



**Haringey** Council

## **Briefing note for Northumberland Park and White Hart Lane Area Forum**

### **Smarter Travel and Leisure Services Cycling Projects/Activities**

**Date 5<sup>th</sup> February 2015**

#### **Purpose of Briefing**

To detail how Haringey Council encourages cycling – including a summary of the key cycling projects that are being undertaken as part of the Smarter Travel and Leisure Services programmes during 2014/15.

#### **SMARTER TRAVEL CYCLING PROJECTS**

##### **Cycle Training**

Cycle Training is delivered by an external organisation called Cycling Instructor within most primary schools to year 5 and 6 pupils to Bikeability Level 2 as well as to some year 3 and 4 pupils to Bikeability Level 1. Cycle Training is also offered to individuals over 9 years old within the Borough up to Bikeability Level 3. Courses are also run at Finsbury Park and Lordship Recreation Ground for those aged 9 + in the summer and half term holidays (weather permitting). We also fund two schools to deliver their own Cycle Training – North Harringay and Risley Avenue Primary Schools.

From April to December 2014:

- 752 pupils received cycle training (this is inclusive of 41 pupils from North Harringay and 96 from Risley Avenue school)
- 333 individuals received cycle training

We also offer cycle training to secondary schools and are currently working with Cycling Instructor and the Police to encourage more secondary schools to participate.

As a method of sustaining cycle training in schools and communities, 11 teaching staff/community workers undertook the Cycle Instructor Training course with Cycling Instructor since January 2014. There will be continued emphasis on this training with a long term goal of increasing cycle training provision within Haringey.

##### **Organised Cycle Rides**

British Cycling run a number of organised cycle rides for all within Haringey which are promoted by Smarter Travel. In addition 4 Smarter Travel staff members are trained British Cycling Breeze ride leaders. Breeze is a programme run by British Cycling to encourage more women to cycle through organised cycle rides. From 1<sup>st</sup> April to 31<sup>st</sup> December there were 9 organised rides for all and approximately 10 Breeze Rides. A total of 104 people took part in the rides. Bikes are available at Lordship Recreation Ground for those who do not have access to a bike but wish to attend a Breeze Ride.

##### **Active Travel Community Projects**

These are project's run by community organisations that promotes and supports residents to walk or cycle rather than drive their cars. This might be through setting up a walking or cycling club to promote these two aspects, setting up a bike loan scheme, or setting up a bike maintenance programme where participants learn how to fix bikes themselves, which will keep them cycling. Projects funded from September 2013 to August 2014 included:

- Recycle the Way you Travel run by Bike Works offered 24 residents the opportunity to build a bike, maintain it and undertake Bikeability training.
- Cycling for Healthier and Closer Communities by Living Under One Sun which will offer cycle rides, fun day events, taster sessions at the Lee Valley Velopark, social screenings of major cycling events, promote Smarter Travel to 1600 residents and increase sustainable modes of transport by 100 journeys per week.

- Green Wheels by the Selby Centre Cycle Fun by Tottenham Hotspurs Foundation (THF) included organised cycle rides, instructor ride leader training and beginners one to one cycling.
- Bike Maintenance course (by THF) aimed at young people to give them the skills to maintain their own bike.

This year we approved the funding of 7 new Active Travel projects. Projects are either continuing or will start in January 2015 as follows:

- Recycle the Way you Travel part 2, run by Bike Works is offering 30 residents the opportunity to build a bike, maintain it and undertake Bikeability training.
- Cycling for Healthier and Closer Communities part 2 by Living Under One Sun is continuing to deliver organised bike rides, a cycle cafe, Dr Bike and cycle training around Hale Village and Ferry Lane estate, as well as screening of major cycling events, active travel fun days and trips to the Lee Valley Park Velodrome.
- Green Wheels by the Selby Centre part 2 includes continuing to promote the benefits of active travel, offer bike maintenance and a cycling club for young people, encourage parents, through their children to take up walking, surveying original 121 residents to find out changes in attitude, skills, behaviour in terms of cycling.
- Cycle Fun by Tottenham Hotspurs Foundation (THF) will continue to offer organised cycle rides, instructor ride leader training and beginners one to one cycling to people with mental health, alcohol dependency etc .
- Pedal Power will offer Bikeability level 1 training to members who are able to undertake the training and their carers. They will also offer extra sessions for members.
- Mind in Haringey will offer organised cycle rides for members.
- Markfield project will offer independent travel training to members to support them to actively travel to the project and for other short journeys.

### **Doctor Bike**

Regular Dr Bike Maintenance sessions are held every 2 to 3 weeks in Priory Park, Finsbury Park and Lordship Recreation Ground on Sundays from 2-5pm. We also hold ad hoc Dr Bike sessions at events around the borough. The purpose of these sessions is to ensure that bike's are road worthy and to support residents to continue cycling. From April to December 906 bikes were fixed by Dr Bike.

### **Cycle maintenance courses**

Courses are held once or twice a month (no courses in August, November and January) to support people who would like to learn how to fix and maintain their bikes themselves. Since February 2014 when the course was launched, to the end of November there were 17 courses with 89 participants.

### **Personalised Travel Planning Cycle (PTP Cycle)**

PTP is a direct marketing approach, which can include direct mail, a conversation between a member of the community and a trained travel adviser, and the provision of personalised travel information and incentives.

EU funding was successfully obtained via the London European Partnership for Transport to deliver "Personalised Travel Planning for Cycling" in targeted areas of Haringey. The main project focus is to deliver a modal shift to cycling by using proven PTP methodologies to overcome habitual car use, by delivering an intensive marketing and information campaign target at households (using mosaic data) which have the greatest propensity to change their travel behaviour to more sustainable travel choices. The project is being delivered over 3 years (2013-2016).

Sustrans were contracted to engage with 5,000 households, in the Crouch End area of Haringey, to offer Personalised Travel Planning (PTP) involving one-to-one conversations between residents and trained Travel Advisers who emphasised cycling above other sustainable modes and the provision of personalised travel information and incentives to promote sustainable transport. Additionally, at least a further 1,000 members of the public were to be engaged at 10 events across the Borough, which would be linked in with Haringey Smarter Travel programme

Fieldwork took place from June to beginning of September with the following outputs achieved:

- 2 Project Officers recruited
- 20 field staff recruited
- 600 invitation postcards distributed per week
- 3607 households contacted
- 2658 households interested in receiving information
- 12106 pieces of material were distributed
- 90% of materials were delivered within seven days
- 500 extra participants were engaged through events

Residents are due to be contacted in November/December 2014 and again in June 2015 to see if there has been any short term or long term modal shift as a result of the project.

This project is also being run in four European Cities (Antwerp, Burgos, Riga, and Ljubljana) and in Greenwich in London.

In addition Smarter Travel is currently advertising for an organisation to deliver a similar Personal Travel Planning project in a ward to be confirmed from June to September 2015.

### **Volunteer Cycling Rangers**

Volunteer Cycling Rangers are local people who suggest small improvements to the cycling environment that could be made by Haringey Council to improve cycling. For example street fault reports, cycle parking suggestions etc. There are currently 12 people who have registered to be volunteers and are going through the training process. Anyone interested in registering should visit <http://haringey.cyclingrangers.org.uk/register>

### **Bike it Plus**

5 primary schools and a secondary school within the Wood Green cycle hub were engaged by a Sustrans Bike it Officer to undertake numerous cycling activities as part of the Sustrans Bike it Plus Programme. The Scheme ran from September 2013 to July 2014 and engaged children and parents in organised bike rides, Dr Bikes, cycle maintenance, bikers breakfasts (for those cycling to school) and a number of other activities aimed at encouraging young people to cycle to school. The scheme was part funded through specific funding from TfL with match funding from the Smarter Travel budget.

### **Funding support for cycling clubs**

Smarter Travel also supported the following organisation's with funding for 2014/15:

- Haringey Cycling League (6 Primary Schools are now members) - £5,500
- Pedal Power All Ability Cycling Club - £4,500

We will offer a similar level of funding to the above organisations for 2015/16 (excluding the funding already agreed with Pedal Power for the Active Travel projects).

### **Other Cycling activities since April 2014**

#### ***Festival of Cycling***

This is the second tri- borough event held in Finsbury Park in conjunction with Hackney and Islington. It took place on Sunday 15<sup>th</sup> June and some outputs from the event are set out below:

- Over 1200 people attended the event
- 150 bikes were security marked by the police
- 130 bikes were fixed by Dr Bike
- 72 people took part in exchanging places – looking at cycling from a lorry drivers' perspective.
- 25 children took part in grass track races
- 108 people took part in Rollapaluza (static bike racing)

- 43 took part in British Cycling coaching sessions for juniors
- 50 took part in scooter training
- 118 people completed a Smarter Travel Survey suggesting a range of measures to encourage more sustainable travel, including the importance of improving off road cycle routes i.e. the river side cycle routes. This will help inform our longer term planning.

Haringey, Hackney and Islington Councils have been shortlisted for this event in the Excellence in Cycling and Walking category at the London Transport Awards which will be held in March 2015.

The Smarter Travel team has already booked Finsbury Park for a third event with Islington and Hackney Council's to take place on 14<sup>th</sup> June 2015.

### ***Bike Week***

Bike Week is an annual opportunity to promote cycling, and show how cycling can easily be part of everyday life. This initiative is supported by Transport for London. Activities undertaken by the Smarter Travel team this year included Dr Bike sessions at all underground stations as well as events on both weekends in various parks around the borough.

### ***Cycle to Work Day***

Held on 4<sup>th</sup> September this is a national event which encourages those who cycle to keep cycling and those who do not to start cycling. On the same day we held a bikers breakfast, Dr Bike maintenance session and an opportunity for anyone interested to sign up to the Cycle to Work Scheme. The scheme gives staff the opportunity to buy a bike for over 40% less and tax free.

### ***Cycle Grants for Schools***

The following schools were successful in gaining extra funding from TfL to support cycling within their schools. The Smarter Travel Team supported the schools with these applications and liaised with TfL.

<b>School</b>	<b>Allocation</b>
Bounds Green Infant School	£2955
Risley Avenue	£3000
St Ignatius RC Primary	£2905
Park View	£2975

Applications for 2015/16 are currently being sent to TfL.

### ***Working with the Metropolitan Police***

We hold regular meetings with the police and they attend events to undertake cycle marking and support us with cycle safety. We are working with them to combat cycle thefts and we attended an event on 20<sup>th</sup> October outside Tottenham Hale station to support cyclists to lock their bikes up safely and also to ride safely.

### ***Haringey Council Pool Bikes***

There are 20 pool bike's which can be used by staff to get around the borough. Bikes can be borrowed on a short or long term basis free of charge. The scheme is run by Smarter Travel with support from Alex House reception.

## **LEISURE SERVICES**

### ***Cycle Forum***

This quarterly meeting arranged by Leisure Services gives all organisations who provide cycling initiatives/activities the opportunity to come together, discuss their provision, come up with solutions to any issues, as well as providing an opportunity for projects to work together to enhance their offer to residents.

**Rockstone Alley**

A grass roots cycling organisation who are based at St Ann's Hospital and have also taken on a 5 year lease for the Info Centre at Lordship Rec. Rockstone provide cycling opportunities for a range of target groups including; people suffering mental ill health and children/young people.

They have recently been commissioned by Leisure to provide cycling opportunities for inactive people who live near Lordship Rec as part of the Tottenham Active Project

**Haringey Play Association and Selby Centre**

Will soon be offering cycling activities for women and children as part of the Tottenham Active Project

**Urban Active**

A number of organisations; Rockstone, Bridge Renewal and the Selby Centre have been commissioned by Youth Services (supported by Leisure) to provide cycling opportunities (lead rides and cycling maintenance skills) for young people.

**Cycling on Prescription**

As part of the GP Referral Scheme commissioned by Public Health and managed by Fusion; lead rides are offered to those who have been referred to the scheme. The cycles were purchased by Smarter Travel and are stored in a container at Broadwater Farm Estate.

**Recommendations**

For Cllr Stennett's information.

*Denise Adolphe, Smarter Travel Manager and Andrea Keeble, Commissioning Manager*