

# From Motor City to Cycle City

## Value for Money

### with a partnership approach

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# Birmingham Cycle Revolution



# Location of Birmingham

**Birmingham** 

West Midlands, England, United Kingdom



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## About Birmingham

- Birmingham is UK's second largest city and is within West Midlands conurbation (about 100 miles north-west of London)
- Formerly centre of UK motor industry (which was originally based on cycle industry)
- Centre of English major road network
- Known as Motor City in 1970s
- Sprawling city, hilly, but some flatter river valleys and canal corridors



# Motor City or Cycle City?



# Cycling in Birmingham

- 1-2% mode share
- Busiest routes have just 500 cyclists per day
- 75% growth in 5 years and increasing rate of growth since 2012
- Mainly male, young, 'sporty' but gradually changing to all types of people
- There is very little infrastructure – but this is changing!

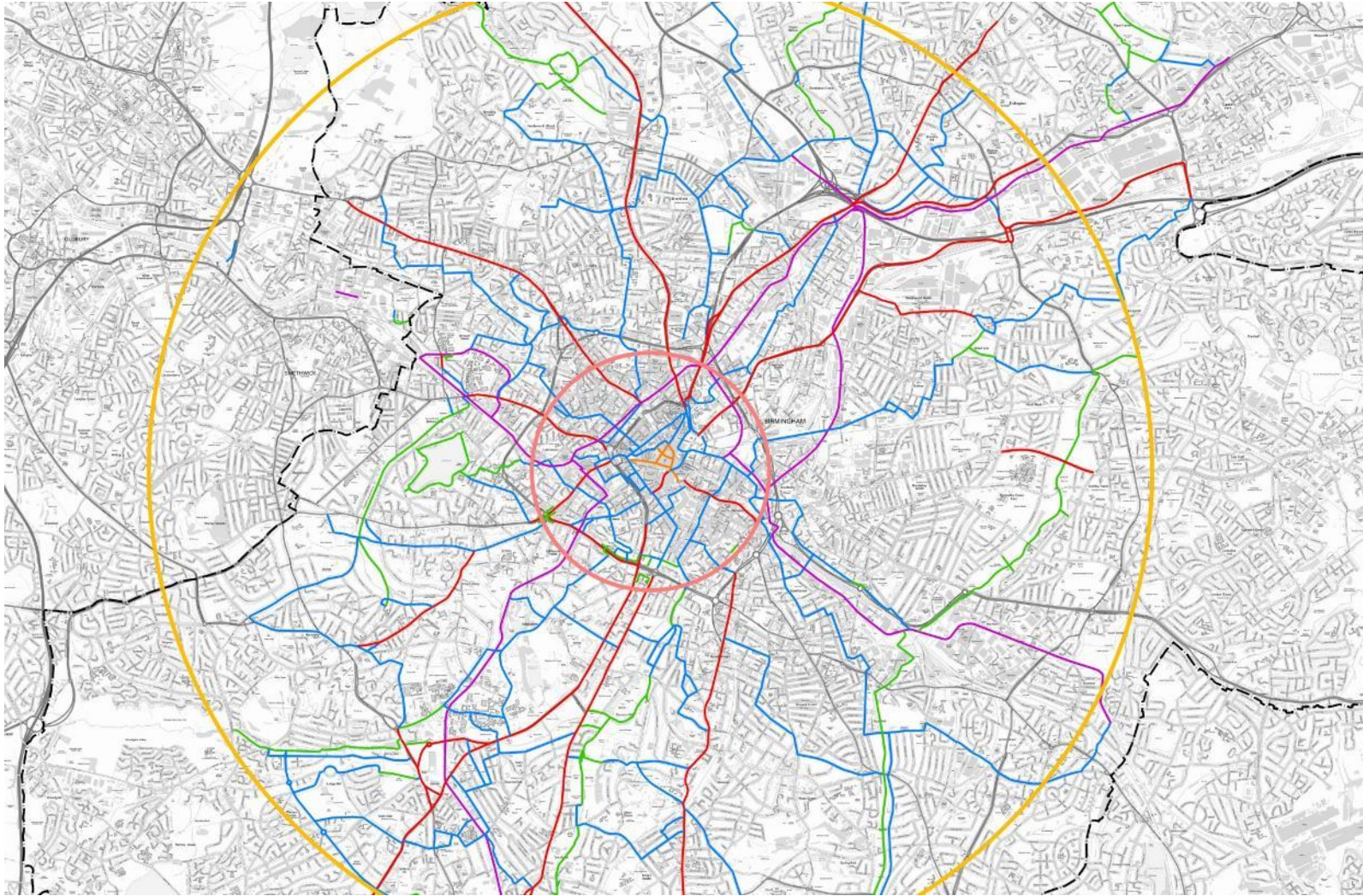


# Overview – Birmingham Cycling Revolution

- City Council secured £24m Cycle City Ambition Grant (CCAG) funding to deliver the Phase 1 in 2013-16 (approx. 100km of new/improved routes).
- Focus on delivering on- and off-highway cycle infrastructure improvements on network within 20 mins cycling time of city centre.
- Main roads, quieter parallel streets, city centre, local links, cycle parking, 20mph areas, canal towpaths, green routes, private cycle parking and cycle loan/hire schemes.
- Subsequent funding awarded in 2014 (Phase 2) and 2015 (Phase 3) to consolidate and extend by 2018.



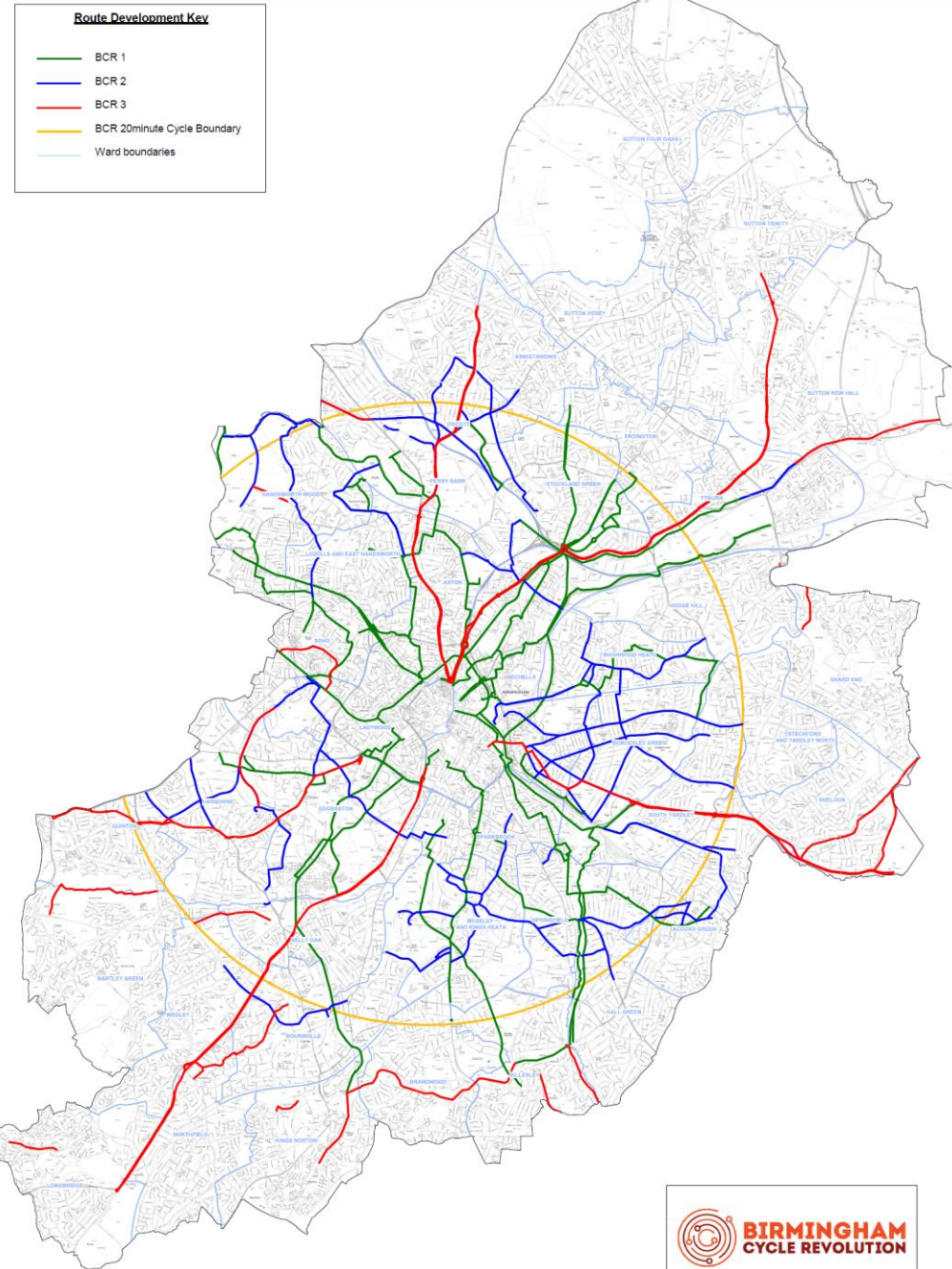
# 2013 – 2016 Network





# Route Development Key

- BCR 1
- BCR 2
- BCR 3
- BCR 20minute Cycle Boundary
- Ward boundaries



## 2015 – 2018 Network



# Managing the Delivery

- Design Team - Birmingham City Council and their consultants
- Design Steering group (selected local campaigners – cycle, bus, pedestrian)
- Wider reference group (community, disability, cycle, bus, pedestrian, project staff, politicians)
- Formal public consultation
- Project Board (BCC staff and politicians)

# Advantages of Inclusive Design Process

- Key Stakeholders help to formulate design
- Access to local knowledge
- Understanding of limitations (budget, time, other priorities)
- Reduces opposition in public consultation – less redesign work





## Issues facing the project

- **Time** – Central government grant is time limited – this means we design what can be built quickly with little opposition
- **Leadership** – Public support for taking space from cars is limited and this requires strong political leadership
- **Internal Processes** – National and local procedures for planning and works approvals are time consuming
- **Contractors** – Hard to get contractors for these smaller works as there are lots of big infrastructure projects locally

# Partnership with Canal and River Trust





## Top Cycle Location - Partnership with schools and employers





# Access to Bicycles – Community Partnerships





# Delivery as part of a wider city vision



## Measures to ensure value

- **City sustainable transport policy** 'Be Connected' identifies cycling as a priority
- **Sharing information** with city maintenance contractor – new cycle lanes delivered through resurfacing work
- **Multiple partners and routes** – canals, greenways, bike loan – helps share risk and enable money to be reallocated
- **Communications and events** – to raise awareness and participation
- **Shared route corridors** with other transit improvements



Merci!

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