



## Cycle City Ambition Grant 2 Support

26<sup>th</sup> January 2015

Dear Mr Lennard,

I am writing in support of the second Cycle City Ambition grant application. BikeRight! are passionate about cycling and deliver training nationally to over 20,000 people annually. We have been heavily involved in the revenue cycling support delivery under the Local Sustainable Transport fund and understand more than most the need for cycle friendly infrastructure. The benefits of the first tranche of funding are now being seen with the canal improvements and the role out of the Big Birmingham Bikes Project, so it is extremely important to maintain this momentum.

Thanks to the level of investment in the region over the last 2 years, we have been able to grow our business here leading to direct and freelance employment for a substantial numbers of local people. With this bid we hope the stimulation of more cycling in Birmingham will help us to maintain this level of growth, directly supporting the local economy.

The commitment to improving cycling facilities for both new and occasional cyclists as highlighted in this bid will help increase the number of people needing and accessing our services – giving full circle support making it more viable for people to make the switch to cycling.

With this additional capital investment we would especially support the reallocation of space to cyclists, improving facilities both on and off road and making the city more permeable and convenient for people to make short trips by bike.

We look forward to developing out partnership working with Birmingham City Council and would happily provide any further information in support of this bid if required.

Yours sincerely,

Beccy Marston

West Midlands Operations Manger



**BikeRight!**

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BikeRight! is a limited company registered in England and Wales. Registered number: 5742951. Registered office: 37 Zetland Road, Chorlton, Manchester M21 8TJ. VAT Registration Number : 884331118

# Birmingham Greenways

**150 miles of traffic free walking and cycling paths around Birmingham,  
the Black Country and Solihull**

**Graham Lennard,  
Projects Leader – Cycling and Walking  
Growth and Transportation  
Birmingham City Council  
1 Lancaster Circus Queensway  
PO Box 14439  
Birmingham**

Dear Graham,

**Birmingham Cycle Revolution Phase 3 (DfT Funding, CCAG Phase 2, 2015-2018)**

I have lived in Edgbaston, Birmingham for over thirty years.

I write as a member of the Midland Wine and Spirit Association, and as a trustee of The New Art Gallery Walsall.

I publish the following website.

<http://www.birminghamcyclinggreenways.co.uk>

I am currently working with Heron Maps to produce a tourist walking and cycling guide for Birmingham and the Black Country.

In the nineteenth century Birmingham and the Black Country were at the heart of the Industrial Revolution and the area was known as 'The Workshop of the World'.

Today over 33 million visitors per year visit Birmingham and the NEC. Only a tiny percentage stay overnight.

The illustrated 'Birmingham Greenways Map' will showcase the regions industrial heritage and it is hoped this will encourage more visitors to stay for a few days. Just a couple of nights represents a lot of hotel bedrooms, a lot of meals, a lot of bottles of wine, and a lot of jobs.

The map will cover an area from the NEC to the Black Country Museum, and from Kings Norton to Sutton Park.

A network of over 150 miles of walking and cycling routes will be shown featuring

the canals and tributaries of the River Tame. (This is four times greater than the projected Olympic Park legacy.)

The New Art Gallery Walsall with its world class Garman Ryan collection and Jacob Epstein sculptures, the Staffordshire Hoard at Birmingham Art Gallery, and the Barber Institute of Fine Arts will be included as places of note for international visitors. Over 90 former watermill sites will be identified.

On a pro rata population basis alone the bid ought to secure £22 million for Birmingham. However, many of the routes straddle the borders of neighbouring authorities, and if we take into account the Birmingham Metropolitan area the population of 3.7 million is far greater than Wales and should command a figure in the region of £74 million pounds.

Hopefully, the Department for Transport will recognise this and Birmingham will secure funding well above £22 million.

If so our friends in the Black Country and Solihull can share the benefits.

I trust this is helpful.

Yours sincerely,

Roy Watson MBA  
2, Ampton Road,  
Birmingham  
B15 2UP

28<sup>th</sup> January 2015

29 January 2015

FAO: Graham Lennard, BSc (Hons)  
Projects Leader – Cycling and Walking  
Growth and Transportation  
Birmingham City Council  
1 Lancaster Circus Queensway  
PO Box 14439  
Birmingham  
B4 7DQ

Dear Graham,

**Re: Cycle City Ambition Grant 2 bid**

Centro fully supports Birmingham's Cycle City Ambition bid for grant 2 funding.

We see cycling as a critical contributor to the regions competitiveness, its ability to secure further inward investment, as well as contributing to an improved environment and a healthier local population.

It's a great opportunity to build on the momentum already evident in the wide range of improved cycling facilities being delivered by the Birmingham Cycle Revolution package. It also aligns with the Regional Cycling Charter supported by District Council Leaders which aims to increase the overall level of cycling to 5% of all journeys over the next ten years. We see this as a realistic target given continued investment.

As a key component of Birmingham's Mobility Action Plan – it provides better mobility for sustainable local journeys, including access to employment, and shopping/leisure. At a strategic level this investment creates a better all round environments to work and live in, and supports, at a local level, the investment being made in infrastructure providing regional, national and international connectivity.

As you are aware we are working closely with you and colleagues in Birmingham and other District Authorities to support investment in facilities like Brompton Docks and Cycle Hubs at public transport interchanges, as well as crucial supporting measures through LSTF funding to deliver cycle training and maintenance courses to give people the confidence they need to cycle safely and continue to use their bikes for more journeys.

The air quality and health problems experienced in many parts of Birmingham are well documented, investment in cycling provides a great value for money way of tackling these and the approach being taken in the bid will contribute to this.



The investment will be welcomed by the business community and residents alike, as well as making the city more accessible for visitors. It will enable us to capitalise on the growing public support and demand for safe and easy cycling, and really make it an integral part of the transport network.

We look forward to a positive outcome and continued effective partnership working.

Yours sincerely



Conrad Jones  
**Head of Sustainability**







**Canal &  
River Trust**

Keeping people, nature & history connected

20 January 2015

Andy Middleton  
Transportation Services  
Economy Directorate  
Birmingham City Council  
PO Box 14439  
Birmingham  
B2 2JE

Dear Andy,

**Birmingham Cycle Revolution - Cycle City Ambition Grant Round 2**

Canal & River Trust are delighted to be given the opportunity to work again with Birmingham City Council and other partners on a future phase of the Birmingham Cycle Revolution, potentially funded through the Cycle City Ambition Grants initiative.

We have seen through the investment made to date, that the canal network in Birmingham can provide a great opportunity for sustainable travel across large parts of the City, including major employment sites, regeneration zones and universities, but also to the emerging Green Travel Districts. Canal & River Trust see the canal as being a great alternative resource for cyclists who do not enjoy, or do not have the confidence to cycle on the road network.

Using our well established national framework contracts, and our experienced in house project management teams, Canal & River Trust are in an excellent position to effectively deliver further phases of improvement works as part of the Cycle City Ambition Grant Round 2. During 2014, our team have made some excellent progress in Birmingham, delivering really significant improvements for cyclists on the canal network as part of Round 1.

As part of our contribution to the next round of Cycle City Ambition works, we would like to offer the resources of our project management team and enterprise team, during the design and delivery phases of the proposed works. We anticipate that this would have a value of around £170,000.

**West Midlands Waterways**

Canal & River Trust Peel's Wharf Lichfield Street Fazeley Tamworth B78 3QZ  
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Patron: H.R.H. The Prince of Wales. Canal & River Trust, a charitable company limited by guarantee registered in England and Wales with company number 7807276 and registered charity number 1146792, registered office address First Floor North, Station House, 500 Elder Gate, Milton Keynes MK9 1BB

Canal & River Trust are committed to the future maintenance of improvements undertaken on our assets in accordance with our General Works Programme. The costs of future maintenance of towpath improvements and any works to our existing accesses shall be responsibility of Canal & River Trust.

Canal & River Trust wish Birmingham City Council and its partners, every success with the bid to the Department for Transport, and we look forward to working with the Council again to implement these much needed improvements for cyclists in the City.

Yours sincerely,



John Harris  
Enterprise Manager – West Midlands



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28 January 2015

Dear Sirs,

I am delighted to be able to offer a letter in support of Birmingham City Council's bid to the second round of the Department for Transport's Cycle City Ambition Fund. I am Chair of Council at CTC the National Cycling Charity and happen to have lived and cycled in Birmingham for over 40 years. I have been personally involved in consultations with the City which emerged from a ground breaking and critical Scrutiny Report Gearing Up and the first CCAG bid. With other colleagues from the cycling, public health and physical activity worlds I have been invited to the excellent and regular programme of stakeholder engagement that has accompanied the implementation of Birmingham's Cycling Revolution.

The BCR has been genuinely transformational and the ambition to turn Britain's "motown" into a cycling city is no easy task. I have been very impressed and grateful for the all party commitment shown by the City's leaders and the skill and dedication of the implementation team involving local



knowledge with internationally respected specialist consultants. The key to success and achieving a new active travel experience for Birmingham's citizens and for our 34 million visitors per annum is maintaining momentum. After years of frustration and missed opportunities we are now seeing a well thought out ground plan of routes, infrastructure, locality improvements and supporting measures which have been made a key part of the City's Birmingham Connected vision for transport and economic growth.

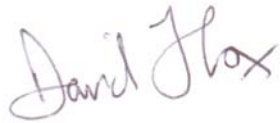
Accepting Birmingham's CCAG1 bid was a courageous decision on the part of the Department but it is one that is paying off. An earlier success with Bike North Birmingham proved what could be done and the CCAG grant with its match funding latterly boosted with the £6m Local Growth Fund and its matching contribution is proving that Birmingham is serious and can be successful. Extending this with CCAG2 funding until March 2018 would prove nationally that the £10 per head cycling commitment advocated by the Get Britain Cycling Report from the All Party Parliamentary Group can have a real impact. The quality of the teams involved, the systematic nature of their programmes and their willingness to engage with the cycling and walking public alongside other health, sustainability, business and transport interests is the key to this transformation. Birmingham will be a different and more successful City because of the way the BCR is being developed to high standards within a broader transport and growth strategy.

I have looked at how the CCAG2 bid complements the changes now being implemented. More show case routes within Birmingham Connected's corridor and road space vision, local routes and Green Travel Districts in the suburbs with a much more permeable City Centre for cyclists (and pedestrians), continuing and improving the regeneration of the rich heritage of local tow path and green routes with better access points, more 20 mph works near schools and other proven programmes around parking, cycle hire, businesses and the Big Birmingham Bikes scheme which makes sure that cycling and its benefits are available to the whole population including job seekers and people on low incomes.

Although I have a national remit in my role at CTC, I am immensely proud of how my City has risen to the challenge of the Cycling Revolution. At a conference this morning economic experts were clear that the British economy cannot succeed without Birmingham and the West Midlands succeeding. Similarly Birmingham has to breakout of car dependency and achieve a healthier and more sustainable future if nationally the benefits of growth are

not to be lost in congestion, urban blight and the human and economic costs of an inactive population.

Yours faithfully

A handwritten signature in cursive script that reads "David Cox". The ink is a light grey or blue color.

Professor David Cox OBE  
Chair of Council  
CTC



Andrew Cleaves  
Board Member for Transport  
Greater Birmingham & Solihull LEP  
c/o LEP Executive  
Baskerville House, Ground Floor  
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Birmingham, B1 2ND

Email: [gbslep@birmingham.gov.uk](mailto:gbslep@birmingham.gov.uk)  
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Phil Edwards  
Head of Growth and Transportation  
Birmingham City Council  
1 Lancaster Circus Queensway  
Birmingham  
B4 7DQ

Date 28<sup>th</sup> January 2015

Dear Phil

### **Cycle City Ambition Grant Round 2**

I am writing to express full GBSLEP support for Birmingham City Council's second Cycle City Ambition Grant (CCAG) funding application to the Department for Transport.

The award of a further £22.1m by Government, matched by £8m of local resources, will enable the important continuation of the Birmingham Cycle Revolution (BCR), which has already seen major investment through CCAG and an amalgam of local funding contributions. The GBSLEP has also shown its commitment to cycling by prioritising £6m of Local Growth Fund resources within our Growth Deal for a separate, but complementary phase of BCR.

Projects to link key employment centres, directly access major employment sites and facilitate access to public transport interchanges form major components of the Council's proposals for CCAG round two, with the GBSLEP supportive from an economic impact perspective. Other positive impacts around the quality of the built environment, road safety, public health and emissions are also fully recognised and supported by GBSLEP.

Yours sincerely,

A handwritten signature in blue ink that reads "Andrew Cleaves".

Andrew Cleaves

Board Member for Transport, Greater Birmingham and Solihull Local Enterprise Partnership

Anne Shaw  
Head of Transportation Services  
Birmingham City Council  
1 Lancaster Circus Queensway  
PO Box 14439  
Birmingham, B4 7DQ

**29<sup>th</sup> January**

Dear Graham

**Cycle City Ambition Grant Programme Ongoing Funding – West Midlands ITA Support**

The West Midlands ITA welcomes the Government's commitment to ongoing funding to support cycle infrastructure and interventions. We therefore support Birmingham City Council's bid for a Cycle City Ambition Grant programme funding for 2015 - 2018. This builds on the great work the City Council has achieved since 2013 through its Birmingham Cycle Revolution programme.

The West Midlands ITA has adopted a metropolitan area wide Cycling Charter. The Charter aims to raise levels of cycling to 5% of all trips by 2023 and this represents a 400% increase in cycling journeys from the 1% baseline. Therefore, this bid is a fundamental initiative to achieving the aims and ambitions of the Charter.

Moreover, as stated in the West Midlands 'Expression of Interest' to the 'DfT Cycling Delivery Plan' consultation, long term funding commitment to areas helps to provide consistency and will help to embed real change. This will lead to a more joined up and coherent cycle network in Birmingham and in future, across the West Midlands.

Continued investment in Cycling will help areas such as the West Midlands tackle issues such as Air Quality but also to help overall urban mobility and quality of life. Increasing cycling investment and uptake will be a key component of the new Strategic Transport Plan for the West Midlands, which looks to build on the great work of the West Midlands Cycle Charter, Birmingham Cycle Revolution and the ambitions set out in Birmingham Connected.

We see this project as an exciting opportunity to significantly extend provision for cyclists in Birmingham and for the West Midlands Metropolitan Area.

Yours sincerely



**Laura Shoaf, Strategic Director of Transport**  
**West Midlands Integrated Transport Authority**

28<sup>th</sup> January 2015

To whom it may concern

As Policy and Development Director at Marketing Birmingham I write in support of Birmingham City Council's bid to round 2 of the Department for Transport's Cycle City Ambition Fund.

Marketing Birmingham, the inward investment and marketing agency for the City of Birmingham has a number of reasons to celebrate its performance over the past few years, and it is important for international trade, business start ups and overseas tourism that the city's cycling infrastructure improves in line with its reputation.

Between 2012 and 2013 Birmingham saw an increase of nearly 230,000 (32%) in the number of international visits – the strongest growth in the country in absolute terms and more than all other core cities put together.<sup>1</sup> Overseas visitors not only stay for longer than domestic tourists, they also spend more, adding more to the regional economy. Improvements to connectivity are vital for international visitors as they are reliant on public transport to a far greater extent than other visitors. Excellence in cycling infrastructure is the norm for many of these visitors in their home cities and Birmingham must invest in its product if it is to remain competitive.

Birmingham was ranked as offering the highest quality of life of any UK city outside of London in 2013, taking 51st place in the world rankings.<sup>2</sup> This ranking is based on the rating of many factors, of which transport and connectivity is one. Birmingham is doing well, but the projections detailed in the Birmingham Connected Strategy highlight the importance of taking radical steps to ensure the free flow of essential traffic to and through the city. Improved opportunities for cycling have an important role to play in easing congestion and maintaining clean air for residents and workers.

In 2013 5,480 people relocated from London to Birmingham, well ahead of its nearest rivals, suggesting that affordable housing, good quality of life and relative proximity to London are all making Birmingham a particularly attractive proposition.<sup>3</sup> The core cities' aim to rebalance the regional economies is supported by migration from London to jobs in the regions. Birmingham expects to benefit further from this and seeks to offer a balanced way of life enabling both hard work and good play. The provision of green routes, canal side cycling and information to new residents is part of this offer.

Between 2003 and 2013 Birmingham's population increased by nearly 96,000 – well ahead of its nearest rival. Birmingham is also the youngest major city in Europe and has seen the fastest growth in numbers of under 25's of any UK city outside London.<sup>4</sup> While cycling is beneficial and achievable

<sup>1</sup> ONS International Passenger Survey

<sup>2</sup> Mercer Quality of Life Index

<sup>3</sup> ONS Internal Migration Statistics

<sup>4</sup> ONS population mid year estimates

for all ages, it is particularly important in this young city, where we seek to balance the use of private transport owing to its generation of pollution and congestion, with their commensurate negative impacts on the city's economy. In order to play an active role in the local economy, young people must be able to access work, and cycling offers incredibly efficient means of seeking work and getting to and from employment. It is very time-efficient, excellent value and provides the independence young people are seeking.

The additional investment in the Birmingham's cycling infrastructure will cement the improvements we are seeing in the local economy and mitigate some of the disadvantages of a growing economy. I fully support the Birmingham City Council bid.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Tim Manson', with a long, sweeping flourish extending to the right.

Tim Manson  
Policy & Development Director



Ref: AP/ML

Date: 26th January 2015

To whom it may concern,

### **Letter of support for Cycle City Ambition Grant 2 bid**

I fully support the Cycle City Ambition Grant 2 bid. It has a number of key tactics which are designed to keep Birmingham moving, and more importantly allow people who live and work in Birmingham to use a variety of transport methods including cycling and walking. This will benefit the local economy both directly in terms of wealth creation but also indirectly in view of the health of the people who live and work in the city.

As Director of Public Health I can confirm that one of the major priorities in the city is obesity, especially childhood obesity. More people cycling, especially children, will affect activity and reduce obesity. Role modelling is also vital– the more people that cycle normalises this important habit.

Another important issue in Birmingham is that of air quality. Most of the poor air quality relates to the internal combustion engine. The increase in cycling will reduce the number of journeys by car in the city. This will improve air quality and reduce the health effect of our poor air quality.

I believe that the above are significant reasons to support the Cycle City Ambition Grant 2 proposals.

Yours faithfully



Adrian Phillips  
Director of Public Health

Please reply to:  
Dr Adrian Phillips  
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## Birmingham's voice for cycling

54-57 Allison Street, Digbeth, Birmingham, B5 5TH  
Contact: [secretary@pushbikes.org.uk](mailto:secretary@pushbikes.org.uk)

To whom it may concern,

Push Bikes, as Birmingham's cycle campaign, has been heavily involved in the stakeholder consultations that Birmingham City Council (BCC) has been holding on the work funded by the initial Cycle City Ambition Funds grant. We have been active in campaigning for better cycling conditions in Birmingham for over 30 years now, and feel that during the stakeholder consultations in the last few years there have been very positive developments in BCC's engagement with stakeholders and that there is a strong commitment in BCC to improve conditions for cycle users in Birmingham. We have been very pleased that BCC has pushed ahead with seeking funding to continue the Birmingham Cycle Revolution even before this round of Cycle City Ambition Funds were announced, and we are confident that BCC will continue to strive to fund the Birmingham Cycle Revolution.

We have been impressed by the ambition of some of the plans for cycle infrastructure on main corridors, and we are very pleased to see that BCC is committing to the development of further 'showcase routes' in this next round of Cycle City Ambition Funds. We believe that ensuring that infrastructure implemented on main roads is of high quality is important.

The work being done by BCC on the Birmingham Cycle Revolution will be very beneficial for encouraging physical fitness among Birmingham's population and increasing the mobility of job seekers through enabling low-cost transport. The Big Birmingham Bikes project, building on a cycle-hub network set-up in deprived areas previously, is a sign of BCC's commitment to enabling access to cycling for all Birmingham residents.

Yours faithfully,  
Chris Lowe  
Chair of Push Bikes, Birmingham's cycle campaign.

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B5 5NR

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Anne Shaw  
Head of Transportation Services  
Birmingham City Council  
4th Floor (Neighbourhood 20)  
1 Lancaster Circus Queensway  
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B4 7DQ

29<sup>th</sup> January 2014

Dear Anne

Birmingham Cycle Revolution – Phase 2

Sustrans is pleased to support Birmingham City Council's bid to round two of the Department for Transport's (DfT) Cycle Ambition Grant, which we feel meets the key criteria for the fund. We have a long history of successful partnership working with Birmingham CC including Connect2, Bike North Birmingham and the DfT funded Links to Communities and Cycle Safety programmes.

We have supported Birmingham City Council in the preparation of this bid, including consultation and recommendations for cycle route improvement corridors. Sustrans in-kind match funding contribution to the bid includes Big Lottery funding for a community led street design project in King's Heath, which fits with one of the Cycle Revolution corridors.

We look forward to working in partnership with Birmingham City Council to support the delivery of this programme. It is great to see the progress with phase 1 of the Cycle Ambition Grant and Birmingham's aspiration to support increased sustainable transport measures delivering improved health, economic and air quality improvements for the residents in Birmingham.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Yvonne Gilligan', with a long horizontal flourish extending to the right.

Yvonne Gilligan  
Regional Director