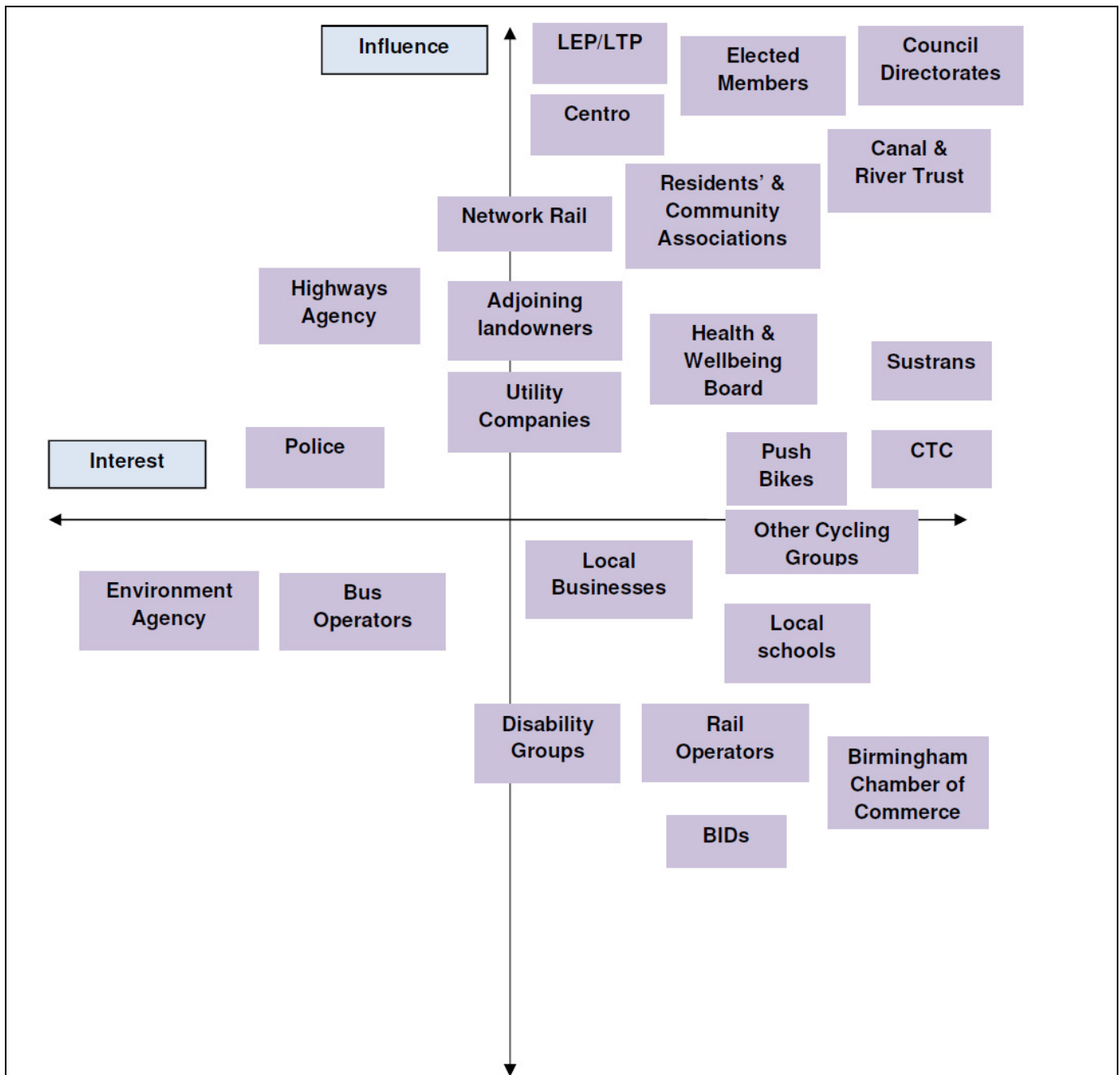


Table 17G-1: Birmingham Cycle Revolution Phase 2: Stakeholder Interest and Influence

Stakeholder	Interest	Influence Impact	What does the Project Board expect from the Stakeholder?	Perceived Attitudes and/or Risks
Greater Birmingham and Solihull Local Enterprise Partnership	Funding provider, endorser of the Phase 2 programme as part of a wider sustainability package	High	Funding application for LGF funding submitted – if successful, prompt release of funding and overall support	Supportive of Birmingham Cycle Revolution as a programme – letter of support received.
Council Directorates	Promotion of walking and cycling across Birmingham and contribution to other objectives e.g. health and wellbeing.	High	Political support; contribution to scheme design and programme delivery.	Supportive, as demonstrated by Cabinet Report.

Elected Members	Accountability, delivery of the scheme to time, budget and stakeholder satisfaction.	High	Political support.	Supportive, as demonstrated by approved Cabinet Report and letters of support from each major Party.
Centro	Strategic interest as the West Midlands Integrated Transport Authority. Interface between the Cycle Revolution and West Midlands LSTF programmes/schemes.	High	Potential for joint work at rail stations. Support for promotion of cycling as a sustainable transport mode.	Supportive
Residents' and Community Associations	Temporary traffic management arrangements whilst works take place and potential changes to bus routes.	High	Feedback when consulted, support for community activities.	Likely to be supportive but may have queries regarding certain aspects of infrastructure.
Canal and River Trust	Key delivery partner for canal/riverside schemes. Employer of key project delivery staff.	High	Lead on canal/riverside schemes. Full support on all other aspects.	Supportive
Network Rail	Infrastructure works on the Cole Valley route may impact on viaducts.	High	Permissions needed to carry out works that may affect viaducts.	Supportive – letter of support received
Health and Wellbeing Board	Alignment to the forthcoming Health and Wellbeing Strategy and contribution to delivery of health and wellbeing objectives.	High	Co-operation with the project team to maximise effectiveness of work.	Supportive – letter of support received from Director of Public Health Dr Adrian Phillips.
Sustrans	Potential links to their events, activities and campaigns.	High	Support on Smarter Choices aspects of the project.	Supportive – letter of support received.
CTC	Potential links to their events, activities and campaigns.	High	Support on community aspects of the schemes.	Supportive – letter of support received.
Utility Companies	Potential impacts on their infrastructure / disruptions to services whilst works take place.	Medium	Provision of information for site review. Joint work on schemes that involve impacts on utilities.	Supportive
Push Bikes	Potential links to their events, activities and campaigns.	Medium	Support on community aspects of the schemes.	Supportive
Other Cycling Groups	Potential links to their events, activities and campaigns.	Medium	Support on community aspects of the schemes.	Supportive
Adjoining property and landowners /	Changes to adjoining land and potential impacts on their land.	Medium	Response to consultation.	Attitudes likely to be variable.

occupiers				
Rail Operators	Consultee on works that may impact rail stations.	Medium	Response to consultation.	Supportive
Local schools	Impacts on travel to school / opportunities to enhance cycling.	Low	Response to consultation.	Generally supportive, to varying extent.
Highways Agency	Potential impacts of junction alterations / temporary traffic management arrangements.	Low	Joint work on schemes that involve public highways.	Supportive
Bus Operators	Potential impacts of junction alterations / temporary traffic management arrangements on local bus services.	Low	Support for junction alterations / temporary traffic management arrangements.	Supportive
Police	Potential impacts of junction alterations / temporary traffic management arrangements and / or safety aspects of the proposed schemes. Engagement and feedback regarding crime prevention.	Low	Support for junction alterations / temporary traffic management arrangements. Response to consultation on crime prevention.	Supportive – letter of support received from West Midlands Police and Crime Commissioner.
Environment Agency	Potential environmental impacts on surrounding land and waterways.	Low	Response to consultation.	Supportive
Disability Groups	Details of the schemes being taken forward, links to their events and campaigns.	Low	Response to consultation.	Supportive of route improvements which benefit wheelchair users. Potential objection to risks to vulnerable users especially in shared space areas.
Birmingham Chamber of Commerce	Consultee.	Low	Response to consultation.	Supportive - letter of support received.
Business Improvement Districts	Consultee.	Low	Response to consultation.	Supportive - letters of support received from Sutton Coldfield Town Centre BID and Colmore BID.
Local Businesses	Consultee.	Low	Response to consultation.	Generally supportive, although attitudes may vary.

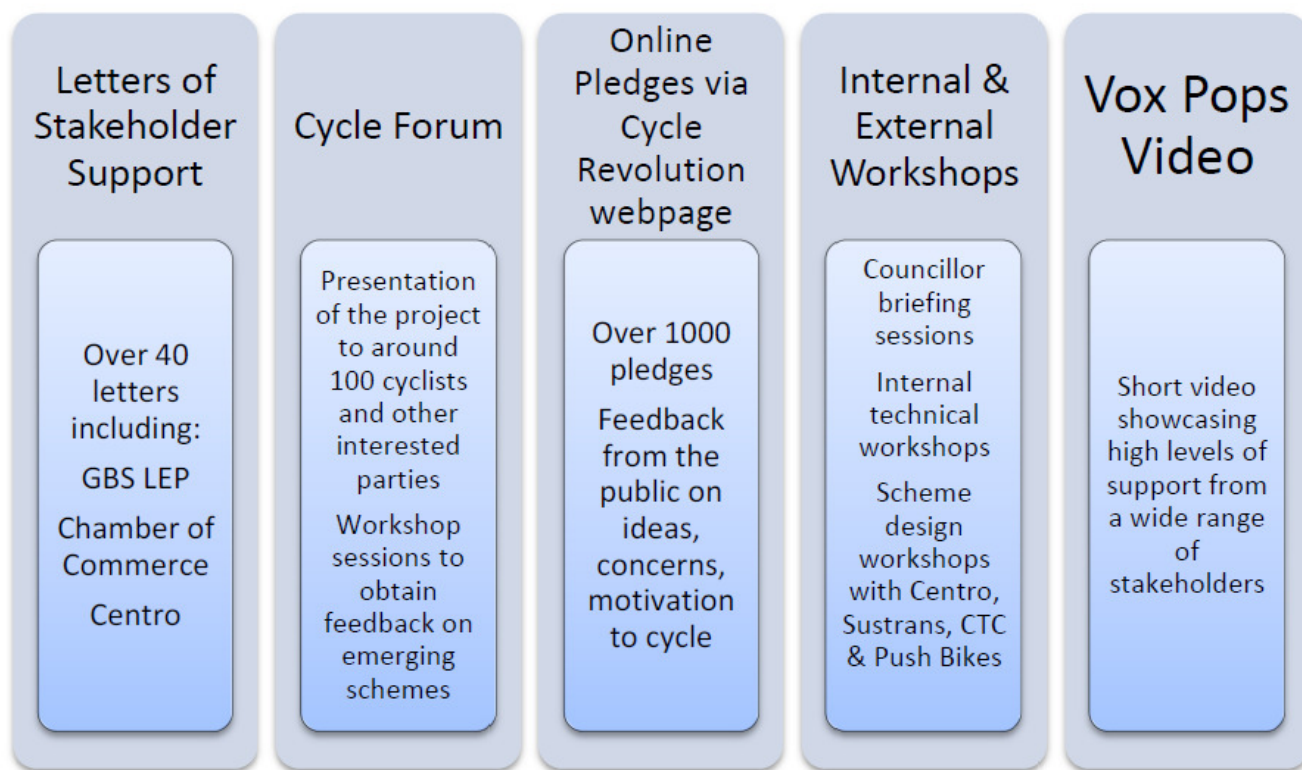
Stakeholder Management Strategy

A proactive approach has been taken to stakeholder engagement during the development of Birmingham Cycle Revolution and the Phase 1 implementation to date. The activities undertaken thus far form part of a longer term stakeholder management and communications strategy that has been designed to facilitate clear and effective communication and consultation with stakeholders and link in to existing initiatives to create a 'buzz' around cycling in Birmingham such as Bike North Birmingham and the West Midlands LSTF programme for all those who live, work and visit there.

There is a significant and ever-increasing level of both internal and external support for Birmingham

Cycle Revolution, facilitated through various engagement activities, a selection of which is illustrated in Figure 17G-2 below. The feedback obtained from the consultation and engagement activities undertaken to date has been used to refine the Phase 2 scheme proposals and implement new methods of stakeholder engagement and promotion in order to ensure that the needs and views of the different stakeholders are accurately reflected.

Figure 17G-2: Examples of Stakeholder Engagement Activities to Date



There has been a particularly positive response from members of the public in pledging their support on the Cycle Revolution webpage with more than 1,000 pledges received. The comments demonstrate that the public consider there to be a real need to deliver upgrades to the city's cycling infrastructure, particularly in relation to improving safety for cyclists, upgrading the quality of canal towpaths and essentially making cycling a realistic choice for both leisure and commuter trips.

Comments received cover a range of issues, including: safety; current cycling practice or concerns; ideas for infrastructure or routes to include in the funding bid; and environmental and health benefits associated with cycling.

"I cycle to work 6 miles each way. The roads are very dangerous. I have had few accidents (actually being knocked off) nr. misses. We need more cycle lanes connecting different parts of the city."

"Cycling in a safe environment will have a massive impact on health and congestion. Birmingham needs the full package, safe leisure cycling, safe cycle commuting and proper facilities."

"Recently taken up cycling and attempted to use the canal paths but as they were so muddy, was unable to continue. Find roads too dangerous so would love to see some developments for cyclists in Birmingham for me and my children."

In addition, as part of the development of Phase 1 we produced a short vox pops video (20-minutes duration) that features a wide range of Birmingham Cycle Revolution stakeholders as follows:

- Councillor James McKay – Cabinet Member for Green, Safe and Smart City, Birmingham City Council;
- Stephen Hughes - Chief Executive, Birmingham City Council;
- Inspector S. Bill - West Midlands Police;

- Councillor Steve Bedser – Cabinet Member for Health and Wellbeing, Birmingham City Council;
- Conrad Jones - Head of Sustainability, Centro;
- Paul Fielding - Colmore Business District;
- Ian Taylor, Commercial Director, Marketing Birmingham;
- Lord Mayor John Lines & Lady Mayoress of Birmingham;
- Jackie Brennan - British Cycling;
- Charlotte Crossley - Head of Communications, Aston Science Park;
- Yvonne Gilligan, Regional Director, Sustrans;
- Ivor Caplain, Canal & River Trust;
- Councillor Victoria Quinn - Chair of Transport Connectivity and Sustainability Overview and Scrutiny Committee;
- John Kirk - Head of Business Development and International, Birmingham City University;
- Adrian Phillips Director of Public Health, Birmingham;
- Councillor Susan Barnett, Chair of Health and Social Care Overview and Scrutiny;
- Women from Women on Wheels Course, Birmingham; and
- Children from Moseley Church of England Primary School.

This process of engagement, consultation and scheme refinement will continue during the delivery of Phase 2 through the Stakeholder Management Strategy set out in Table 17G-2. We have sub-divided the various stakeholders into three different groups which represent those who have a high, medium and low level of influence over the project and have tailored the approach to engagement accordingly.

Table 17G-2: Birmingham Cycle Revolution Phase 2: Stakeholder Management Strategy

Stakeholder	Management Strategy	Frequency/Timescale	Responsibility
<u>High</u>			
Greater Birmingham and Solihull Local Enterprise Partnership	Regular reporting on progress in terms of implementation and spend. Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces.	Regular engagement regarding project progress, at least quarterly.	Project Board Project Management Team – Engagement & Consultation Lead. Project Team – Engagement.
Council Directorates	All relevant directorates to be key contributors to scheme design and delivery as required. Provide regular progress updates to nominated officers for each service area.	Joint working/contributions as required. Monthly internal progress updates via email.	Project Management Team – Engagement & Consultation Lead.
Elected Members	Consult during scheme development stage. Provide regular progress updates.	Quarterly consultation meetings. Monthly progress reports.	Project Board.
Centro	Consultation on infrastructure proposals and Smarter Choices initiatives. Joint working at rail stations and on marketing/communications activities. Provide regular progress updates.	Consultation as required throughout project lifecycle. Joint working in accordance with Project Plan. Monthly progress updates.	Project Management Team – Design, Construction and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads.
Canal and River Trust	Joint working on canal/riverside schemes.	Joint working in accordance with Project Plan.	Project Management Team – Design Lead, Construction Lead,

		Monthly two-way progress updates.	Canal & River Trust Representative. Project Team – Engagement, Construction, Finance, Design & Approvals. Quadrant Leads.
Network Rail	Gain the necessary approvals/consents for works that may impact on viaducts. Consult on scheme design.	Seek information/consents at outset of delivery. Consult as required.	Project Management Team – Design, Construction and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads.
Health and Wellbeing Board	Integration of cycling into existing projects e.g. Be Active and Prescription4Exercise, to maximise the benefits.	Consult during quarterly Board meetings. Joint working at officer level.	Member Steering Group Project Board Project Team – Engagement
Residents' and Community Associations	Consult on all route elements. Engage with existing community activities.	Consult relevant local groups (in relation to location of scheme delivery) at least monthly. Aim to link in to existing community activities at least quarterly.	Project Team – Engagement. Quadrant Leads.
Sustrans	Joint working on infrastructure scheme design. Joint working on community marketing and promotional activities.	Joint working on all relevant activities throughout the project lifecycle in accordance with Project Plan.	Project Management Team – SRO and Design and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads.
CTC	Joint working on infrastructure scheme design. Joint working on community marketing and promotional activities.	Joint working on all relevant activities throughout the project lifecycle in accordance with Project Plan.	Project Management Team– SRO and Design and Engagement & Consultation Leads. Project Team – Engagement, Construction, Design. Quadrant Leads.
Medium			
Utility Companies	Seek information regarding the location and nature of utilities in relation to infrastructure proposals. Consult on issues arising.	Seek information at outset of delivery. Consult as required.	Project Team – Construction, Design. Quadrant Leads.
Adjoining property and landowners / occupiers	Consult on route elements in each defined geographical area/locale.	Consultation at defined stages in the Project Plan following scheme refinement.	Project Team – Engagement, Construction, Design. Quadrant Leads.
Push Bikes	Provide information on all route elements. Engage with existing promotional activities.	Provision of route information at least monthly. Aim to link in to existing community activities at least quarterly.	Project Team – Engagement. Quadrant Leads.

Other Cycling Groups	Provide information on all route elements. Engage with existing promotional activities.	Provision of route information at least monthly. Aim to link in to existing community activities at least quarterly.	Project Team – Engagement. Quadrant Leads.
Rail Operators	Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on rail stations.	Ad hoc engagement as required according to project plan.	Project Management Team – Engagement & Consultation Lead. Project Team – Engagement.
Low			
Environment Agency	Keep informed through local media and Bike Birmingham website.	Ongoing updates to information on website. Regular press releases as appropriate.	Project Management Team – Media & Press and Engagement & Consultation Leads. Project Team – Engagement.
Bus Operators	Consult on issues arising in relation to infrastructure proposals.	Ad hoc consultation as required.	Project Team – Design & Approvals. Quadrant Leads.
Highways Agency	Consult on any necessary temporary traffic management measures/disruptions to public highways. Consult on issues arising. Provide regular progress updates.	Consultation as required in accordance with the infrastructure delivery plan. Monthly progress updates.	Project Management Team – SRO, Design, Construction and Approvals/Assurance Leads. Project Team – Engagement, Construction, Design & Approvals. Quadrant Leads.
Police	Consult on all route elements. Consult on cycling safety messages/public awareness activities. Maintain continuous dialogue regarding high crime areas.	Ad hoc consultation as required.	Project Team – Engagement & Design. Quadrant Leads.
Local schools	Keep informed about infrastructure proposals/Smarter Choices activities in their locale.	Send progress updates to relevant schools at least quarterly.	Project Team – Engagement. Quadrant Leads.
Disability Groups	Consultation on all route elements. Inclusion of adapted cycles wherever possible.	Consultation at defined stages in the Project Plan following scheme refinement.	Project Team – Engagement, Construction, Design. Quadrant Leads.
Birmingham Chamber of Commerce	Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces.	Regular engagement, at least quarterly.	Project Management Team – Engagement & Consultation Lead. Project Team – Engagement.
Business Improvement Districts	Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces.	Regular engagement, at least quarterly.	Project Management Team – Engagement & Consultation Lead. Project Team – Engagement.
Local Businesses	Engagement at a high level regarding infrastructure/Smarter Choices measures that may impact on workplaces.	Ad hoc engagement as required.	Project Management Team – Engagement & Consultation Lead. Project Team – Engagement.

Stakeholder Communications Plan

Following on from the Phase 1 CCAG bid and based on lessons learnt from communications activities undertaken to date, we have refreshed our Communications Strategy, which is provided in Appendix F. Infrastructure delivery must be carefully prioritised and designed in order to facilitate a change in behaviour by focusing on those areas with greatest existing and potential demand for cycling and we recognise that improvements to infrastructure alone will not deliver a cycle revolution or enable us to meet our ambitious targets for mode shift. A change in attitudes is required, which means that we need to engage and consult effectively with relevant stakeholders at the outset of scheme design.

With this in mind, we have developed four objectives for our communications strategy:

- To ensure ongoing political and stakeholder buy-in to overall BCR strategy; and local approach to design & delivery.
- To engage with local communities on the delivery of new infrastructure in their area.
- To ensure engagement is “joined-up” across different elements of BCR project and wider transport programmes in the city.
- To develop a high-level marketing strategy to promote cycling post-implementation for existing cyclists, near-cyclists and non-cyclists.

In order to meet the above objectives, we have developed four complementary programmes for communications as follows:

Stakeholder Engagement:

- Engage with politicians/employers/business leaders early to inform on strategy
- Maintain dialogue throughout to inform/engage on improvements
- Engage with local stakeholders prior to delivery of improvements to highlight local implications/opportunities and to enable feedback on designs.

Local Consultation:

- Scheme-specific consultation on delivery – seek local buy-in to high-level strategy and local improvements.
- Use consultation to flag-up any local delivery barriers/problems.
- Include wider BCR messaging on cycling in all consultations to maximise behaviour change benefits from all engagements.
- Work closely with the Birmingham City Council communications team to deliver & avoid printed materials where possible.
- Public exhibitions, workshops, leaflets, online surveys plus social media marketing as appropriate, delivered at the end of the feasibility design stage for each work package.
- Co-ordinate with Smarter Choices delivery team where we are working in similar areas.
- Feedback results of consultation via local groups, website, social media to publicise final schemes.

Joined Up Engagement:

- Regular communications meetings with Birmingham City Council and the Canal & River Trust.
- Regular liaison with Birmingham City Council Highways and Smarter Choices Teams and Centro LSTF teams.
- Area-based local consultation to take into account other local delivery programmes.
- Monthly communications action plan circulated to the wider project team, including the Canal & River Trust and LRT to ensure that all communications activities are joined up.

Promotion and Marketing:

- Focus on communities, schools and employers on delivery corridors and build into wider Personalised Travel Planning/Smarter Choices work.

- Time delivery of promotional work to coincide with delivery of new infrastructure and link to wider events/initiatives in Birmingham where possible.
- Potential to seek sponsorship to boost marketing efforts.
- Maps to show improvements in terms of on and off-road routes.
- Information on the Birmingham Cycle Revolution webpage.
- Social media marketing.
- Newsletters/press articles.
- Events: Skyrides, school activities, local groups.
- Competitions and incentives.
- Advertising e.g. bus back/bus stop advertisements.
- Cycle training: basic & advanced rider & maintenance.

The messaging that we will use will focus on addressing key barriers to cycling identified through local research, including road safety concerns, a lack of secure cycle storage and concerns over personal security. We will also use messaging that links in to local key motivators for cycling, including the availability of improved information on cycle routes, safer roads for cycling and cycle training to improve confidence. In essence, the delivery of enhanced infrastructure in terms of cycle routes is not enough; we will also seek to remove other key barriers to cycling and tap into people's motivations for taking up cycling in order to bring about behaviour change.

Communications will be carefully targeted, using different messaging and communication channels for different audiences, as summarised in Table 17G-3 below.

Table 17G-3: Birmingham Cycle Revolution: Stakeholder Communication Channels and Messaging

Audience	Communication Channel	Key Messages
Politicians (Members and MPs)	<ul style="list-style-type: none"> ▪ Project Board meetings ▪ Briefings ▪ Presentations 	<ul style="list-style-type: none"> ▪ The importance of increasing levels of cycling to: tackle congestion; deliver public health benefits; improve access to employment & education; and improve road safety for cyclists. ▪ This project is the first step in a long-term cycle revolution. Demonstrating effective delivery on this project will help to secure future funding. ▪ Some difficult and brave decisions may have to be made, particularly on details of local delivery and re-allocating road space, but the benefits of providing a comprehensive cycle network will far outweigh any minor local impacts.
Other Stakeholders e.g. Employers / business leaders. (Focus particularly on engaging with: Chamber of Commerce, Birmingham Professional Services, LEC, EZ, Bids and Universities.)	<ul style="list-style-type: none"> ▪ Website ▪ Presentations/briefings ▪ Meetings/workshops ▪ Forward newsletter/ Birmingham Bulletin ▪ Press articles ▪ Social media 	<ul style="list-style-type: none"> ▪ As above, but highlighting the economic benefits of investing in cycling, and improving access to key destinations. ▪ A great opportunity for Birmingham to raise its profile regionally and nationally as leading the way on cycle delivery and participation. ▪ A great opportunity for stakeholders to participate in the Birmingham Cycle Revolution and to encourage their employees/clients/customers to take part.

Local Communities	<ul style="list-style-type: none"> ▪ Website ▪ Exhibitions/workshops (in relation to specific schemes) ▪ Online surveys ▪ Social media ▪ Leaflets 	<ul style="list-style-type: none"> ▪ The project will help to create local communities that are safe and attractive for people of all ages/abilities to cycle around. Will help to reduce the dominance of traffic in local areas. ▪ It will deliver on and off-road cycle facilities to cater for all abilities and types of journey (local, commuter and leisure trips). ▪ The improvements are part of a much bigger strategy to increase participation in cycling (highlight BCR strategy). ▪ Use local consultations to encourage people to start thinking about whether they could cycle more.
Cycling User Groups	<ul style="list-style-type: none"> ▪ Cycle forum briefings/workshops – ongoing dialogue ▪ Workshop on draft design guide ▪ Activities at local cycle shops ▪ Social media 	<ul style="list-style-type: none"> ▪ We need to establish a constructive dialogue throughout the project to harness the local knowledge/expertise of local cyclists and to help shape design principles and delivery. ▪ Different types of cyclist will require different infrastructure provision – how can we cater for a range of different cyclists/near-cyclists? ▪ How can the cycle groups help to spread the word and act as champions for the project to increase participation in cycling?

A programme of marketing activities will be developed to help promote the new cycling infrastructure and to encourage higher levels of cycling participation across the city. This will be targeted at different cycling audiences, and will link in with wider BCC/Centro Smarter Choices activities, including ongoing delivery of the LSTF programme and potential delivery of an LSTF 2015/16 programme (dependent upon DfT funding). Table 17G-4 below illustrates the communication channels that we will use to communicate with existing cyclists, near cyclists and non-cyclists and the key messages that will be promoted to each.

Table 17G-4: Birmingham Cycle Revolution: Cyclist, Near Cyclist and Non-Cyclist Communication Channels and Messaging

Audience	Communication Channels	Key Messages
Existing Cycling (tailoring messages both to “serious” cyclists and more “casual” cyclists)	<ul style="list-style-type: none"> ▪ Website ▪ Social Media ▪ Press releases ▪ Advertising ▪ Wider employer travel plan activities ▪ Smartphone/web-based apps to encourage tracking of cycling activity. ▪ Competitions ▪ Cycle Training 	<ul style="list-style-type: none"> ▪ New infrastructure will make your journey quicker, easier and safer. ▪ Are there other journeys that you could cycle? ▪ Could you cycle more often? ▪ Disseminate messages on cycling “etiquette”, including “share with care” message for mixed-use paths and messages for drivers and cyclists to be more aware of each-other and courteous on the roads. ▪ Support messaging with cycle confidence/maintenance training as appropriate.

	<ul style="list-style-type: none"> ▪ Engagement with schools ▪ Events e.g. skyrides/bike to work/led rides etc. 	
"Near Cyclists"	<ul style="list-style-type: none"> ▪ As Above. 	<ul style="list-style-type: none"> ▪ Cycling will get you fitter and is practical, quick, cheap and easy for leisure and everyday journeys. ▪ Try cycling for one journey a week (supported by incentives/competitions etc.). ▪ Sign up for cycle training to improve your confidence. ▪ Use cycle maps/route planner to plan an appropriate route.
Non Cyclists	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ Get out on your bike in your spare time – go cycling with family, friends, local groups, skyrides etc. ▪ Try out new off-road cycle routes (e.g. canals/green routes). ▪ Ask your employer about bike to work schemes to purchase bicycle equipment or sign up for Big Birmingham Bikes scheme (promote any discounts with local bike shops etc.) ▪ Sign up for cycle training to improve your confidence. ▪ Track your cycling trips to monitor your improvement in speed, calories burnt, distance etc. ▪ Sign up for cycling incentives/competitions as appropriate.

Importantly, as a priority we will develop specific Birmingham Cycle Revolution webpages that offer a one stop shop for information on cycling in and around Birmingham that are useful for both non cyclists and existing cyclists. The webpages will provide information on project implementation and upcoming events and activities and will link into information offered as part of wider programmes such as LSTF.

18: MONITORING, EVALUATION AND BENEFITS REALISATION

A: BENEFITS REALISATION & B: MONITORING AND EVALUATION

Approach to Benefit Realisation & Monitoring and Evaluation

Birmingham City Council has a framework for monitoring and evaluating schemes; the Post Implementation Review (PIR). The purpose of the PIR is to measure a project's outcomes against the scheme objectives, and work toward continuous improvement. It covers delivery outcomes, scope, costs, timeliness, methodology compliance and lessons learnt.

The PIR process was adapted during Phase 1 to suit the geographical spread and differing nature of the proposed Birmingham Cycle Revolution schemes, putting in place a robust monitoring and evaluation process that enables the various outputs and outcomes of the interventions to be analysed

to shape the longer-term strategy to 2033.

In 2011, Birmingham City Council commissioned Sustrans' Research and Monitoring Unit to undertake a review of all data currently held on levels of cycling in the city. Sustrans' report presents an overview of cycling in Birmingham and provides a baseline against which monitoring findings can be compared.

Birmingham City Council currently has 45 automatic cycle counters installed on key routes across the city. Whenever a section of route is build or upgraded as part of the Birmingham Cycle Revolution, we will consider the appropriateness of installing an additional counter. These are supported by regular cordon surveys at specified locations such as the City Centre, as well as cycle parking counts, school surveys and wider transport surveys which provide details on cycle usage in the network.

In addition to analysis of cycling levels, in order to evaluate the wider impacts of Birmingham's Cycle Revolution, we also use additional data sets available to measure health and wellbeing, access to employment, personal safety and crime.

The expected outcomes against which Birmingham Cycle Revolution is monitored are:

1. To increase the number of cycling trips: a) for all trip purposes; and b) as part of an integrated transport trip;
2. To increase the number of people cycling: a) to school; b) to work; c) for leisure; d) and in harder to reach communities;
3. To contribute to improved health and wellbeing;
4. To improve access to employment in the bid area attributable to the delivery of measures to support cycling;
5. To improve awareness of cycling provision in the city, and to improve overall perceptions of cycling in the city;
6. To decrease carbon emissions through reduced car kilometres that are attributable to modal shift in favour of cycling; and
7. To ensure a decrease or no overall change in the incidence of accidents involving cyclists and crimes involving cyclists or bikes.

The outcomes measured as part of this programme align closely to those of Bike North Birmingham. The monitoring process of Bike North Birmingham and Birmingham Cycle Revolution and the interactions between the two programmes are now established and some of the initial difficulties with data collection have been overcome. Therefore we are well equipped to continue the process of robust monitoring throughout Phase 2.

Table 18B-1 summarises the expected outcomes of the Birmingham Cycle Revolution and the data sets that enable analysis and evaluation of each outcome.

Table 18B-1: Overview of Monitoring and Evaluation

Outcome	Indicators	Monitoring Tools
Increased number of cycling trips for all trip purposes	<ul style="list-style-type: none"> • An increase in the number of people cycling for different trip purposes including; to/from work, leisure, escorting children and other utility trips such as shopping. • An increase in the number of bikes parked across the bid area. • An increase in the number of cycle trips counted manually and automatically. 	<ul style="list-style-type: none"> • Manual counts • Automatic cycle counters • Traffic counts (i.e. number of pedal cycles counted on roads) • Counts of parked bikes
Increased number of cycling trips as part of an integrated transport trip	<ul style="list-style-type: none"> • An increase in the number of people including cycling as part of a longer, multi modal trip. • An increase in the number of bikes parked at rail stations. 	<ul style="list-style-type: none"> • Counts of parked bikes at railway stations • Manual counts • Automatic cycle counters • Brompton Dock hire data

	<ul style="list-style-type: none"> • Uptake of cycle hire from Brompton Docks. 	<ul style="list-style-type: none"> • Workplace travel surveys
Increased number of children cycling to school	<ul style="list-style-type: none"> • An increase in children reporting they have cycled to school. • An increase in the number of bikes parked at schools. 	<ul style="list-style-type: none"> • Counts of parked bikes at schools • Pupil Level Annual School Census (PLASC) data • Automatic cycle counters • School travel surveys
Increased number of people cycling to work	<ul style="list-style-type: none"> • An increase in the number of people who report that they have cycled to work. • An increase in the number of bikes parked at workplaces. 	<ul style="list-style-type: none"> • Workplace travel surveys • Counts of parked bikes at workplaces • Automatic cycle counters • Manual counts • Census Travel to Work data (comparison of 2011 baseline with 2021)
Increased number of people cycling for leisure	<ul style="list-style-type: none"> • An increase in the number of people using some routes for leisure purposes. • An increase in the number of people cycling at leisure times of the day relative to commuter times. 	<ul style="list-style-type: none"> • Automatic cycle counters • Be Active hub bike use data • Big Birmingham Bike user surveys
Increased number of people cycling in harder to reach communities	<ul style="list-style-type: none"> • An increase in the number of cyclists recorded in specific locations or areas. • An increase in reported cycling by key groups of people. 	<ul style="list-style-type: none"> • Automatic cycle counters • Be Active hub bike use data • Big Birmingham Bike user surveys
Improved awareness of cycling provision in the city and improved perceptions of cycling in the city	<ul style="list-style-type: none"> • The number of hits on the Birmingham Cycle Revolution webpages. • The number of people in receipt of printed materials e.g. route maps. • The number of people attending project events and participating in project activities. • The number of mentions in local and national media. • The number of advertisements placed in newspapers, radio, TV. 	<ul style="list-style-type: none"> • Usage of Birmingham Cycle Revolution webpages • Record of printed materials distributed • Record of event attendees • Record of media articles and advertisements
Decreased levels of carbon emissions through reduced car kilometres that are attributable to mode shift in favour of cycling	<ul style="list-style-type: none"> • A decrease in the proportion of people driving for different purposes. • The distances that people drive for different purposes. • The proportion of people who have switched from using a car to cycling. • An increase in the proportion of people stating that they could have used a car but chose not to. 	<ul style="list-style-type: none"> • School travel surveys • Workplace travel surveys • Be Active hub bike use data • Big Birmingham bike user survey
An increase or no overall change in the incidence of accidents involving cyclists and crimes involving cyclists or bikes	<ul style="list-style-type: none"> • A reduced number of, or no change in, KSI incidents involving cyclists relative to number of cyclists. • A reduced number of reported minor incidents involving cyclists relative to number of cyclists. • A reduced number of reported bicycle thefts. 	<ul style="list-style-type: none"> • STATS 19 accident data • Police.uk datasets
Reduced levels of JSA claimants	<ul style="list-style-type: none"> • A reduced number of JSA claimants within Birmingham. 	<ul style="list-style-type: none"> • JSA Claimant rates • Big Birmingham Bike user survey

In addition to continuing with our Phase 1 monitoring and evaluation programme, as part of Phase 2 we will also work in partnership with Sustrans to develop two Bicycle Accounts for Birmingham over a four year period. Sustrans has secured £1m funding to work in partnership with up to seven key UK cities to identify and communicate the value of cycling. The Bicycle Account, which has been successful in Copenhagen, is an assessment of cycling development that deals with city cycling conditions, new initiatives and feedback from those who cycle in terms of how they perceive conditions and facilities.

The Bicycle Account is published bi-annually and is aimed at residents who can use it as a source of inspiration. The Bicycle Account is also a crucial planning tool in terms of continually developing the long-term strategy for cycling in line with user needs to deliver continuous improvement.

Birmingham cyclists will be asked for their views on cycling in the city in terms of:

- The overall amount, quality and location of designated cycle routes;
- The ease with which cycling can be combined with other forms of transport such as public transport;
- The quantity, quality and location of cycle parking facilities;
- Their likes and dislikes with regard to cycling in the city; and
- Their motivations for cycling, which can be used to identify and motivate other groups to cycle.

Combined with other data e.g. traffic count information to tell the story of cycling in Birmingham – where we have come from and where we wish to go next. Vital tool for monitoring progress and in determining what we do well and what we can do better from cyclists themselves. Examining perceptions e.g. of safety compared to actual safety evidence and numbers.

Use as a marketing tool for Birmingham – cycle friendly, cost savings to businesses.

This selection of data collection methods will enable us to monitor all predicted outcomes and to evaluate impacts across the study area. Using our PIR form, the Project Team will provide monthly monitoring updates to the Project Management Team, enabling the performance of the scheme to be evaluated and the lessons learned to be embedded for future. Birmingham City Council will provide the LEP with six monthly update reports on outputs and outcomes as outlined above.

19) EQUALITY ANALYSIS

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes No

Our Equality Analysis is appended in Appendix G.

20) Senior Responsible Owner Declaration

As Senior Responsible Owner for *Richard Leonard* I hereby submit this request for Local Growth Fund allocation on behalf of *Birmingham City Council* and confirm that I have the necessary authority to do so.

Name: Richard Leonard

Position: Transport Policy Manager

Signed:

