

Cycle City Ambition Grants



Department
for Transport

Guidance on the Application Process is published alongside this application form on the Department's website.

Please include all relevant information with your completed application form.

The level of information provided should be proportionate to the size and complexity of the package proposed.

One application form should be completed per project.

Applicant Information

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SECTION A - Project description and funding profile

A1. Project name: Birmingham Cycle Revolution: Phase 3

A2. Headline description:

Birmingham Cycle Revolution is a 20 year strategy to increase the proportion of cycle trips from <2% to 5% by 2023 and 10% by 2033.

This CCAG Bid for Phase 3 (2015/16 – 2017/2018), will build upon projects and networks implemented as part of that strategy and increase the geographical coverage of the cycling network outside of the 20 minute cycle time radius (from the city centre) used as a basis for BCR Phases 1 and 2. This bid will deliver a number of high-quality 'showcase' routes on a number of main corridors, including a high degree of segregation as well as providing enhancements to Local Links, Green Routes and the Canal Network.

The initial bid area, delivered through BCR Phase 1, concentrated on five areas in Birmingham and covered a 20 minute cycle time radius from the city centre. Funding was sourced from CCAG Phase 1 (£17m) and a significant local contribution.

The five areas remained constant for BCR Phase 2, with delivery to commence in 2015/16 funded from LGF resources (£6m) allocated by the Greater Birmingham and Solihull LEP.

The 5 areas remain the same for BCR Phase 3, but the geographic scope of infrastructure measures will extend beyond the 20 minute cycle time to and from the city centre.

The Council, supported by a significant range of stakeholders, is now bidding for funding to support the delivery of BCR Phase 3 to enable a real step change in cycling.

The benefit to cost ratio for Phase 3 is 2.2:1. This is based on a PVB (present value of benefits) of £64.9m and a PVC (present value of costs) of £30.1m (all figures in 2010 prices, discounted to 2010). All impacts have been monetised following WebTAG guidance. Based on DfT guidance and criteria, the scheme BCR of **2.2:1** for phase 3 represents High Value for Money.

A3. Geographical Area:

The area covered by Phase 3 will include the creation of new routes, enhancements to existing cycle facilities on some corridors and also measures on routes with no cycling provision at present. The geographical scope of Phase 3 will go beyond the 20 minute cycle time radius of Phases 1 and 2 and focus on five main routes as well as a range of complementary measures across the city.

Initially, funding will be focused closer to the city centre where demand is highest, with a vision to deliver the whole length of the routes through a phased programmed approach.

The table below indicates the measures that will be funded through this bid and those that will be delivered in the future using different funding sources.

<u>Corridor</u>	<u>Location</u>	<u>Measures</u>	<u>Funded in this phase</u>	<u>Funded in later phases</u>
Birchfield Road/ Aldridge Road/ Kingstanding Road	Lancaster Circus to The Broadway via Birchfield Road and High Street Aston	Increase segregation for cyclists from traffic. Provide shared-use footways where possible, segregated where achievable. Improve existing bus lanes for cyclists in other areas. Include facilities for cyclists at main traffic signal junctions	✓	
	Six Ways Aston	Improve existing crossing points for cyclists	✓	
	Perry Barr Island / One-Stop / UCE	Separate LGF scheme to improve existing pinchpoint and difficult junction for cyclists. In the short-term, cycle route to follow parallel route via Wellhead Lane (see below)	✓	
	The Broadway / Stoneleigh Road / Wellhead Lane	Minor measures to improve conditions for cyclists on predominantly residential roads, tying in to existing parallel route avoiding Perry Barr Island		✓
	A453 Aldridge Road (Wellhead Lane to	Look at options for roadspace reallocation within existing dual		✓

	Kingstanding Road)	c/way, including removing one traffic lane or providing bus+cycle lanes		
	B4138 Kingstanding Road (to Hawthorn Road)	Look at options for roadspace reallocation within existing dual c/way, including converting inside lanes to parking and cycle lanes or providing bus+cycle lanes		✓
	B4138 Kingstanding Road (Hawthorn Road to Kings Road)	Look at options for roadspace reallocation within existing dual c/way, including converting inside lanes to parking and cycle lanes or providing bus+cycle lanes		✓
	B4138 Kingstanding Road (Kings Road to George Fredrick Road)	Look at options for roadspace reallocation within existing dual c/way, including converting inside lanes to parking and cycle lanes		✓
Lichfield Road/ Tyburn Road/ Walmley Road	Lancaster Circus - Dartmouth Circus - Aston Cross (Rocky Ln)	Increase segregation on existing 'shared use' footways and paths (1.8km)	✓	
	Aston Cross (Rocky Lane) roundabout	Turbo-roundabout or similar to improve conditions for cyclists	✓	
	Rocky Lane to Waterlinks Boulevard	Measures already included in Cycle City Phase 1	✓	
	Waterlinks Boulevard roundabout	Improved route through park, possibly including permanent lighting	✓	
	Waterlinks Boulevard - Aston Hall Road	Measures already included in Cycle City Phase 1	✓	
	Aston Hall Road to Salford Circus	Increase segregation on existing 'shared use' footway	✓	
	Salford Circus	Scheme to either improve subways and pedestrian crossing points or remove subways and replace with surface-level crossings		✓
	Tyburn Road (Salford Circus to Chester Road)	Bus+cycle lanes (if provided as part of Sprint scheme - requires Roadspace Reallocation Review) or on-street cycle lanes where space allows, or 'shared-use' footway elsewhere (inc some paving of grass verges) (4km)	✓	
	Eachelhurst Road (Tyburn Road to Walmley Village)	Bus+cycle lanes (if provided as part of Sprint scheme - requires Roadspace Reallocation Review) or on-street cycle lanes where space allows, or 'shared-use' footway elsewhere (inc some paving of grass verges) (1.7km)	✓	
	Walmley Village (to Fox Hollies Road)	Minor measures to make local centre more cycle friendly (0.6km)	✓	
	Walmley Road (Fox Hollies Road to Reddicap Heath Road)	Minor measures (cycle logos and signing) (2.4km)	✓	
A45 Coventry Road	Watery Lane Middleway at Adderley Street	Signalisation of existing cycle crossing point on Ring Road (to be done under separate Pinchpoints scheme)	✓	

	Kingston Road, Arthur Street, Camelot Way, Glover Street	Minor measures on predominantly residential roads to improve conditions for cycling. (1.5km)	✓	
	Coventry Road at Arthur Street	Improved crossing point for cyclists and pedestrians over Coventry Road	✓	
	Small Heath Park	Improved route through park, possibly including permanent lighting (0.7km)	✓	
	Coventry Road (Small Heath Park to St Benedicts Road)	Cycle lanes or other road-paint measures to improve conditions for cyclists on the carriageway (0.25km)	✓	
	Coventry Road (St Benedicts Road to Heybarnes Circus)	Possible shared-use two-way on southern footway (0.45km)	✓	
	Heybarnes Circus	Physical changes to roundabout and upgrade of crossings to allow cyclists to cross the junction		✓
	Coventry Road (Heybarnes Circus to Swan Island)	Segregated (hybrid) cycle tracks one one or both sides where possible. Shared bus+cycle lanes or shared-use footways in other areas (2km)	✓	
	Swan Island to 'Wheatsheaf' junction	Bus+cycle lanes (if provided as part of Sprint scheme - requires Roadspace Reallocation Review) or on-street cycle lanes where space allows, or 'shared-use' footway elsewhere (inc some paving of grass verges) (2.3km)		✓
	'Wheatsheaf' junction to Hatchford Brook / Airport	Bus+cycle lanes (if provided as part of Sprint scheme - requires Roadspace Reallocation Review) or on-street cycle lanes where space allows, or 'shared-use' footway elsewhere (inc some paving of grass verges) (1.8km)		✓
Bristol Road	Bristol Road / Belgrave M'way	Add toucan crossing phases to existing pedestrian crossings on ring road (inbound and outbound)	✓	
	Belgrave M'way to Priory Road	Increase segregation on existing 'shared use' footway (1.4km)	✓	
	Bristol Road / Pershore Road / Priory Road	Add pedestrian / cyclist stages to both sets of traffic signals	✓	
	Priory Road to Selly Oak New Road	Increase segregation on existing 'shared use' footway (1.7km)	✓	
	Selly Oak Local Centre	Separate local centre scheme under LSTF programme	✓	
	Chapel Lane / Harborne Lane triangle	Separate scheme as part of retail park and other redevelopments		
	Harborne Lane to Bell Lane	Increased segregation on existing cycle lanes, possible bus lanes? (3km)	✓	
	Northfield Local Centre	Minor measures to make local centre more cycle friendly (0.8km)		✓
	Frankley Beeches Rd to Longbridge Island	Increase segregation on existing 'shared use' footway (2.3km)		✓

	Longbridge Island to Great Park	Convert existing inside lanes to cycle lanes (1.5km)		✓
	Longbridge Island to Cofton Park	Increase segregation on cycle lanes currently proposed under LSTF (1.8km)		✓
Harborne Road	Five Ways to Greenfield Crescent	Shared-use footway with segregation (0.4km)	✓	
	Greenfield Crescent to Augustus Road	Segregated two-way cycle track, inc road widening where required (0.7km)	✓	
	DITTO	Allowance for stats diversions where widening required	✓	
	Highfield Road junction	Junction upgrade to include new pedestrian and cycle stages on signals	✓	
	Vicarage Road junction	Junction upgrade to include new pedestrian and cycle stages on signals	✓	
	Augustus Road junction	Junction upgrade to include new traffic signals with pedestrian and cycle stages	✓	
	Augustus Road to Nursery Road	Cycle lanes with segregation where possible (1.2km)	✓	
	Harborne Local Centre	Minor measures to make local centre more cycle friendly (1.1km)	✓	
	Lordswood Road (to Court Oak Rd)	Minor measures (cycle logos and signing) (0.4km)		✓
	Court Oak Road	Minor measures (cycle logos and signing) (1.1km)		✓
	Ridgacre Road (to Quinton Island)	Segregated cycle lanes within existing dual c/way (traffic reduced to one lane each way) (2.2km)		✓

A4. Total DfT funding contribution sought (£m): 22.1

SECTION B – The Business Case

B1. The Scheme – Summary

BCR is a 20 year vision to enable a step change in cycling in order for it to become a mainstream form of transport in Birmingham, building on and adding value to several key projects already being delivered. These include Bike North Birmingham and the West Midlands' existing Local Sustainable Transport Fund (LSTF) 'Smart Network; Smarter Choices' programme. We aim to achieve a modal split target for cycling across 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.

BCR pre-dates the Department for Transport's (DfT) Cycle Delivery Plan, but forms the touchstone of our approach to increasing cycling and achievement of the government objectives of doubling cycling activity by 2025 and increasing the percentage of 5-10 year old children who usually cycle or walk to school by 7% over that same timeframe. BCR sets the context and provides the strategy for:

- Our approach for partnership working: with the DfT, stakeholders, local businesses and the general public of Birmingham and its environs;
- Prioritisation and direction of funding streams;
- Long term planning and delivery of infrastructure measures; and
- Improving road and personal safety through targeted and integrated measures, in recognition of local evidence relating to fears and concerns about cycling.

This application for Phase 3 funding (2015/16 – 2017/2018), which will run alongside BCR Phases 1 and Phase 2, offers a continuing step-change in cycling infrastructure across the city and has identified 63.8km of improvements to main corridors and parallel routes. This will extend radial access to and from the city centre beyond the initial 20 minute cycling time zone established previously. Additional works will still be carried out within this initial zone, specifically to provide premium high quality 'showcase' routes on main corridors, including a high degree of segregation (see figure 1.1 on the next page).

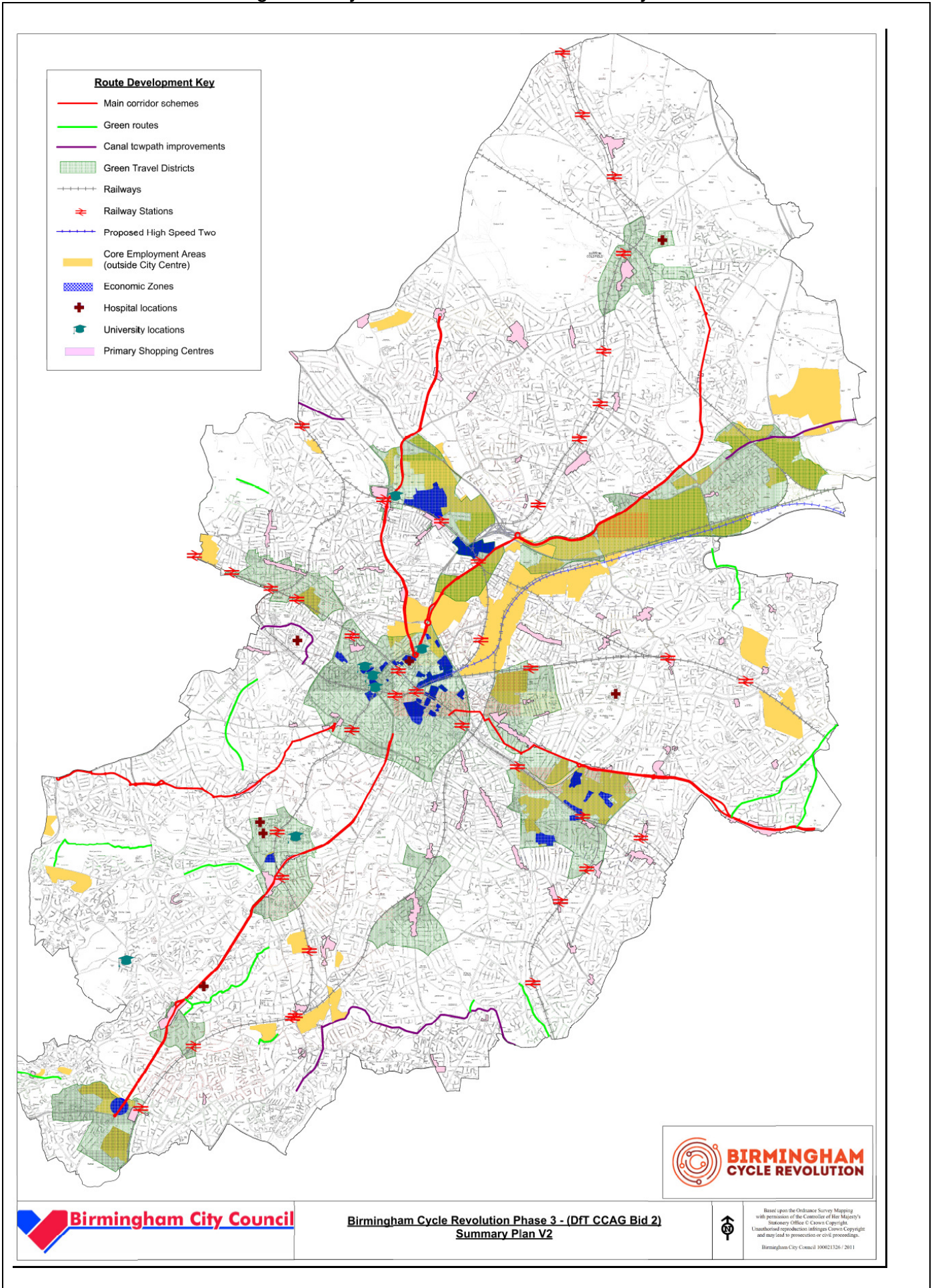
There is also a key focus on local connections with plans to pilot approximately 2km of minor 'local links' schemes to the west of the City Centre as well as a number of small local access schemes in both Green Route areas and along the Canal network.

This approach reflects the vision and principles of 'Birmingham Connected'; the city's new transport vision launched by the Council's Leader and Secretary of State for Transport in November 2014. 'Birmingham Connected (BC)' (provided as Appendix A) represents an evolution in the city's transport policy since the BCR Phase 1 and 2 submissions. BC gives strong support for the philosophy of road space reallocation to sustainable modes, unlocking the possibility of transformational infrastructure projects on existing corridors. BC also establishes the concept of Green Travel Districts in a number of locations across the city with the aim of having 50% or less single occupancy vehicle use in these areas. A number of interventions have been identified for the Green Travel Districts within this proposal helping to encourage both local and more strategic cycling journeys within local communities.

BCR Phase 3 has been developed to complement and add value to existing cycling projects, and coupled with supporting revenue measures, Phase 3 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 pinch points and support improved health and wellbeing. The programme seeks to maximise the opportunity unlocked by BC in order to accelerate the delivery of the BCR strategy. This CCAG application for Phase 3 funding of £22.1m, alongside a local contribution of £7.9m, is the next stage of our planned infrastructure delivery programme. So far we have received £17m in City Cycle Ambition Grant (CCAG) funding and unlocked £6m from the Local Growth Fund (LGF), supported by £2m of local contributions.

Figure 1.1 provides a summary of our aspirations for BCR Phase 3. We will focus funding closer to the city centre initially where demand is highest, with a vision to deliver the whole length of the routes through a phased approach in the future using different funding sources.

Figure 1.1: Cycle Revolution Phase 3 - Summary Plan



Figures 1.2 and 1.3 provide an example of how road space could be reallocated for cyclists as per the vision for the main corridors.

Figure 1.2: Before



Figure 1.3: After



B2. The Strategic Case

Birmingham's Cycle Revolution; its Vision, Aims and Objectives

BCR is a 20 year vision to enable cycling to become a mainstream form of transport in Birmingham, building on and adding value to other key cycling projects already being delivered in Birmingham. The overall aim of our vision is to achieve a cycle modal split target for the city of at least 5% by 2023, rising to 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 provision of infrastructure alone is not enough to persuade existing 'non cyclists' to become regular cyclists; therefore investment will continue in complementary Smarter Choices activities such as Big Birmingham Bikes and our comprehensive communications and marketing strategy. This will ensure that the key barriers to cycling are addressed and the motivators for cycling are harnessed, particularly amongst harder to reach groups and those with a lower propensity to cycle.

Following our successful £17m CCAG bid to the DfT in 2013 and our £6m allocation from the Local Growth Fund (LGF) in 2014, delivery of BCR is already underway and the benefits are being realised. Key delivery partnerships have already been established, which puts us in an excellent position to accelerate delivery of our vision and embrace the DfT's partnership model as outlined in their draft Cycle Delivery Plan. Indeed, our cycling revolution forms the cornerstone of our interface with the Cycle Delivery Plan and our commitment to working with the DfT and wider partners as we seek BCR Phase 3 funding of £22.1m, matched with local contribution of £7.9m to build upon our achievements to date.

The delivery of BCR is integral to delivery of the vision set out in the Greater Birmingham and Solihull LEP's Strategic Economic Plan (SEP), which is to re-establish Birmingham as the major driver of the UK economy outside London. It also aligns with the Birmingham Development Plan's vision for Birmingham to be renowned as an enterprising, innovative and green city accessible by a range of sustainable transport choices by 2031, and its objective to provide high quality connections throughout the city and with other places encouraging the increased use of public transport, walking and cycling.

The West Midlands draft Cycle Charter recognises that cycling has an important role to play in addressing the challenges that not only Birmingham, but the West Midlands faces. Its vision for the whole region sits alongside that of BCR, in that by 2033, it aims to increase cycling to account for 10% of all trips.

The Bid Area

The initial bid area, as identified in the initial Cycle City Ambition Grant, concentrated on five areas and covered a 20 minute cycle time radius from the city centre, identified in figure 1.4.

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 Curzon 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 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 residential areas of Edgbaston, Sparkbrook, Springfield, Moseley, Kings Heath, Selly Oak and Stirchley.

The West: Located to the west of the city centre are 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 maps provided below indicate how the BCR Phase 1 and 2 bid programmes, which are currently being introduced, will interface with this Phase 3 application for Birmingham.

Figure 1.4: The Network in 2013

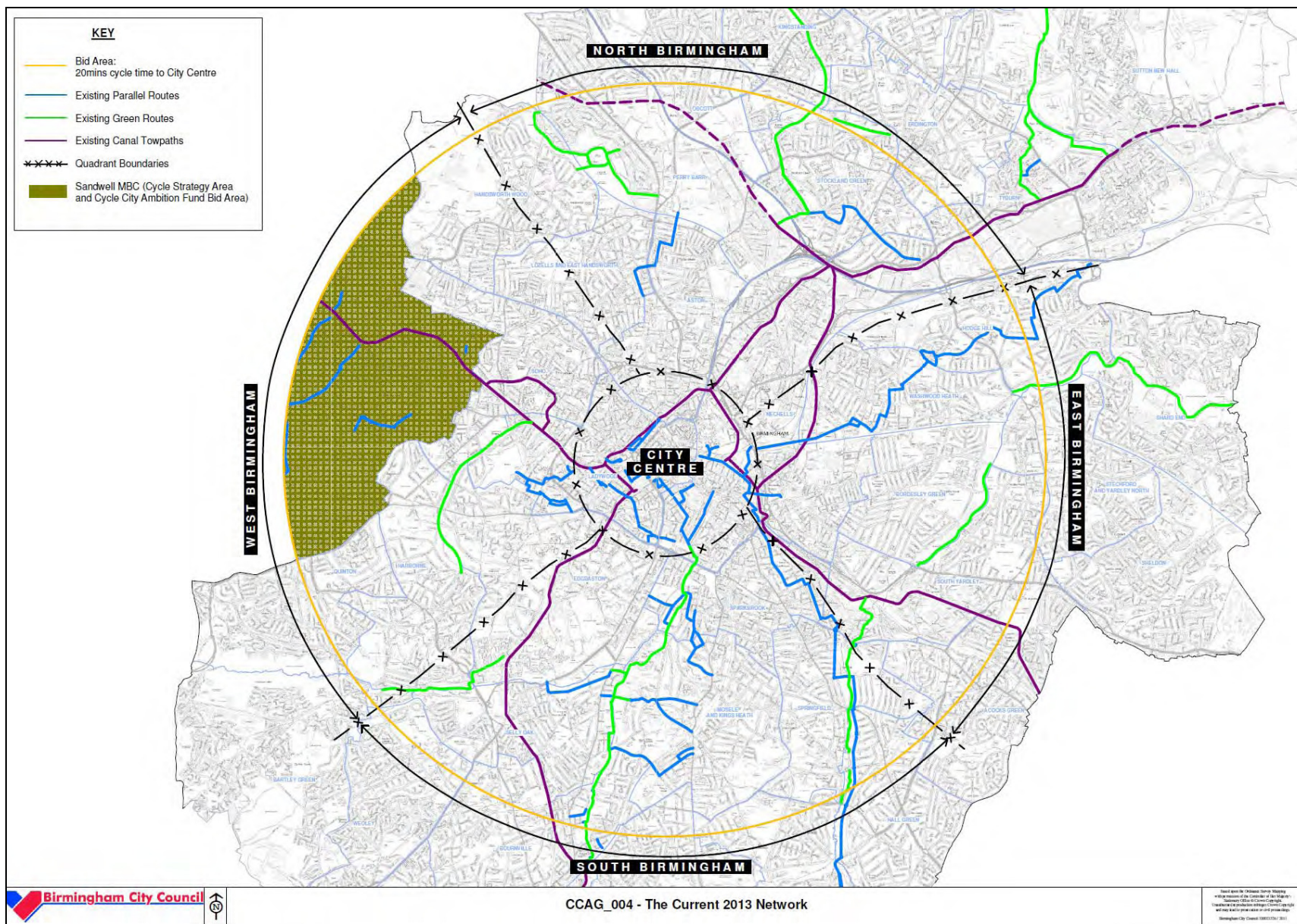


Figure 1.5: Phase 1 Outcome

Figure 1.5 shows the proposed network as a result of Phase 1, in combination with measures delivered under the Local Sustainable Transport Fund.

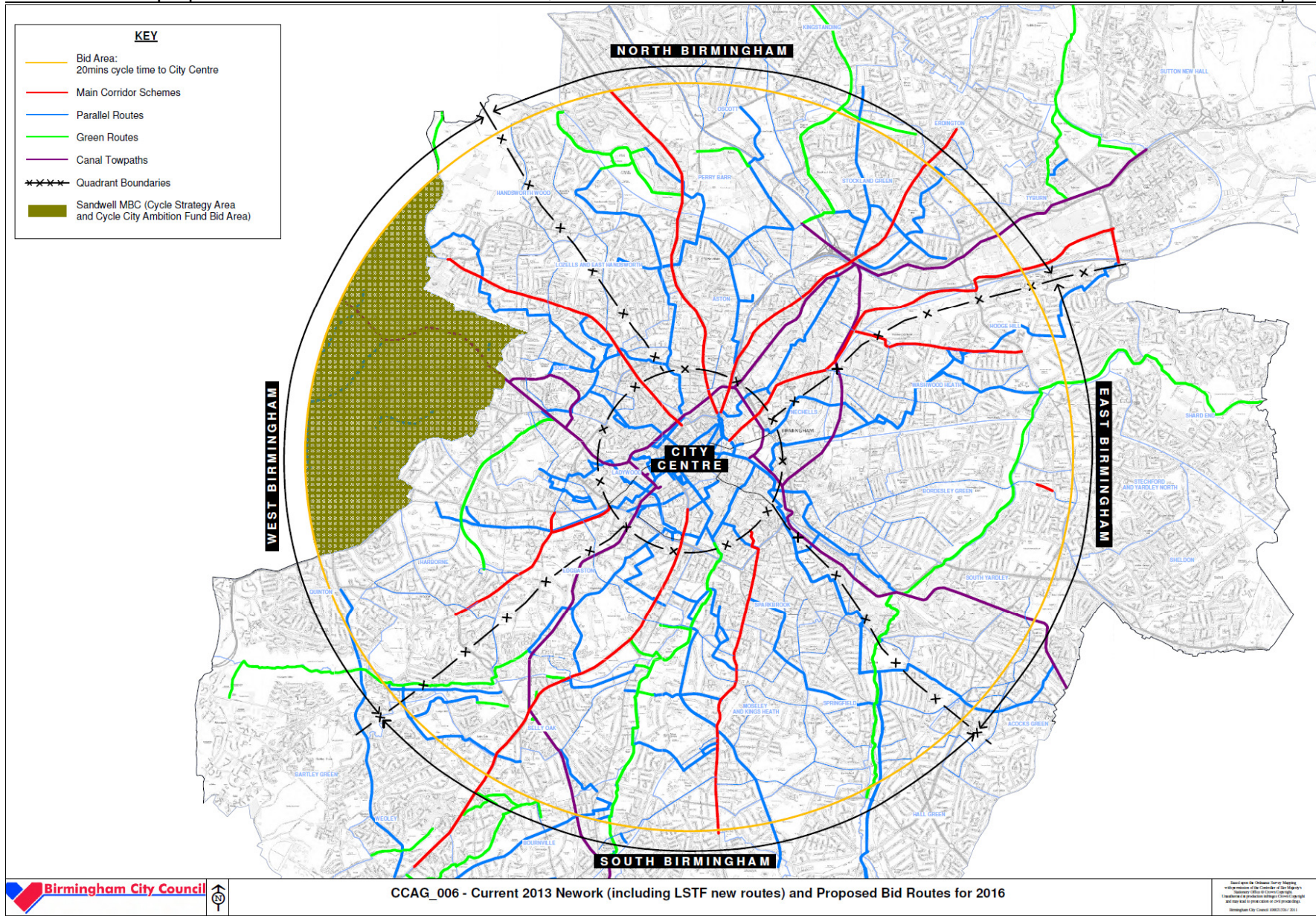
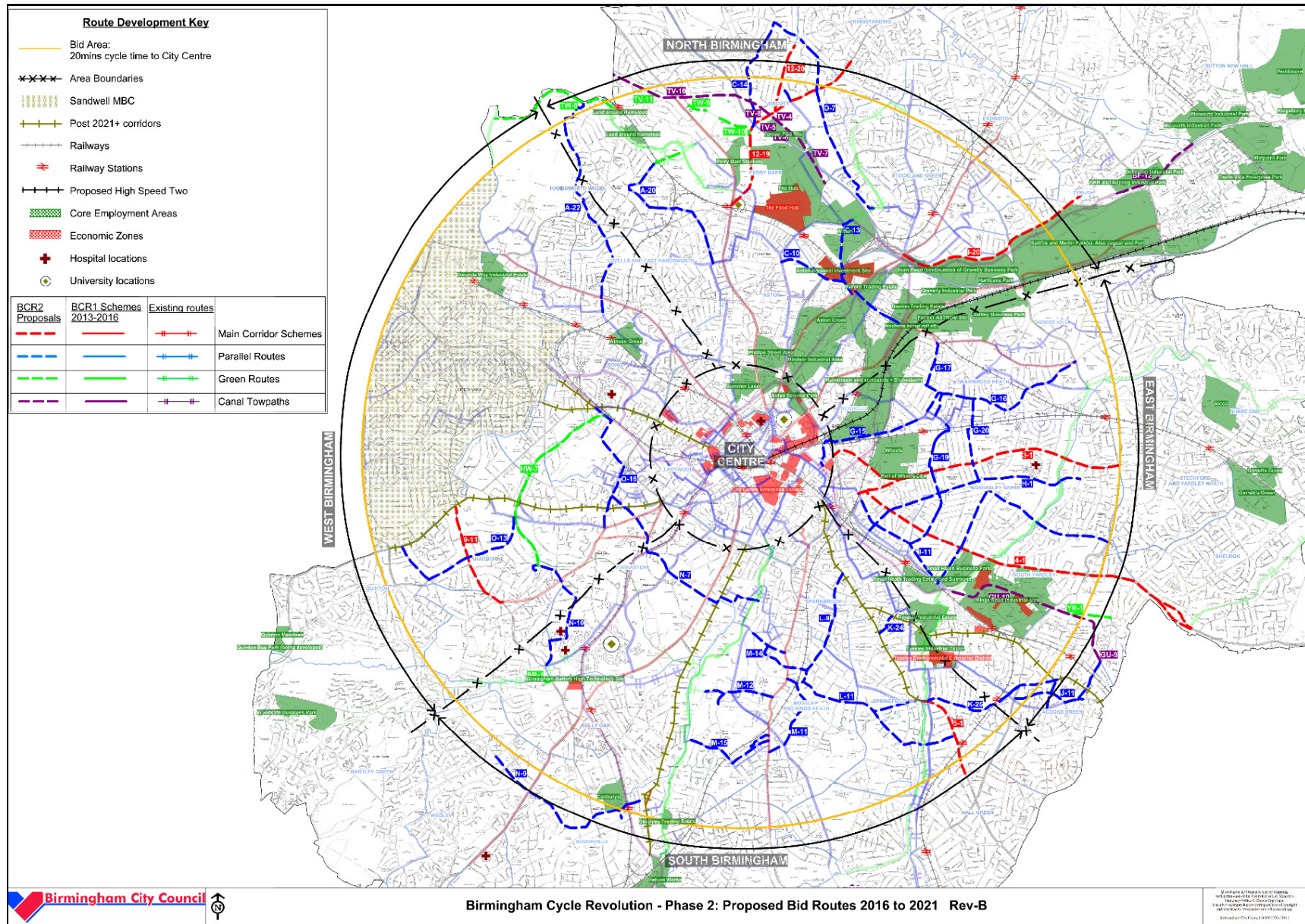


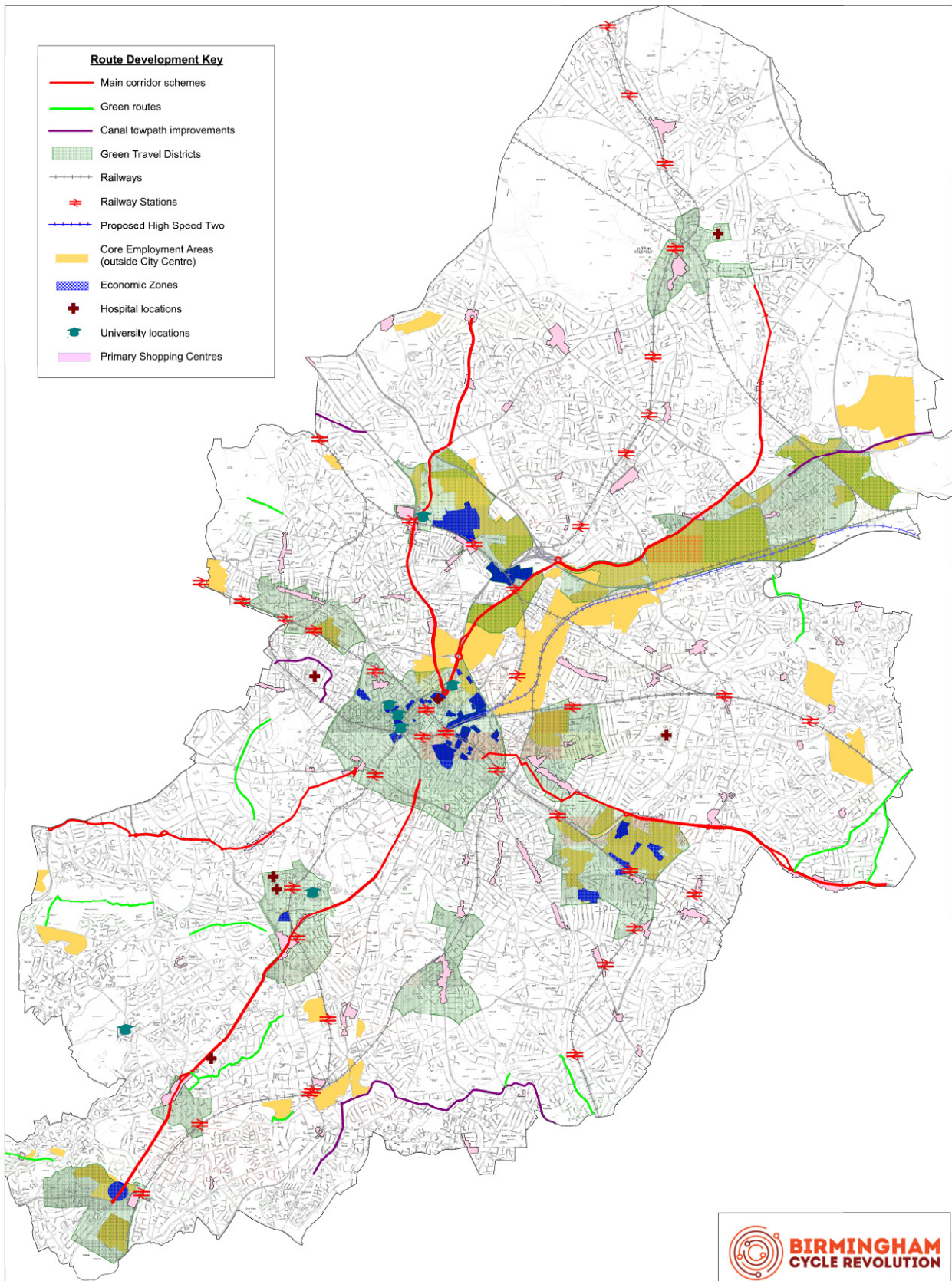
Figure 1.6: Phase 2 Outcome

The five areas remained constant for BCR Phase 2, which unlocked £6m of LGF funding and proposed the following extensions *in addition* to the above forecast network between 2016 and 2021 (see figure 1.6).



The 5 areas remain the same for Phase 3, but the key change in the geographic scope of infrastructure measures between Phase 2 and Phase 3 is the extension beyond the 20 minute cycle time to and from the city centre, as shown in figure 1.7.

Figure 1.7: Phase 3 Outcome



This move into the wider area embraces cross boundary linkages in line with the aims of the West Midlands Cycle Charter to grow cycling in the entire region making it easier and safer for more people to cycle on routes offering consistent quality and providing key inter regional links.

Cycling in Birmingham

Birmingham has long been viewed as an industrial manufacturing city specifically renowned for automobile manufacture, so it is not surprising that initial perceptions of Birmingham as a showcase city for cycling have not always been prevalent. However, 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.

Events such as the Olympics and the Tour de France have received increased publicity and the success of British athletes at these events has helped create a stimulus for cycling. This coupled with heightened awareness of health and wellbeing, the need to protect the natural environment and increasing public transport fares have helped promote cycling and create demand for improved connectivity, safer routes and increased facilities.

Population Growth

Over recent years, Birmingham has also seen an increase in population as new economic opportunities have 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, with further significant growth being forecast.

The city's population is projected to grow by an additional 150,000 people over the period to 2031, which will require a response that ensures homes are available, jobs are created and the quality of environment is secured for both residents and businesses. This means provision of a sustainable transport system that incorporates integrated and networked provision for cycle users, which is accessible to all.

Industrial Change

Birmingham's population increase has been supported by a significant restructuring of the city's economy since the 1980s, which has enhanced its environment and improved its national and international standing.

The city is now a major employment centre, drawing in workers from across the West Midlands and beyond. It is a leading European business destination with an economic output of £20bn per annum. The local economy has major strengths, particularly in business, professional and financial services; digital media; advanced manufacturing (including the automotive industry); jewellery and environmental and medical technologies. Many international companies are based in the area, including Jaguar Land Rover, Kraft, KPMG, Deutsche Bank and GKN.

The local economy is supported by five universities and six major colleges. They provide world class learning environments, reflecting recent and ongoing investment programmes, supporting over 73,000 undergraduate and postgraduate students.

A truly accessible, multimodal network is required that provides viable, user friendly sustainable and active travel options to facilitate movement of workers and students. Birmingham's cycle revolution has focused on linking the city centre to key areas of employment through provision of new and improved cycle routes and this BCR Phase 3 bid will capitalise on that by 'gold plating' those offering optimum routes to employment and education to further enhance the 'offer' for those wishing to choose sustainable modes of active travel to their place of work or study.

A Developing City

Birmingham has traditionally seen new development accommodated through the regeneration, redevelopment and renewal of its urban area with periodic expansion. The recent renaissance of city centre living has already brought an additional 30,000 people living within a few minutes' of the city centre, and 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 can become the preferred modes in the wider city centre.

Equally we expect that the wider city will also see levels of growth reflecting the historic patterns of development and availability of land. This distribution of growth will likely be more dispersed and focused on opportunity sites and key transport corridors.

BCR aims to deliver an outstanding environment within the city centre, and between the centre and its environs that provides realistic cycling connectivity in terms of journey time, road and personal safety, and through provision of the appropriate level of facilities. This strategy is supported by the Birmingham Development Plan, which aims to provide attractive environments that encourage people to move around by cycling and walking, along with the Birmingham Connected transport vision.

Sustainable Growth

We recognise that we need to make Birmingham a more sustainable city that minimises its carbon footprint and waste while allowing it to grow. The City Council has committed to a 60% reduction in total carbon dioxide (CO₂) emissions produced in the City by 2027, based on 1990 levels. Promoting sustainable transport systems, including cycling and walking, and providing the infrastructure required to ensure behavioural change will aid in working towards that target.

The City Council as part of the Birmingham Development Plan is seeking to maintain and expand a green infrastructure network throughout Birmingham that is accessible and safe and can connect people with employment, schools, health care facilities, shops and other services via well-maintained local public open space, forming part of a wider 'green infrastructure network' threading through the city and linking to the open countryside beyond.

The investment in Green Routes identified in Phases 1 and 2 of BCR continues into Phase 3 with funding sought to potentially provide further connectivity and improvements in the following areas:

- River Tame/Sandwell Valley;
- Cole Valley;
- Castle Bromwich Hall;
- Sheldon Country Park;
- Rea Valley Route;
- Valley Park Way;
- Castle Walkway;
- Woodgate Valley Country Park; and
- Harborne walkway.

Understanding our Challenges

These historic factors and recent positive changes to Birmingham's socio-economic and demographic make-up have brought significant challenges for the city and we are committed to ensuring that our proposals for this BCR Phase 3 application will assist in our long term efforts to support the growth of the city and delivering an enhanced level of well-being for its residents.

Unemployment

During the start of the recession in 2008/09 there was a sharp increase in unemployment in Birmingham, resulting in the highest levels of unemployment for over a decade. Unemployment in the city for the period July 2013 - June 2014 was 11.9%, nearly double the national rate (6.8%).

Figure 1.7(P10) shows a high proportion of core employment areas in the north and east of the city and Economic Zones in the centre and north. 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 3, beyond the 20 minute time cycle time from the city centre directly build upon and complement the work being undertaken as part of Phase 2 funding, importantly prioritised and allocated in this context by the GBSLEP.

Social Exclusion Deprivation and Issues of Transport Poverty

Despite population growth and the attraction of new business to the city, overall, 23% of Birmingham's population still live in the 5% most deprived Lower Super Output Areas (LSOA) in England and 40% live in the 10% most deprived LSOA in England.

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.

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 from the amenities of their local area due to high public transport costs; bus tickets for one year cost a minimum of £612, whilst a second-hand bicycle plus accessories can cost as little as £100.

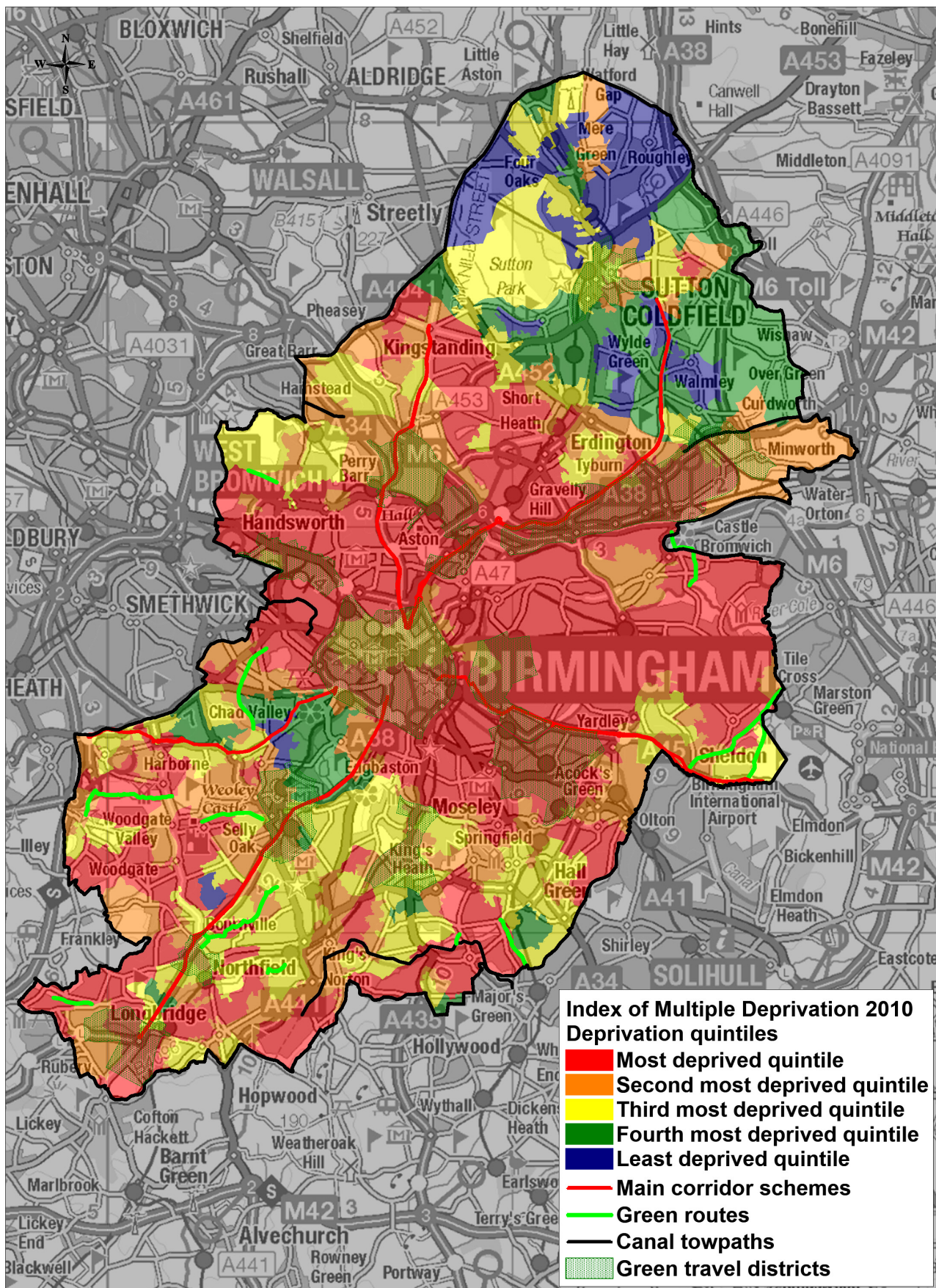
Figure 1.8 overleaf illustrates levels of multiple deprivation across the bid area. At a glance, higher densities of deprivation are largely concentrated in wards surrounding the city centre. However dispersed levels of high density deprivation are also found outside the city centre towards the south and east.

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.

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. 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.'

Figure 1.8: Levels of Multiple Deprivation in the Bid Area



Contains Ordnance Survey data
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Our aim is to ensure that residents in our most disadvantaged communities benefit from the opportunities presented by BCR. 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.

Health and Well Being

It has been widely recognised that heavy workloads and busy schedules can make it difficult to dedicate time to exercise. A lack of exercise can contribute to obesity and cardiovascular disease. However, cycling can easily become an integral part of a person's daily routine, by encouraging it as a mainstream mode of transport replacing existing short trips by car. Integrating cycling into part of our 'daily, routine' is part of the vision of BCR, and making cycling an integral part of our journeys will develop it into a mainstream form of transport in Birmingham.

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. Essentially, higher levels of health inequalities exist in areas with higher levels of deprivation; in particular within wards surrounding the city centre; areas which the BCR has been seeking to improve cycle connectivity in all three phases of its programme.

The Birmingham Development Plan encourages better health and well-being through the provision of new and existing recreation, sport and leisure facilities linked to good quality public open space. This phased programme of infrastructure being delivered through BCR addresses these issues and will aid in increasing cycling initiatives across the city and in reducing absenteeism, increasing productivity and contributing to a longer working life through improved fitness. In turn this will provide lower healthcare costs and benefit both the individual and the economy.

Challenging Car Culture

Birmingham Connected is the overarching package for all transport planning activity across the city and in conjunction with the BCR, challenges the historic car culture resulting from the city's role as a centre of automobile manufacturing. The city is working to increase the priority given to cycling infrastructure in order to reduce fear of cycling on busy roads, including the five main routes covered by BCR.

Birmingham Connected will work to produce a long term strategy and direction for the development of the city's transport system. This has included the implementation of eleven 'Green Travel Districts' which include four of the five main routes for BCR Phase 3 including (A34 Birchfield Road to B4138 Kingstanding Road; A5127 Lichfield Rd / A38 Tyburn Rd / B4148 Walmley Rd; A45 Coventry Road and A38 Bristol Road). These districts have been designated to reduce car use which in turn would increase safety and confidence for cyclists.

A Cycle Friendly City

Birmingham Connected aims to support physical accessibility in the city including the usability of cycle infrastructure. In support of this BCR aims to create a much more permeable city for cyclists, where they can move freely and safely, as well as delivering 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 and new 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.

Since the award of £17m in 2013 for BCR Phase 1 of Birmingham's Cycle Revolution, as a result of the Cycle City Ambition Grant, numerous infrastructure measures have been completed such as the cycle stands pictured here, canal towpath enhancements and green routes.

Monitoring and evaluation data is not yet available, but anecdotally, support for the measures introduced so far has been strong amongst stakeholders and members of the public.

For example, the Big Birmingham Bikes initiatives, which aimed to support new cyclists through access to a bicycle for short trips during BCR Phase 1, has received significant interest.

Phase 3 schemes will complement the existing programme by creating new and improved links to further enhance cycle connectivity.

Additional and targeted cycle parking throughout the city and local centres has improved the shopping and leisure offer for utility cyclists, by enhancing convenience for access to key facilities and making it easier to locate cycle parking.

Observations since 2013 indicate that the cycle parking offer is gaining in popularity and Phase 3 schemes such as the Mini Cycle and maintenance hubs will complement and strengthen this offer.

The cycle hub here, pictured at Selly Oak Station, is an example of the type of high quality facility that may be installed at key interchanges and local centres as a result of Phase 3 funding.

The photo on the right shows one of the Brompton Bicycles from the Brompton Dock Scheme installed with Phase 1 funding. To date there have been around 750 users of the bikes from the Birmingham city centre hire station.

Potential locations for additional Brompton Docks have been identified in the Green Travel Districts as well as University of Birmingham sites for BCR Phase 3 funding



Fit with Strategic Transport Objectives

Supporting Economic Growth

The recent recession and resulting economic conditions have re-emphasised the continuing need for Birmingham to strengthen and diversify, creating a revitalised and modernised city economy.

Whilst Birmingham still maintains some of its manufacturing heritage, over recent decades the economy has undergone a transition from one based mainly on manufacturing to a service based economy. During this time the city has also undergone a massive 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 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.

Manufacturing and innovation still play a part; Birmingham now hosts an advanced manufacturing sector covering aerospace, automotive and medical technology and delivering a GVA of £604m. Research centres at Birmingham's three universities position it well for future growth. In developing this application we have spoken at length with our colleagues from across Birmingham's business sector, including GBSLEP, to ensure that our aspirations for the future meet and exceed their requirements.

However, if Birmingham is to deliver its growth agenda and attract investment, it must provide the necessary infrastructure. This includes the provision of high quality transport links within the city and to locations of regional and sub-regional importance. High quality connections by road, rail, bus, walking, cycling or digital, are all vital to the city's future economic prosperity and social inclusiveness. These connections must be delivered in the most sustainable way to support the overall strategy for growth and ensure that the city's transport network is future proofed.

During the past few years, the provision of cycling infrastructure has been used to help strengthen local transport and ensure that Birmingham can deliver its growth agenda. A number of initiatives have been delivered to improve cycling infrastructure and ensure it is a real option for everyday travel.

Phase 1 and 2 of BCR has been delivering improved cycling facilities within a 20-minute cycling time of Birmingham city centre. These improvements include:

- Improving cycling conditions on popular routes into the city centre;
- Providing quiet cycling routes and 20mph areas within residential areas;
- Upgrading towpaths on canals;
- Developing new cycling green routes through parks and open spaces;
- Improving local links to cycle routes;
- Providing new secure cycle parking hubs; and
- Developing cycle loan and hire schemes to make it easier for people to get started.

These improvements have been supported by the Big Birmingham Bikes programme of free bikes, cycle training and activities with employers, schools and communities to encourage cycling and the Birmingham Cycle Rewards App.

Using funding from the Local Sustainable Transport Fund, Birmingham City Council has delivered supporting measures to promote cycling in the city. Bike North Birmingham has targeted 'maybe' cyclists through a package of infrastructure and smarter choices. The infrastructure package included new routes and crossings which connect to the existing cycle network to support 'nudge' initiatives such as marketing, promotion and training. This project aimed to act as the catalyst to encourage cycling in North Birmingham.

It is too early to assess the outcomes of Phase 1 and 2 of BCR in meeting the objectives of a 5% and 10% increase in cycling. Anecdotally, however it is understood that the project has raised awareness of cycling across the city and made it an option for everyday travel. Infrastructure that has been implemented has had a beneficial result, with more people cycling in those areas.

BCR Phase 3 will go beyond the 20 minute time zone, serving the 6 economic zones, which have been identified by Birmingham City Council as having a competitive advantage. These economic zones are expected to attract £1.5bn investment, generating in the region of 1.8 million m² of new floor space and 50,000 new jobs. The delivery of high-quality cycling routes along these corridors will ensure that labour markets can access these employment opportunities and businesses can access their key markets.

Phase 3 will also deliver a number of smaller local access schemes in both Green Route areas and along the canals that will further support economic growth through improving connectivity to sites of opportunity across and within the Birmingham area.

Cycle Delivery Plan

The government's draft Cycling Delivery Plan is a 10 year plan that sets out the government's vision for cycling and the role that everyone, government, local authorities, wider stakeholders, businesses and individuals have to play in achieving this vision through partnership working.

The plan centres around four themes:

- Vision, Leadership and Ambition;
- Funding;
- Infrastructure and Planning; and
- Safety and Perceptions of Safety.

Theme 1: Vision Leadership and Ambition

BCR has a clear vision to increase cycling through continued and consistent provision of hard and soft measures, with an ambition of more than doubling cycling in the area, from below 2% to 5% in its first 10 years. This vision and ambition, led by Birmingham City Council in partnership with local stakeholders, businesses, GBSLEP and the public aligns precisely with the DfT's draft 10 year plan and its objectives of doubling cycling activity by 2025 and increasing the percentage of 5-10 year old children who usually cycle or walk to school by 7% over that same timeframe.

Securing £17m of funding from the DfT to date through the Cycle City Ambition Grant is testament of Birmingham's ability to lead and deliver. The schemes outlined in this BCR Phase 3 proposal build logically upon schemes delivered to date and those currently in progress in pursuit of the shared vision of the Government and that of Birmingham City Council.

Theme 2: Funding

Birmingham City Council is committed to achieving its vision, aim and ambition for cycling, which are guided by its Cycle Revolution, but draw on funds from a wider funding pool than that received through Cycle City Ambition Grant funding. ITB funding, the Local Sustainable Transport Fund and capital secured through the Local Growth Fund, with the support of the LEP, as well as CCAG funding are all components ensuring the delivery of measures beyond the Phase 3 schemes identified in this bid. Birmingham appreciates that to achieve the step change desired, a holistic approach to funding is required and Birmingham's overall 20 year strategy and plan acknowledges the need for multiple funding streams.

As part of the Birmingham Connected plan, a range of innovative funding and finance mechanisms are currently being explored; these may be used to support the delivery of this programme post 2018/19. European Structural and Investment Funds (ESIF) available in low carbon themes will also be targeted, with cycling measures identified and promoted within the GBSLEP's ESIF strategy.

Theme 3: Infrastructure and Planning

In expanding the cycle network to go beyond the 20 minutes cycle time from the city centre and to address the 'gold plating' of key sections of the network, this bid shows its commitment to 'cycle proofing' the road network and ensuring that conditions are right to enable modal choice. This bid builds on the infrastructure improvements to access work, education, facilities and amenities already realised, or in

progress and also provides for supporting measures such as cycle maintenance stations, cycle parking and Brompton dock Cycle Hire.

Theme 4: Safety and Perceptions of Safety

Based on its history of manufacturing and automation, Birmingham is known as a city with a car culture. Surveys consistently report that most people feel scared of cycling on main roads in busy traffic; the most common demand from non-cyclists, whom we need to target if we are to achieve our ambitions, is for more cycle lanes.

This Phase 3 bid builds on existing works with a focus on provision of segregated cycling routes where possible; recognising that on some section of the main corridors this is not physically possible. Investment in routes naturally segregated from vehicular traffic such canal towpaths and green routes with off road tracks are key elements of this bid and provide city centre access to as well as connecting local centres and facilitating leisure and utility cycling either on segregated paths or on quieter roads. Improved lighting with motion detectors or timer facilities also work towards improving perceptions of safety; this is particularly crucial in encouraging cycling among those making the journey to school and vulnerable road users.

The table below cross references where each of BCR Phase 3 packages of schemes align with the objectives of the DfT’s draft Cycling Delivery Plan (CDP).

Phase 3 Schemes/ CDP Objectives	Main Corridors	Parallel Routes	City Centre	Local Links	Canal Works	Green Routes	20mph	Supporting Measures
Long Term Vision	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓
Partnership Model sign up	✓	✓	✓	✓	✓	✓	✓	✓
Engagement with Public Health	✓	✓	✓	✓	✓	✓	✓	✓
Engagement with LEP's	✓✓	✓	✓✓	✓	✓	✓	✓✓	✓✓
Safety	✓✓	✓	✓	✓	✓	✓	✓✓✓	✓
Carbon	✓✓	✓	✓	✓	✓	✓	✓	✓
Public Realm	✓✓✓	✓	✓✓	✓	✓	✓		✓

Local Policy Fit		
Policy	Key extracts	Fit with BCR Phase 3
Strategic Economic Plan	<ul style="list-style-type: none"> A key challenge is to better connect local people to education, employment and training opportunities and better connect local businesses to markets. Focus on three clear pillars; business, people and place. 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. 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 	<p>Phase 3 of the Birmingham Cycle Revolution will go beyond the 20 minute cycling time radius from the City Centre used in Phase 1 and 2 to support cycle access to major employment sites and Economic Zones across the city.</p> <p>Phase 3 of the Cycle Revolution will focus on the main corridors in Birmingham which serve its 6 economic zones:</p> <ul style="list-style-type: none"> Advanced Manufacturing Hub, Aston City Centre Enterprise Zone Tyseley Environmental Enterprise District Longbridge ITEC Park Life Sciences Campus, Selly Oak / Edgbaston The Food Hub, Witton <p>Phase 3 will better connect labour markets to these economic zones through the introduction and enhancement of cycling facilities.</p>
Birmingham Development Plan	<ul style="list-style-type: none"> The Plan aims to do more locally to take advantage of the benefits and opportunities offered by cycling and walking to improve access to services, jobs and address congestion. There is a relative lack of infrastructure to provide an appropriate cycling environment on busier roads. These roads tend to be the most well-known and direct routes to major destinations, and use of them is almost unavoidable for some part of any urban cycling journey. 	<p>Phase 3 of the Birmingham Cycle Revolution will deliver high-quality 'showcase' routes on main corridors. This will include both enhancements to existing cycle facilities on some corridors but also measures on routes with no cycling provision at present. The main corridors that will be improved are noted in section A3. These busy roads provide direct access to major economic destinations, but currently have poor cycling environment.</p>
Birmingham Connected	<ul style="list-style-type: none"> 5 core objectives: <ul style="list-style-type: none"> Efficient Birmingham Equitable Birmingham Sustainable Birmingham Healthy Birmingham Attractive Birmingham Cycling infrastructure will be supported by ongoing programmes of cycle training for new and experienced cyclists, and activities with employers schools and in the community to make it easier for people to cycle for everyday journeys to work, education or shopping, for exercise or as a leisure activity. 	<p>The 'showcase routes' on main corridors, delivered in Phase 3, will follow a 'Birmingham Connected' philosophy of road space reallocation, to ensure the needs of pedestrians and public transport are also considered. Phase 3 will also deliver supporting measures such as mini cycle hubs in local centres and top cycle locations grants to organisations and educational establishments to support everyday journeys to work, education or leisure.</p>
Cycling Charter	<ul style="list-style-type: none"> 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 on a regional basis. The draft charter has 4 key principles: <ul style="list-style-type: none"> Leadership and Profile: seeking leadership at all levels, but spearheaded by a high-profile local cycling champion Cycling Network: The design of high quality cycle infrastructure and facilities that meets the needs of both experienced and novice cyclists Promoting and encouraging cycling: The co-ordinated, effective and efficient delivery of cycle mapping, training and marketing Funding: securing crucial funding to enable us to meet our aspirations 	<p>Phase 3 of the Birmingham Cycle Revolution will enhance connectivity to Birmingham's 11 Green Travel Districts. These districts will link to the main showcase corridors where possible and see supporting measures such as public cycle parking, mini cycle hubs, grants and Brompton Docks promote cycling for longer distances and encourage cross boundary connectivity within the West Midlands.</p> <p>These districts will be models for sustainable travel in Birmingham where cycling is easier than using a car and promoted as exemplar models throughout the region.</p>

LTP 3	<ul style="list-style-type: none"> • Vision: ‘the Metropolitan Area becoming 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’ • 5 key transport objectives: <ul style="list-style-type: none"> – Economy – Climate Change – Health, personal security and safety – Equality of opportunity – Quality of life and local environment 	Phase 3 of the Birmingham Cycle Revolution will deliver a package of cycling improvements to create a high quality and attractive cycling environment in Birmingham. This will include improvements to main corridors as well as canal works, green routes and local links to improve cycling infrastructure across the City.
LSTF	<ul style="list-style-type: none"> • Deliver enhanced sustainable connectivity for our local, major and employment centres to support economic growth and reduce carbon. • Placing emphasis on People, Place and Purpose to enable our communities to make smarter travel choices by improving the sustainable travel ‘offer’ and supporting people at the right time, and in the right place, to make these healthy choices. • Key elements: <ul style="list-style-type: none"> – Smarter Choices – Infrastructure Improvements – Technology Showcase 	Phase 3 of the Birmingham Cycle Revolution will deliver enhanced access to Birmingham’s 6 Economic Zones which are centres of employment and enterprise. Cycling infrastructure enhancements along main corridors will enable people to access these employment sites through sustainable travel and complement the softer revenue measures that LSTF supports.
LEP Strategy for Growth	<ul style="list-style-type: none"> • Strategic enablers <ul style="list-style-type: none"> – Business <ul style="list-style-type: none"> ❖ Growing the number of successful businesses ❖ Building sector strengths and opportunities ❖ Stimulating innovation in products, services & businesses – People <ul style="list-style-type: none"> ❖ Improving our skills talent pool – Place <ul style="list-style-type: none"> ❖ Improving physical and digital connectivity ❖ Optimising physical, cultural and environmental assets 	Phase 3 of the Birmingham Cycle Revolution will focus on 5 main corridors in Birmingham which serve its 6 Economic Zones. Improvements to cycling infrastructure along this corridor will better connect people to opportunities at these sites and better connect businesses to key markets.
European Structural and Investment Fund	<ul style="list-style-type: none"> • 6 key priorities: <ul style="list-style-type: none"> – Innovation and R&D – Stimulating Business and Enterprise – Low Carbon Communities – Promoting Employment and Mobility – Promoting Social Inclusion and Employability – Skills for Growth and Entrepreneurship 	Phase 3 of the Cycle Revolution will support cycling along main corridors through Birmingham’s 11 Green Travel Districts. The Green Travel Districts will see investment focused on public transport, walking and cycling to try to encourage people to use their cars less. Phase 3 will support cycling in and around these districts to promote low carbon communities.

Achieving Successful Outcomes

Our Cycle Revolution and these additional BCR Phase 3 deliverables 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. The Department for Transport (DfT) has forecast that congestion levels in the West Midlands will worsen by as much as 83% by 2035, a significant issue which the city is challenging. We expect to see far more first time cyclists, increases in cycling to work and schools and a measurable reduction in car use.

Analysis undertaken for Birmingham Connected on the 2011 Household Travel Survey shows that if people today used alternatives for just two return journeys per week (Monday to Friday) then this would remove around 200,000 daily car journeys every weekday from the City’s roads; this would enable us to achieve the population growth targets but with no net increase in daily car trips

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 people choose active travel over the car, 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; and
- 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.

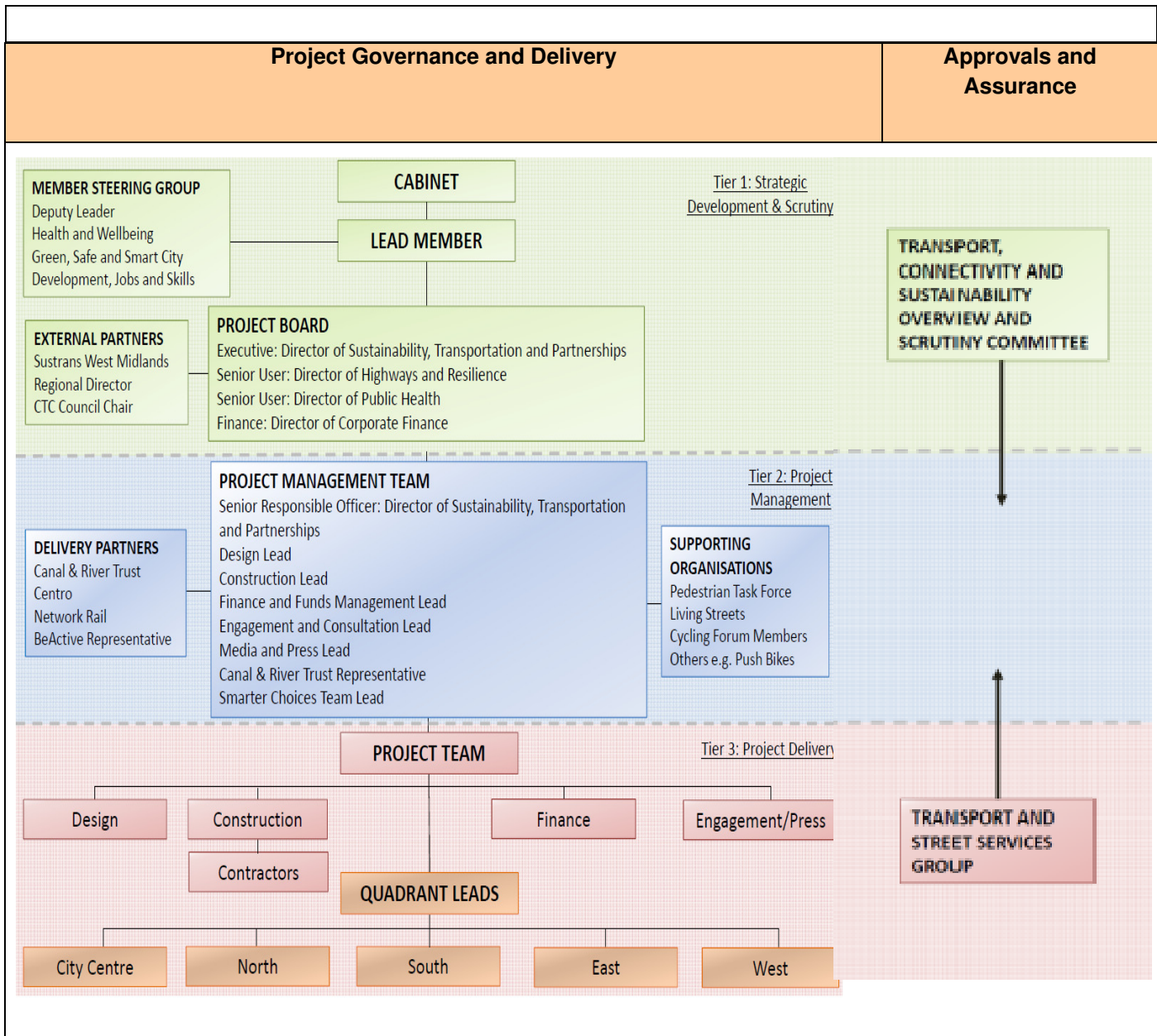
Monitoring and Evaluation

We understand the need for rigorous monitoring and evaluation of not only delivery of our schemes, but progress toward the impacts and outcomes set forth in the BCR. We are already working closely with Sustrans on this issue and will continue to do so, feeding back to the DfT as a collective partnership to evaluate success of not only our own local objectives but to contribute to the overall national picture of change as a result of funding streams such as those sought here and through previous and ongoing funding streams.

Delivering Success

There is a strong culture of delivery in Birmingham, as evidenced by the recent successful 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. There are also major projects set for completion and opening in 2015 including the £600m Birmingham Gateway project at New Street Station and the Midland Metro extension between Snow Hill and New Street stations. At the same time, a large programme of LGF projects included within the GBSLEP's Growth Deal are being readied for delivery.

Based on this experience and in recognition of the size and geographical scale of the project, a three tier governance model has been implemented for the first phase of the Birmingham Cycle Revolution programme (BCR1), which is providing clear oversight, control and decision-making to ensure that measures are being delivered to the timescales set out in the programme. In this respect, it has been 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 significant investment in cycle infrastructure which is being delivered. The overall structure for governance and delivery, which was described in detail within the original bid for Cycle City Ambition Grant funding, will be adopted for the current bid as set out in the following organogram.



This structure recognises the need for effective strategic direction in order to deliver the desired outcomes of a multi-faceted programme like BCR. There is a strong 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. In this respect, cycling as a mode of transport features prominently in the City Council’s recently published ‘Birmingham Connected’ transport white paper which sets the transport vision for the city over the next 20-years.

The City Council’s Transport, Connectivity and Sustainability Overview and Scrutiny Committee has also developed an ambitious target-driven strategy for improving the opportunities for cycling ‘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 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. The Cabinet member is supported by senior officers, with capacity to work with all partners to ensure that projects are effectively implemented and key milestones achieved. This has also enabled cycling and walking initiatives to cut across the work of different directorates.

Appropriate mechanisms have been put in place to ensure the effective delivery of the first phase of the Birmingham Cycle Revolution programme (BCR1) funded through the initial CCAG allocation. This is witnessed by the fact that significant elements of the BCR1 programme, in particular Canal and Green Route schemes, have already been substantially completed on the ground. These mechanisms will also be used to deliver any further CCAG funding made available to the City Council through this bid. This will enable us to 'hit the ground running' in delivering the measures proposed within this bid in the event of funding being secured, minimising the risk of incurring early delays in the project programme.

Overall responsibility for delivery of the programme, including the appointment of consultants, contractors and delivery partners will lie with Birmingham City Council as the Lead Authority.

As Birmingham City council's key delivery partner, the Canal and River Trust (CRT) will take ownership for the procurement and delivery of infrastructure schemes that are sited on the canal network. Works will be procured using CRT's own existing framework arrangements which have already ensure the effective and timely delivery of canal schemes included within Phase 1 of the Birmingham Cycle Revolution programme, the majority of works having already been substantially completed on site.

Based on the lessons learnt during the delivery of Phase 1, the appropriate procurement processes will be selected to ensure delivery of the next phase of infrastructure in the most efficient way that delivers maximum value for money within the resources available. This means that, where appropriate, existing procurement mechanisms will be adopted enabling the use of proven competent framework suppliers. This will significantly reduce the likelihood of early delays in the delivery of individual schemes that could impact on delivery of the programme as a whole.

Where necessary, appropriate mechanisms will be utilised to fully comply with conditions and processes required as part of obtaining European Structural and Investment Funds.

A Legacy for Cycling

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 European cities including Munich, Amsterdam and Copenhagen; 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 is 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 the opening of the HS2 rail terminal through wider connectivity schemes. All of these projects will be designed with active travel in mind, to ensure that the needs of pedestrians and cyclists are catered for and that cycling is fully inclusive in the 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 and confidence increases. 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 supported and sustained as residents of all social and ethnic backgrounds are encouraged to take up cycling.

The BCR 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.

B3. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future resource spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	Total
DfT funding sought	£1,000	£3,800	£17,300	£22,100
Local Authority contribution	£1,000	£3,200	£3,700	£7,900
Third Party contribution	£0	£0	£0	£0
TOTAL	£2,000	£7,000	£21,000	£30,000

Notes:

1) Department for Transport funding is for the three years from 2015/16 to 2017/18.

2) Bids should seek to identify enough local contributions to bring the total spend on cycling to at least £10 per head.

B4. Package description

Please provide a detailed description of each of the package elements being bid for.

<u>Element</u>	<u>Description</u>
Main Corridors	<p>High quality 'showcase' cycle routes on five main corridor routes, including a high degree of segregation from both vehicles and pedestrians, and significant improvements at main junctions. This will make these main corridors more attractive to a wider range of cyclists by reducing conflicts with other road users.</p> <p>Scheme development will follow a 'roadspace reallocation' philosophy in accordance with Birmingham Connected, to ensure that needs of pedestrians and public transport is also considered.</p> <p>The routes will include enhancements to existing cycle facilities but also measures on corridors with little or no cycle provision at present.</p> <p>Approximate length for delivery is 28.8km.</p>
Parallel Routes	<p>Local routes on quieter roads in each of the 10 Green Travel Districts (excluding City Centre) providing links into local shopping centres, transport hubs and other trip attractors, avoiding the more heavily trafficked roads.</p>
City Centre	<p>Further routes and measures in the City Centre, building on those being delivered under CCAG Phase 1, and in particular providing a route with a high degree of segregation through the City Centre using the wide footways along the A38 Queensway in order to connect cycle routes on opposite sides of the city.</p> <p>Approximate length of segregated route = 2km</p>

Local Links	<p>To consist of three distinct elements:</p> <ul style="list-style-type: none"> • A pilot scheme of minor measures across a residential area of around 2.0 km², to improve connectivity and permeability in order to encourage short trips by cycling or walking. Typical measures will include exempting cyclists from traffic regulations such as banned turns and one-way streets, closing residential roads to through traffic, and allowing cyclists to use paths linking cul-de-sacs on residential estates. Location for the pilot is likely to be around Soho Road or one of the other Green Travel Districts. • New crossing facilities where Green Routes meet roads, to maintain continuity of the routes and ensure they are suitable for family / leisure cycling. Measures will consist of toucan crossings at the busiest location and more informal crossings (eg build-outs or refuges) on quieter roads. 'Tiger' crossings may also be trialled at suitable locations subject to TSRGD 2015. • Crossing points and other minor measures on the highway at access points to the canal network, to link these to the wider on-street cycle network.
20mph	<p>No further wide-scale 20mph areas are proposed at this time, pending the results of the pilot schemes being implemented under CCAG Phase 1. Instead, a programme of 20mph speed limits (both permanent and variable) is proposed in the vicinity of schools, particularly in and around the Green Travel Districts.</p>
Canal Works	<p>This will include approximately 10km of towpath reconstruction using a sealed surface to replace crushed stone materials, so making the canals more suitable for all-weather cycling in ordinary clothes.</p> <p>There will also be a programme of signing improvements across the same sections of canal, approximately seven new or improved access points, and a trial of towpath lighting in critical areas (including consideration of solar lighting).</p> <p>More significant schemes are proposed to widen the towpath at the existing pinchpoint through Edgbaston Tunnel on the Worcs & B'ham Canal, and to provide a new bridge to improve the link between the Cole Valley Green Route and Grand Union Canal near the Ackers Activity Centre.</p>
Green Routes	<p>This will include approximately 21km of path reconstruction using a sealed surface to replace crushed stone or grass, so making the park routes more suitable for all-weather cycling in ordinary clothes. There will also be a trial of lighting in critical areas (including consideration of solar lighting).</p>
Supporting Measures	<p>This will contain four distinct elements, mostly focused on the Green Travel Districts:</p> <ul style="list-style-type: none"> • A programme of public cycle parking stands across the GTDs, with mini-hubs (eg with covered parking, cycle pumps and other tools) at local centres, transport hubs and other main trip attractors. • Private Cycle Parking Grants (Top Cycle Location) for businesses, educational establishments and other organisations to provide facilities for cyclists, including parking, showers and changing facilities. This will build on work already underway through CCAG Phase 1 and which has been over-subscribed. • Folding Bike Hire Docks, expanding the scheme initiated in the city centre under CCAG Phase 1, and providing facilities at about 10 locations in a local centre or transport hub in each of the GTDs. • Expanding the Big Birmingham Bikes programme of loan, hire and give-away bikes from CCAG Phase 1 across the whole of the city.
Programme Management	<p>Management fees for the overall programme, including promotion and marketing, and evaluation and monitoring.</p>

The pro-formas for these elements are included in Appendices C-J.

B5. Package costs

A breakdown of the proposed package of measures with the **DfT funding** required. This should align with the funding profile in Section A.

<u>Element</u>	<u>Cost</u>
Main Corridors	£15.00m – (£12m – DfT)
Parallel Routes	£1.75m – all DfT
City Centre	£0.75m – all DfT
Local Links	£1.5m – all DfT
20mph	£0.25m
Canal Works	£6.00m – all DfT
Green Routes	£2.25m – (£0.1m DfT)
Supporting Measures	£1.75m
Programme Management	£0.75m
TOTAL	£30.00m (£22.1m DfT, £7.9m local)

B6. The Financial Case - Local Contribution / Third Party Funding

Please provide information on the following points (where applicable):

- a) Any non-DfT contribution may include funding from organisations other than the scheme promoter. Please provide details of all non-DfT funding contributions to the scheme costs. This should include evidence to show how any third party contributions are being secured, the level of commitment and when they will become available.

The Local Contribution will be funded by the City Council from its Transportation and Highways Capital Programme. Internal resources will be supplemented by bids for ERDF cycling funding included within the low carbon theme of the GBSLEP's ESIF Strategy.

- b) Where the contribution is from external sources, please provide a letter confirming the body's commitment to contribute to the cost of the scheme. The Department is unlikely to fund any scheme where significant financial contributions from other sources have not been secured or appear to be at risk.

B7. Cycling Delivery Plan Partnership Projects

Acceptance of this grant means that the party agrees to work with the Department for Transport as a partner in the realisation of the Cycling Delivery Plan (currently in draft and due to be published in 2015).

We agree to work with the Department as partners of the Cycling Delivery Plan: Yes No

B8. The Economic Case – Value for Money

We have not used a formal transport model for the appraisal. We have used fundamentally the same approach that was used for the BCR Phase 1 and 2 bids, which were accepted by DfT and resulted in funding being awarded. Where appropriate the method has been updated to comply with current WebTAG guidance.

Currently, significant elements of BCR phases 1 and 2 are in the process of being implemented on the ground. Monitoring data from schemes which have recently been implemented as part of the city Council's Local Sustainable Transport fund (LSTF) programme are indicating that similar measures to the ones being indicated as part of the BCR project are contributing significantly to the objective of increasing overall cycle usage. For example, before and after monitoring on Green Routes where improvements have been undertaken as part of Bike North Birmingham, the LSTF project has indicated overall increases in cycling activity of approximately 25%. Similarly, before and after monitoring of the A38 Bristol Road corridor in south Birmingham, where cycle infrastructure improvements have been undertaken as part of the 'Smart Network, Smarter Choices' major LSTF scheme, monitoring has indicated increases in cycle usage of up to 29% at certain points along the corridor.

We estimate that the benefit to cost ratio for BCR Phase 3 is **2.2:1**. This is based on a PVB (present value of benefits) of £64.9m and a PVC (present value of costs) of £30.1m (all figures in 2010 prices, discounted to 2010). All impacts have been monetised following WebTAG guidance.

The most significant monetised benefits are:

- £31.9m benefits from increased physical activity (cycling) leading to reduced risk of mortality and reduced absenteeism from work;
- £17.9m accident benefits from transferring some cycling trips to off-road routes, and a reduction in car vehicle kilometres;
- £11.9m journey quality benefits for cyclists (new and existing) resulting from the infrastructure improvements;
- £3.6m decongestion benefits for road users from a reduction in car traffic (which transfers to cycling).

Other monetised benefits including noise, air quality, greenhouse gases and changes in indirect tax revenues together amount to £353,000. Apart from a small reduction in government indirect tax revenues there are no dis-benefits.

The £30.1m PVC has been derived by taking the £30m 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 assumed that BCR Phase 3 would be completed by 2018 and have appraised benefits from 2018 to 2047 inclusive, i.e. a 30 year appraisal period. This was the assumption used by DfT in its appraisal of the first phase of the Cycle City Ambition Grants.

Full details of the methodology used can be found in the attached economics report in Appendix B.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful.

Please confirm that you are committed to working with the Department and Sustrans to improve current monitoring and evaluation plans, and that you agree to improve processes where needed to enable end of programme comparisons across the Cycling Ambition cities.

Yes No

SECTION D: Declarations

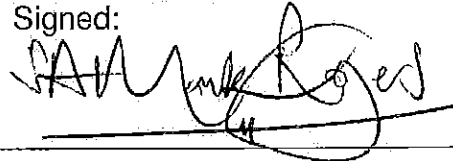
D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for BCR Phase 3 I hereby submit this request for approval to DfT on behalf of Birmingham City Council and confirm that I have the necessary authority to do so.

I confirm that Birmingham City Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Mark Rogers

Signed:



Position: Chief Executive & Director of Economy

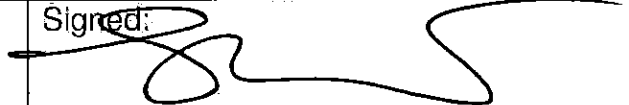
D2. Section 151 Officer Declaration

As Section 151 Officer for Birmingham City Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Birmingham City Council:

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2017/18
- confirms that the authority has the necessary governance / assurance arrangements in place and, for smaller scheme bids, the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place

Name: Jon Warlow
Director of Corporate Finance

Signed:



Submission of bids:

Applications must be submitted by 5pm, **31 January 2015**. Submissions should be sent electronically to cycling.ambition@dft.gsi.gov.uk.

List of Appendices:

- A – Birmingham Connected
- B – Economic Case
- C – Main Corridors Proforma
- D – Parallel Routes Proforma
- E – City Centre Routes Proforma
- F – Local Links Proforma
- G – Canal works Proforma
- H – Green routes Proforma
- I – 20mph Proforma
- J – Supporting Measures Proforma
- K – Letters of support from key stakeholders.